Chief Communications Officers
Dec. 6, 2011
3:00 p.m.

AGENDA AND MINUTES

Web Services Update (Julie McMahon) – The Massmail transition from the CITES tool to WebTools is complete. The next tool scheduled for an upgrade is the Blog tool.

Listening and Learning Tour: update and next steps (Robin Kaler) – Robin gave an overview of some themes that are emerging throughout the Chancellor’s sessions.

Bowl story ideas (request from Channel 3) – If you have any interesting tie-ins to the Kraft Fight Hunger Bowl, please share with Robin so that she can advise Channel 3, as they are sending a media team to San Francisco for the bowl game.

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

Office of Advancement (Don Kojich) – Brilliant Futures is at $1.61 billion for the Urbana campus, which is $100 million beyond our goal. The Access Illinois scholarship initiative is at $13 million through the month of October (all three campuses).

Illinois Alumni story ideas (Bea Pavia) – Bea announced she will no longer be the CCO representative for the Alumni Association, the new CCO will be Hugh Cook.

Office of University Relations (Ginny Hudak-David) – no report

Other – Around the table session regarding goals for 2012. Shared goals include creating and implementing social media strategies, video production and developing new websites.

Meeting dates/locations for 2012:

If you wish to host a 2012 CCO meeting and have room capacity of approximately 45, please email Jaclyn Banister at jaclynb@illinois.edu