Announcements – Welcome to Brian Mertz from CITES, Rebecca McBride from College of Fine & Applied Arts, Matt Dewey from Advancement and officially to Lisa Bralts from WILL.

CCOs expressed interest in attending a Freedom of Information Act brownbag session. This has been scheduled for Thursday, November 29 from noon-1 in room 411 UOB.

Web Services Update – (Julie McMahon) – Web Services is moving forward with the Foundation to purchase software for email reporting. This software will write reports in a variety of formats (pdf, word, excel) to verify reception, count link click-thrus, etc.; 5 new fall Ecards have been added to the Ecard options; a new look for the Toolbox homepage will be out any day; and a workshop has been added that offers best practices for Webtools.

Advance Illinois: Advancement Technology Upgrade Initiative (Susan Restad) – Susan gave an overview of the process for the selection and procurement of a software solution to replace FACTS. The project is slated for completion in 2015.

Portraits of great faculty (Chris Harris) – We want to make sure we have high-quality images of stellar faculty for archival and promotional purposes. If you have any faculty members who you would like Public Affairs to photograph (no charge), please submit their names for consideration by emailing Chris Harris at csharris@illinois.edu

Image Database (Robin Kaler) – Public Affairs will be planning upcoming photo shoots for the campus image database. If you have specific images or categories of images (faculty with students, in labs, architectural images, etc.) that you foresee a need for, please let Robin know at rkaler@illinois.edu

Brand U (Bridget Jamieson) – Brand U to be held Thursday, November 8. In addition, we’ll be presenting the 2012 ACME Awards at the end of the sessions.

Endorsements (Robin Kaler) – Are your faculty/staff ever asked to endorse a product or service...or to provide a testimonial or quote for marketing materials? What would be helpful to you to handle such situations?

Question of the Month*: If you had another staff member, what is the first task you would give him/her? Answers include professional writer, marketing and promotional copywriter, technical/science writer, web developer, social media writer, market researcher, multimedia coordinator/producer, video producer, web content writer, audience assessment/satisfaction/outcomes, project manager, content editor, web designer, digital media manager, marketing manager.

Bonus question: What themes/taglines do you use right now? Being Matters (Krannert Center), Our State, Our Team (Athletics), Innovative Leadership in a Connected World (Business),
Imaging ACES (ACES), Your Home for the Illinois Experience (Housing), Where Science Meets Society (IGB), Strengthening Vulnerable Families (Social Work), Student Affairs is Everywhere You Are (Student Affairs).

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

**Office of Advancement (Don Kojich)** – The Access Illinois scholarship program has reached 50% of its $100 million goal via gifts, pledges and commitments. The Foundation is preparing for new CEO Tom Farrell on Jan 1, 2013.

**Illinois Alumni story ideas (Hugh Cook)** – Hugh is working on a possible story idea on the Alma Mater. He is also seeking stories on campus “urban legends.”

**Office of University Relations (Ginny Hudak-David)** – Pocket Facts is scheduled to be available soon, likely after the Thanksgiving holiday.

*We’re going to try a new thing – each month we’ll have a question we’ll ask each CCO to answer. The goal is to help each other, learn from each other and, sometimes, just commiserate with each other.*