Chief Communications Officers  
March 1, 2011, 2:00 p.m.  
AGENDA AND MINUTES

**Announcements** – Welcome Kathleen Roney, Public Affairs intern. Kathleen is a master’s candidate in the Department of Communications and will be assisting with various aspects of marketing, publicity and media relations.

**Webtools Update (Jim Wilson)** – The campus mobile website was released on 2/21. New projects upcoming are the Blog re-design and Eweek.

**Admissions recruitment and yield efforts (Michelle Rice)** – Michelle gave an overview of the multi-tiered communications that Admissions sends to prospects and admits, including traditional mailings, social media, and person-to-person contacts. Michelle is also working on initiating a blog featuring faculty “guests,” directed toward a student audience. Ideally, the guest bloggers would be faculty who are highly involved in the teaching of undergraduates, and are from a range of colleges/disciplines. Contact Michelle at mhrice@illinois.edu if you have potential faculty members.

**Center for Multimedia Excellence/campus multimedia census (John Tubbs, ACES; Colleen Cook, OCE-ATLAS; Joel Steinfeldt)** – CME is an interdisciplinary group of campus media, IT, library, and communications staff who are committed to developing best practices for rich media on campus. It’s a virtual organization with members that volunteer their time and knowledge to campus projects. CCOs are welcome to join CME and/or attend monthly meetings. More: [http://will.illinois.edu/cme/about](http://will.illinois.edu/cme/about)

CME has joined with the Data Stewardship Initiative, part of Stewarding Excellence’s efforts (http://blogs.cites.illinois.edu/datasteward/), to identify multimedia collections on campus. The idea is to better understand management and preservation requirements for media such as film, video, audio and still images of value for research, instructional, and outreach purposes. The groups are asking CCOs to fill out a survey at [http://go.illinois.edu/popcensus](http://go.illinois.edu/popcensus) and to encourage faculty and staff in their units to do the same. More: [http://will.illinois.edu/cme/index](http://will.illinois.edu/cme/index)

**iTrainU website survey (Renee Lyell)** – The University of Illinois is creating a site that is intended to be a one-stop resource for those looking to find professional development and training opportunities offered on campus. The training opportunities listed on this site will be available for faculty, staff and students. In order to create a site that is effective for all audiences, we would like for you to review the demo site and fill out a short online survey. The survey should take no longer than 10 minutes to fill out. Please see the following website and survey links. If you have any questions, feel free to contact Renee Lyell at rlyell@illinois.edu or 333-8342.

Website URL:  
[http://identitystandards.illinois.edu/iTrainU/prodev2.html](http://identitystandards.illinois.edu/iTrainU/prodev2.html)

Survey Link:  
[https://illinois.edu/fb/sec/4262550](https://illinois.edu/fb/sec/4262550)
**Printing Task Force (Dee Dee Caneva, Joel Steinfeldt)** — Dee Dee and Joel are serving on a group made up of F&S employees and staff from University Purchasing that is generating requirements that will be used to write an RFP for third-party vendors that will be used after F&S Printing Services is phased out in 2012. The group will be contacting CCOs at a later date for input into specific printing needs that should be written into the RFP.

**U.S. News graduate rankings alert (Chris Harris)** – US News Best Graduate Programs 2012 rankings will be released to the public on March 15. Early, embargoed previews will be sent to campus sometime on March 14. We will not have full rankings in the preview – probably only top 10 programs in each category. Chris Harris will compile summary information on March 14 and distribute to campus administration and to CCO list. And, on March 15, a spreadsheet with full ranking results will be sent to the same groups.

**Office of Advancement (Don Kojich)** – no report

**Illinois Alumni story ideas (Bea Pavia)** – Thanks to all who assisted in the Winter Alumni Magazine issue. The Spring issue is due to deliver mid-March. Bea would appreciate that any feedback units receive be relayed to her, as it is valuable in determining which kinds of stories are effectively reaching people, and in what they are interested.

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

**Champaign Center Partnership (Renee Lyell)** – The Champaign Center Partnership was founded in 2010 through a merger of the Champaign Downtown Association and the Campustown Business Group. Included in this partnership is the newest district "Midtown." This central commercial area along University Avenue and First Street links both Downtown and Campustown through the newly complete Boneyard Second Street Reach. For more information go to www.champaigncenter.com.

The Champaign Center Partnership is looking for unpaid interns to assist with this new merger. Any upperclassman in hospitality, recreation, and art and design are welcome. For more information please contact Renee Lyell at rlyell@illinois.edu

**Other:**

**Institute for Natural Resources Sustainability (Libby Johnston)** – The Naturally Illinois Expo will be held in concert with the Engineering Open House, March 11 and 12, 2011. This is a family-oriented event. Complete information and materials to post can be found at http://www.inrs.illinois.edu/expo/