AGENDA AND MINUTES

1. Announcements (none)

2. Web Services update (Jim Wilson) – Web Services is working on updating all skins so that they render well with Outlook 2007 and 2010. They expect all skins to be converted in the next month or two. Please notify Lance Campbell lance@illinois.edu or Jim Wilson wilsonjr@illinois.edu if you do NOT want your Webtools skins converted. Also, reporting functionality is in the works for the emailer tool. This feature will allow you to track open rate and click-through user statistics. If you would like additional features to be considered (reporting on which countries the email was received in, for example), please contact Jim.

3. Branding project (Robin Kaler) – The Provost's Office, at the request of the Council of Deans, has launched a committee to explore ways to better communicate the value of an Illinois degree. Robin asked CCOs to consider ways the group can help lead the effort. The Reputation Committee offered to share their Dec. 2009 report at http://publicaffairs.illinois.edu/campus/Minutes/2010/reputation-report-10-09.pdf as well as the CCO branding campaign messaging (see page 2) with the Provost group. The Reputation and Branding committees offered to participate on behalf of CCO. All CCOs are asked to review the Dec. 2009 report and offer any additional data they collect/maintain that might inform the current effort.

4. Information needs? (Robin Kaler) – Please don’t hesitate to let us know any topics on which you need FAQs, talkpoints, etc. If you are receiving multiple calls/inquiries regarding a particular issue, or are just needing to direct inquiries to the proper party, please call Public Affairs.

5. Office of Advancement (Don Kojich) – no report

6. Illinois Alumni story ideas (Bea Pavia) – Bea is still looking for story ideas on women in prominent or notable positions, as well as water-related stories. She has received several research-related ideas around the subject of water, but would also welcome stories outside the research arena as well.

7. Office of University Relations (Ginny Hudak-David) – Ginny encouraged all to link to the President’s blog from their Web sites where appropriate. The blog is available here: http://prezrelease.uillinois.edu/

8. Other (Lori Herber) – Don’t forget the first monthly informal happy hour/communicator’s get-together will be Thursday, October 21 at 4 p.m. at the Bread Company on the corner of Goodwin and Oregon. Each event will be loosely structured around a topic, then open for casual networking. The inaugural topic will be printing vendors: issues, quality and reputation.
Illinois Brand Attributes/Work Bank

Also known as core values, brand attributes are the things that a particular brand stands for. Brand attributes are a set of characteristics that identify the physical, character and personality traits of the brand, similar to the attributes that allow us to consistently identify individuals.

**Accessible**
Approachable, friendly, attentive, convivial, genial, welcoming, propitious, helpful, companionable, gracious, helpful, kind, warm, sincere

Collaborative, synergetic, cooperative, unified, concerted, co-acting

Smart, talented, bright, astute, effective, keen, resourceful, adept, intelligent, nimble, proficient, skilled, capable, accomplished

Unbounded, vast, unrestricted, limitless, infinite, unfettered

**The New Midwestern University**
Practical, constructive, pragmatic, solid, utilitarian, realistic, empirical, rational, sensible

Focused, centered, engaged, purposeful, thoughtful, serious, critical, passionate, foundational

Hard-working, energetic, effective, progressive, assiduous, dynamic, energetic, industrious, persevering, enterprising, fastidious, determined, diligent, tireless, untiring, studious, earnest, enthusiastic, resolute, steady, eager, enthusiastic, impassioned, ardent, devoted, serious, thoughtful,

Surprising, remarkable, extraordinary, bold, daring, undaunted, intrepid, courageous, confident

Authentic, genuine, trusty, reliable, honest, ethical, sincere, forthright, scrupulous, straightforward, undisguised, honorable, grounded

Modest, prudent, unpretentious, reasonable

**Lifelong Family**
Loyal, allegiant, steadfast, devoted, allegiant, truehearted, orange & blue, spirited

Socially responsible, accountable, conscientious, sensible

Encouraging, supportive, hopeful, promising, spirited, dependable, solid