CHIEF COMMUNICATIONS OFFICERS
June 7, 2011
AGENDA AND MINUTES

Announcements – Congratulations to Lori Herber! Lori has accepted a fellowship from the Humboldt Foundation and will be moving to Germany to produce a documentary project about education and immigration

Web Services update (Jim Wilson) – We welcome Julie McMahon to the Public Affairs team. Julie was hired into Web Services as user interface/usability specialist. Multiple projects in progress are eCards, multi-column eNewsletters, News Bureau mobile site, Campus Blogs.

Printing Services survey (Joel Steinfeldt, Barb Childress and Daniel Szajna) – The Facilities & Services Printing Department is slated to close on June 30, 2012, at the end of fiscal year 2012. During FY12, Facilities & Services will continue to provide digital printing (copying), wide-format printing (posters), stationery and mailing services, while private vendors will provide offset printing and binding or letterpress services.

Facilities & Services has created a Printing Task Force to determine how campus units will obtain printing, copying, binding and mailing services after the F&S Printing Department is closed. The Task Force needs your help to identify graphic services the campus is using so that those services may be continued by third-party vendors. A link to a survey will be shared with CCOs when it goes live this week.

The Printing Task Force will be working with Urbana Purchasing to write specifications for a request for proposal to replace the services currently provided by the Printing Department. CCOs will also have an opportunity to serve on an evaluation committee that will review the RFP before it is released.

Personalized calendars (Bridget Jamieson) – Bridget distributed personalized calendars to all the CCOs. We have an opportunity to create a custom University of Illinois personalizable calendar that can get used to congratulate accepted students, thank donors, among other uses. Initial set-up costs are high ($1000-$1500 per calendar month). Pricing per calendar varies widely depending on quantity, but are around $4.00 per for an order of 1,000. It would be best to combine orders on a product like this. If you are interested in the calendars, please contact Bridget at bmj@illinois.edu

Marketing Communications Internship Cooperative (Bridget Jamieson) – Working with campus communicators, Public Affairs has recently launched a new initiative, the Marketing Communications Internship Cooperative. The Cooperative seeks to identify and place quality students in internships with unit coordinators who are willing to train and mentor our students. Interns will gain real-world experience through project-based and day-to-day operational work in one of the communications offices at the University of Illinois at Urbana-Champaign. Learn more or post an internship at http://publicaffairs.illinois.edu/campus/interns/index.html
Expense tracking tool (Charlotte Bauer) – A pilot project is being established over the next year to help the campus develop tools to help better track and consistently analyze expenses and return on investment for typical communication activities. CCOs who would be interested in participating in this project should contact Charlotte Bauer bauersmi@illinois.edu or Michele Raupp mraupp@illinois.edu

150th anniversary of the Morrill Act (Robin Kaler) – Volunteers are sought for a committee that will propose/plan some celebration of the sesquicentennial of the signing of the Morrill Act. There has been discussion about doing something either in July, 2012 (the anniversary month) or around Lincoln’s Birthday, which might tie in with the re-dedication of Lincoln Hall. Several people have volunteered, and those with interest are welcome.

College/unit organizational charts (Robin Kaler) – If your unit has an org chart already created and are willing to share, please send to Robin at rkaler@illinois.edu. Administration has asked for existing examples of unit structure.

CCO Technology Committee panel/roundtable (Todd Wilson) – This month’s communicators social hour is a special event hosted by the CCO-Tech Committee. We will present the roundtable, “Go Green, Save Green: Knowing When to Print and When Not to Print.” Guest speakers Eric Benson, Doug Burgett, and Holly Korab will share their own tips and tricks of transitioning from print to web, as well as how to reduce costs via sustainable design.

GO GREEN, SAVE GREEN: Knowing When to Print and When Not to Print
WHEN: Thursday, June 16
3:30 – 4:30 p.m. Roundtable presentations; followed immediately by social hour from (4:30 – 5:30ish)
WHERE: Houlihan's at the I Hotel, 1902 South First St., Champaign

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

Office of Advancement (Don Kojich) – no report

Illinois Alumni story ideas (Bea Pavia) – no report

Office of University Relations (Ginny Hudak-David) – The 2011 Annual Report is competed and distributed. If you would like extra copies, please contact Ginny at hudakdav@uillinois.edu

2011 Halftime Commercial Call for Extras (Chris Harris/Robin Kaler) – We’re looking for extras for 2 scenes in the 2011 halftime commercials. We need students (loosely-defined here as anyone who can pass for one of our students) for scenes on June 28 and on June 29. One is a classroom scene; the other is on the Quad. We need at least
15-20 for the Tuesday classroom and we’re aiming for at least 50 for the June 29 outdoor scene.

Instructions and some general information about what to expect and what to wear are attached and how to sign up are attached. Please, please forward this to anyone in your unit who might distribute to potential extras. And again, if you’ve got friends, relatives or coworkers outside the University who could fit these roles, they’re certainly welcome as well. Just remember anyone under 18 needs permission from a parent.

Contact Chris csharris@illinois.edu or Robin rkaler@illinois.edu with any questions.