Chief Communications Officers  
October 2, 2012

AGENDA AND MINUTES

Announcements – Welcome new CCOs Lisa Bralts, Illinois Public Media; Kelsey McCoy

Web Services Update – Foundation project (Jim Wilson) – Email+ will soon have advanced reporting and assessment functionality. Web Services is adding the ability to track when emails are opened; when links are clicked; and -- most importantly -- will interface with FACTS to provide backward reporting for undeliverables. These items will be accessed through Email+ providing printable pdfs to offer more assessment metrics to track your email promotions.

Bumper videos, Coursera branding resources, Vintage Illinois (Joel Steinfeldt) – Joel explained that new video branding resources are available at http://go.illinois.edu/bumpers. Intros and outros featuring the Illinois logo and versions with and without sound effects and a voiceover are now available for download.

Resources are now available for communicators working with faculty to create content for Massive Open Online Courses via Coursera and may be found at http://go.illinois.edu/courserabranding

A new campus video channel, Vintage Illinois, is now available at http://go.illinois.edu/vintageillinois. The channel features 40 videos, including content such as campus visits by Microsoft founder Bill Gates and First Lady Eleanor Roosevelt, commencement speeches from alumni such as Jawed Karim, co-founder of YouTube, and campus “annual report” films from the 1960s showing the construction of campus buildings, notable university achievements, and student life. The channel was created to provide content that may be of interest to alumni and to draw attention to campus film and video preservation efforts. More info at http://go.illinois.edu/mediacensus

Chancellor’s blog/readership-subscribership (Chris Harris) – We’re trying to increase readership of the Chancellor’s Blog this year. It is a good avenue for communicators, in particular, to get a feel for the themes and the messages she is going to be using throughout the year. And, also, communicators should feel free to use these (or parts of them) for other uses if they would be of value.

Additionally, ideas for blog/column topics are always welcome. She is looking for ideas that have campus-wide involvement and impact (such as the Morrill Act celebration or the Coursera experience). If you have thoughts on this, contact Chris Harris (csharris@illinois.edu or 333-5010). Also, on a related note, if you would find any value in a custom column or comment from Chancellor Wise for any of your own materials, that is certainly something that can be arranged through Chris as well.
Brand U (Bridget Jamieson and Robin Kaler) – Brand U will be held Thursday, November 8 at Ikenberry Commons. Agenda and details at http://publicaffairs.illinois.edu/campus/brandu.html

Around the Table* (Robin) – Participants informally discussed what are the biggest challenges they encounter at work. Responses included not enough people, being pulled in too many directions, waiting for approvals, change of management and learning new expectations, bureaucracy, lack of funds, wearing too many hats, spend lot time on things that are considered “urgent” but are not important and not part of the job, organizational changes.

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

Office of Advancement (Don Kojich) – no report

Illinois Alumni story ideas (Hugh Cook) – UIAA is working on a story on the Alma Mater restoration.

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

*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.