1. Announcements

- Lee Busselman leaving (Duke Nursing School) 😊
- Libby Johnston named permanent communications director for the Institute of Natural Resource Sustainability
- Melissa Englund hired as director of communications at College of Law (and had a baby!) 😊😊
- BrandU held on September 8 at Business Instructional Facility

2. Increasing search engine hits through headline writing (Todd Wilson) – Todd Wilson gave notes from a Poynter NewsU Webinar on "Writing Headlines for Search Engine Optimization (SEO)." Because search engines no longer rank pages based primarily on meta data, it has become important to use FULL WORDS in page titles and URLs, as well as using keywords (likely search terms) in headlines and body copy. This webinar discusses how page rankings are figured and how headlines written for print may not transfer well to online publications. If you are interested in viewing this one-hour, archived webinar, please contact etwilson@illinois.edu.

3. Mar-com expense “bucket” exercise (Robin Kaler/Michele Raupp) – This is an effort to help AITS help us track mar-com expenses. Most of the CCOs received a report of expenses FY YTD. This is a report of ALL expenses, not just mar-comm expenses. No action is required other than reviewing the report for expenses that might have been incorrectly coded. These could be mar-comm expenses that were coded as something other than mar-comm, or they could be non mar-comm expenses that were incorrectly coded as mar-comm. There is no need to go back and correct anything; this exercise is mainly for learning.

   In order to better track mar-comm expenses, we can use an accounting column called Activity Code. Some units are already using activity codes. Please let Robin and Michele know what codes you are using and what they’re called and we may be able to re-use them for other units as well.

   The group brainstormed ideas on where they currently spend money (e.g. printing, events, consulting, etc.). We will collect a list of these “buckets” and try to come up with logical groupings of types of expenditures. Grouping will allow us to use a minimum of activity codes. We really don’t want to use more than five or six activity codes otherwise, the task will become too burdensome for those who have to enter the data on expenses.

   Robin and Michele are also going to come up with a clear definition of mar-comm expenses as they relate to marketing to internal audiences and external audiences.

4. Rankings update (Chris Harris) – Chris discussed some differences in how the US News & World Report rankings for 2010 were calculated and explained how those
changes affected how colleges were scored, and in particular, the impact to our current ranking. Further communication/detail regarding the US News Rankings to follow.

5. **Training Collaboration Effort (Renee Lyell)** – Renee discussed an ongoing effort to provide a central information source for units that provide training and education to campus. They are currently defining the parameters, and will be publishing the final product to the Web.

6. **Unified Communications (Andrea Van Proyen)** – Andrea gave a run-down of some changes to expect in IT services via the Unified Communications effort. An overview as well as detailed information about these important changes can be found at [http://www.cites.illinois.edu/uc/](http://www.cites.illinois.edu/uc/)

On this page is the present timeline for UC, links to videos from the August UC Day presentations, and a link to the charter for and membership of the Academic Telecommunications Advisory Group, which will set priorities and provide governance during the implementation timeline.

7. **Student/Staff Directory update (Bridget Jamieson)** – Bridget followed up on her email to the group regarding changes to the print directory, as well as enhancements to the online Illinois Directory. CCOs should have permissions to edit unit listings as well as to assign editing rights to others. If you have issues editing your unit’s listing or assigning rights, please contact Bridget or Todd Wilson.

8. **Update on Stewarding Excellence communications (Robin Kaler and Jason Kosovski)** – In the next few weeks, clusters of project “next steps” memos will be released that describe what immediate actions are being taken in response to individual SEI reports. A mass mail will direct recipients to a web page on the Stewarding Excellence @ Illinois website with links to each memo. New projects will be launched early in the fall semester.

9. **Office of Advancement (Heather Tucker)** – Heather would like to extend many thanks to the folks who supplied stories and images for the Annual Meeting video. THANKS!

10. **Illinois Alumni story ideas (Bea Pavia)** – Bea is interested in hearing about stories that relate to “women in charge,” (high-level positions, etc) as well as any stories that have ties to BP or the environment (faculty doing research in this area, for example). Also, next summer Illinois Alumni will be publishing an issue themed around water, so please keep that in mind. And if you have interest in attending as a guest to the next Campus Round Table meeting, please contact Bea.