CHIEF COMMUNICATIONS OFFICERS
August 2, 2011
Agenda and Minutes

Announcements
Melissa Edwards (Office of VP for Research, mme@illinois.edu) is looking for examples of campus research that is related to improving national security of the US for an initiative in the University Government Relations Office. Please drop her a note if your unit might have something she can use.

Rita Schulte (Illinois Public Media, ritas@illinois.edu) is in search of campus units with some experiences using foursquare in their social media portfolios. If you can offer some advice or suggestions, please let her know.

Social Media at Division of Intercollegiate Athletics (Victor Cortez)
Victor Cortez (Director of New Media & Creative Services) previewed the upcoming DIA web site and walked through how Athletics has had to rethink their use and integration of social media into their promotional activities.

Web Services Update (Julie McMahon)
Web Services has been updating and enhancing our applications: external access http://illinois.edu/emailler/newsletter/14649.html allows non-illinois.edu access to forms and surveys; we’ve added new skins (templates) http://illinois.edu/emailler/newsletter/14811.html for all three campuses; and we’ve added ecards http://illinois.edu/emailler/newsletter/14663.html for UIS and UIC campuses.

CCO Technology Committee update (Katelyn Scott and Trish Barker)
Tech Committee would like to set up an informal discussion community for campus communicators using either Facebook or LinkedIn. The idea is to provide a more interactive (and less formal) arena for communicators to talk over various challenges. The Tech Committee has volunteered to handle the setup and administration – but are looking for any feedback on the platform or alternate ideas about how this group might be organized. Facebook was straw poll leader, but if you have strong feelings otherwise or other comments, please e-mail Trish (tlbarker@illinois.edu) and Katelyn (k8scott@illinois.edu)

Council of Deans strategy for positioning ourselves for success (Chris Harris)
CCO group as a whole had a short discussion on how we could assist the deans and unit administrators in helping the incoming chancellor to establish his/her branding and communication goals by using existing campus expertise and building on the research groundwork done by communicators over the past several years. Chris Harris has sent a follow-up e-mail outlining a few questions that came up to CCO list on this subject.

Office of Advancement (Don Kojich)
Foundation Annual Meeting for the Urbana campus will be on September 22-24. This year’s presentation will feature 16 new gift announcements as well as the official celebration of the campus reaching our $1.5 billion campaign goal.
Office of University Relations (Ginny Hudak-David)
Work is under way on the new Pocket Facts. Production this year of that and the University Annual Report will be under the coordination of newly-hired Colleen Dehart who will work in the Chicago office of University Relations.

*Illinois Alumni story ideas (Bea Pavia)* – no report

*Information needs? (Robin Kaler)* – Let us know any topics on which you need FAQs, talkpoints, etc.