CHIEF COMMUNICATIONS OFFICERS
MAY 1, 2012
AGENDA AND MINUTES

Announcements – 5 min

Advertisements/digital signage online update (Robin Kaler) – Public Affairs is working on a policy/web domain solution for Inside Illinois to allow for outside advertisements to appear on campus web pages. Once this process is determined, it will be presented to campus units for their use.

Pride building update (Robin Kaler) – Chancellor Wise is ready and willing to back an effort this fall. Robin is still in the process of compiling the suggestions from previous CCO brainstorming session. Anyone who has thoughts or ideas about themes or concepts for this project is still welcome and encouraged to send them to her (rkaler@illinois.edu).

Web Services Update (Julie McMahon) – The new mobile illinois.edu site and campus maps were released last week. The next project will be replacing the current eWeek tool with a Web Services application.

Commercial update (Robin Kaler, Chris Harris) – We’re in the early stages of developing the concept for the 2012-13 halftime spots for the campus. DAV productions will be doing the videotaping and editing again. Shooting is planned for the 3rd week in July with the first game at the beginning of September. The current thinking is to do a softer/more emotional piece this year – emphasizing the brand attributes of family and loyalty.

Proctor and Gamble spot for the London Olympics (http://www.thankyoumom.pg.com/thank-you-mom/tv-ads) and the Liberty Mutual (http://www.youtube.com/watch?v=frpp6DjCaJU) ads are two examples of the sort of approach we’re thinking would be effective. As usual, suggestions of ways that these themes might be characterized or examples of work you think might be good for research are welcome – send to Chris Harris (csharris@illinois.edu). And also as usual, once we get closer to the shooting, we’ll need massive assistance in casting, locations and random odd contributions (like watercoolers, blue podiums, etc…).

Lincoln Hall renovation/LED anniversary (Holly Korab/Brad Petersen) – Holly and Brad announced early plans for two high-visibility events coming up in 2012/13. For the culmination of the Lincoln Hall renovation, two events are being planned – a community event with tours scheduled at Homecoming and a formal dedication event in February 2013. For the celebration of the 50-year anniversary of the LED, there are several events planned centering on a symposium October 24-25 with more than 40 speakers. Please contact Holly (hkorab@illinois.edu) at LAS or Bill Bell (jwbell@illinois.edu) in Engineering if you have any questions.

Information needs? (Robin Kaler) – Let us know any topics on which you need FAQs, talkpoints, etc.
Office of Advancement (Don Kojich) – The final figures for the campaign to follow. All three campuses have exceeded goals. Planning is under way for a June 6 event at the Field Museum in Chicago. Foundation Weekend is scheduled for Sept. 27 – 29, 2012.

Illinois Alumni story ideas (Hugh Cook) – Looking for stories related to research projects, scholarships, and human interest stories or those with broad appeal. The UIAA is making plans to divide each campus into various beats for the writers. Please contact Hugh at hmcook@illinois.edu

Office of University Relations (Ginny Hudak-David) – Ginny reported that there has been a delay in the production schedule for the Annual Report.