AGENDA AND MINUTES

Announcements (Robin Kaler) – Jenny Larson is representing DIA (and still Assembly Hall).

Web Services Update (Julie McMahon) – Julie announced the expected release next week of the new mass-mail tool that will replace CITES massmail. She also noted that e-cards and e-mailer-plus are now listed as separate tools.

Illini-Alert registration update (Robin Kaler) – Please encourage faculty, staff and students to sign up for Illini-Alert by visiting http://emergency.illinois.edu Please consider making announcements in your college newsletter, department meetings and the like. Current enrollment is only at about 25% of the campus community. If you need posters, handbills or artwork for digital signage, please contact Bridget Jamieson at bmj@illinois.edu

Back to school video next year (Robin Kaler) – The group discussed the possibility of creating a welcome video for Fall 2012. Bea Pavia suggested asking students to assist with such a project, and said she has a video made by the Student Ambassadors Group of the UI Alumni Association that might be used as an example. Joel Steinfeldt will post the video in Here & Now once copyright information is confirmed.

CCO Technology Committee update (Katelyn Scott and Trish Barker) – The technology committee is pleased to report that they have set up a Facebook group for Illinois communicators. You can request to be added to membership at http://www.facebook.com/#!/groups/141081759317382/ or by searching the term “Illinois Communicators” on Facebook. Also, Michelle Rice will be taking over coordination of the monthly Communicators Social Hour; expect the next event to take place in late September and to incorporate a professional development component.

Digital signage (Robin Kaler) – Who has it? Would a database of campus locations/specs/submission policies be helpful? The answer was yes; Bridget Jamieson has added a page to the CCO wiki space that CCOs can add their details regarding digital signage, at https://wiki.cites.uiuc.edu/wiki/display/pacco/Digital+Signage

Council of Deans strategy update (Robin Kaler) – We will be meeting with the new chancellor, Dr. Wise, to discuss the branding framework that CCOs have helped develop as well as discuss a strategy for moving forward. Public Affairs will keep CCOs informed as this progresses.

Faculty Recognition (Robin Kaler) – The group brainstormed about ways to recognize faculty, especially in the areas of teaching. One suggestion was to do a temporary “yard
sign” campaign. Other ideas included MTD bus signs, signage in campus buildings, video briefs. It was noted that it would be nice to do this from a student perspective, but also consult with faculty before implementing.

**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) –** Bea is looking for thoughts on Illinois-related inventions that affect everyday life. She is looking especially for ideas on agricultural or “green” products. It was also asked whether there was a comprehensive list of such things. Bea sent her list to Bridget, who has posted it to the CCO wiki for internal use. Please note that some of these facts have not been thoroughly vetted and should be checked for accuracy and completeness before using in communications.

**Office of University Relations (Ginny Hudak-David) –** Ginny reported that the newest iteration of Pocket Facts is in production.

**Other –**
Renee Lyell announced that the Training at Illinois website is up and running, and please let her know if your unit has campus training opportunities available. Visit [http://www.trainingcenter.illinois.edu/training/index.html](http://www.trainingcenter.illinois.edu/training/index.html) for more information.

Bridget Jamieson mentioned that the deadline to submit nominations for the 2011 Awards for Marketing Communications Excellence (ACMEs) is Friday, September 16. For more information, visit [http://publicaffairs.illinois.edu/campus/acme/acme.html](http://publicaffairs.illinois.edu/campus/acme/acme.html)