AGENDA AND MINUTES

Announcements – No announcements

Web Services Update (Chris Harris) – Emailer + tool that will interface with FACTS and allow for greater tracking of delivery information is very close to completion. CCO’s should look for invitations to test/train from Web Services in the next couple of weeks.

Brand U feedback (Joel Steinfeldt) – Joel gave an update on the results from Brand U: No surprises. Most thought the top three primary audiences of the website should be current students and prospective students. The third spot was a mix of audiences, with parents and prospective faculty being the two top next contenders. The top 2-3 purposes of the website were: 1. Tell the Illinois Story (give visitors a quick impression of our excellence and latest achievements). 2. Improved search functions to get them to the information that they seek. 3. Navigation/design should be simple and elegant.

Joel will host the workshop about Google Analytics Friday, December 14 at 1:30 in room 354, Urban Outfitters Building. Send Joel an email at jsteinfe@illinois.edu if you’d like to attend and he will invite you them via the Outlook calendar.

Campus video (Robin Kaler) – Robin requested input for a campus-level video series.

With what audiences would you use a campus video? Donors, alumni, prospective faculty/students, international visitors, set-up piece for presentations to various audiences, government relations, staff. Many suggested that a video specific to faculty would be used.

What length would be best for that/those intended use(s)? Varied depending on audience, but typically around 1.5 minutes or so.

What high-level message(s) would you hope the video would convey? Collegial/collaboration, world-class research, quality of life, points of pride, footprint/progress, sense of nostalgia/history, different kinds of research, cutting-edge technology, students as participants, not recipients, international scope, service, applied research, glimpse into the future.

What are some misconceptions your audiences have about Illinois? (e.g., we’re provincial, because we’re in the middle of a cornfield) Too hard to get in, cornfield/grography, show faculty at home with family, just another research institution, we’re “just” engineering and ag (hard to brag about the humanities, perceptions are different among in-state and out-of-state audiences (need to test both), we are too modest, state funds us (it doesn’t)
What are the current/recent achievements in your unit that you share with the audiences mentioned in #1? Robin suggested to start thinking about what you’d want to highlight from your unit.

Project management software/tool recommendations? (Sarah Dolinar) – Sarah asked for recommendations for possible tools to help with project management and tracking. Mentions included Liquid Planner, Teamwork PM, Basecamp, The Mean Burrito, Sharepoint, and some homebuilt systems. Doug Burgett will help organize a demo of Mean Burrito system they created for anyone who is interested.

Question of the Month: Where do you go for help brainstorming? – Colleagues, off-site, no longer than 30 minutes, Krannert amphitheater, creativity boost (coffee shop, Allerton, museum, lunch, Champaign Public Library, Other Big Ten (look at their stuff), Educause listservs.

Public Affairs will consider doing something regularly as a group to facilitate creativity, etc. Brian Mertz suggested we could emulate the FedEx day that CITES offers. Other suggestions for “getting away from the office” included watching online TED videos, Pecha Kucha events.

Internship postings for spring? (Robin) – We encourage units seeking interns for the Spring semester to participate in the Marketing Communications Internship Cooperative. Units have reported to us that the program has helped connect them with qualified students to do meaningful work in their communications offices. Lean more about the program at http://publicaffairs.illinois.edu/campus/interns/index.html

Information needs? (Robin) – Let us know any topics on which you need FAQs, talkpoints, etc. No mentions.

Office of Advancement (Don Kojich) – No report

Illinois Alumni story ideas (Hugh Cook) – Hugh still seeks campus-related urban legends to explore for the fall issue of Alumni Magazine. Hugh mentioned their summer issue cover story, “Dead-on” won an Eddie Gold Award.

Office of University Relations (Ginny Hudak-David) – 5 min

Other – No report