Chief Communications Officers  
April 2, 2013  
2:00 p.m.  
AGENDA AND MINUTES

**Announcements** – Brian Mertz, CITES, reiterated campus messages regarding phishing attacks and blacklisting of our e-mails to some external recipients. Basically, the campus is working to resolve/eliminate the compromised accounts to the satisfaction of the companies that have blocked our services. And, CITES/campus will never request your e-mail password or other personal information in one of their messages.

**Web Services Update (Julie McMahon)** –  
Several new enhancements have been added to Email+ including new look and feel, manage multiple emails, sort emails, improved help, new reporting (user, domain, and link tracking), file uploading and more: [http://illinois.edu/blog/view/437/90247](http://illinois.edu/blog/view/437/90247)

A new process for converting Microsoft Word to Email+ plus has been added. Most Word docs can be converted in just a few minutes including uploading images: [http://illinois.edu/blog/view/437/90296](http://illinois.edu/blog/view/437/90296)

**Rankings Discussion (Chris Harris)** – Chris presented a brief overview of the results of the US News graduate program rankings released in March. He also gave a quick summary of how these rankings are determined and how undergraduate programs are ranked by the same magazine. Observations were made by members of the audience that Chris’ use of 3x5 notecards was a quaint throwback to a simpler time. If anyone has questions or would like to talk about these processes, call or e-mail Chris directly (csharris@illinois.edu; 333-5010).

**Commencement Story Ideas for Media** – As commencement gets near, local and regional (including Chicago) media will begin to look for interesting stories about our graduates to run during that week. If you know of any good ones, either in your unit or elsewhere on the campus, please send Robin a brief note summarizing it and with details on how media should follow up on the story.

**Image Database – use and updates** – Chris asked for suggestions regarding possible additions/upgrades to the campus image database. The popular question that emerged was, “What kind of additional images would be most helpful?” Generally answers fell into the categories of: Classroom, student life; more representations of technology and learning; laboratory/field shots (with appropriate safety gear); Big group events (Quad Day, football games, tail gates); non-traditional students.

We are trying to add new images as photographer capacity is available and Brian Stauffer (our manager) is tracking these requests. If you have categories you don’t see here, please send Brian a note with your suggestions (lstauffe@illinois.edu). But, please keep in mind, the key determining factors for images are how broadly-useful they might be to the whole campus and the time Brian and his associate have to generate them. So, short version, we’ll try but no promises.
**Question of the Month:** What marketing-communications associations do you belong to for professional development? Which ones do you recommend? Do you have a professional development budget?

In general, most of the group indicated that they do not belong to any marketing-communication association – CASE and Public Relations Society of America were probably the ones most mentioned. But, in terms of professional development recommendations and budgets – nearly everyone indicated that they had ready access (formally or informally budgeted) to professional development funding in their unit – most often for travel/trip/conference attendance.

**Recommended resources for professional development:**
- CASE editor’s conference (different than the better-known big annual CASE conference). If you have questions about this one, contact Bea Pavia with the Alumni Magazine (bpavia@illinois.edu)
- Lynda.com
- Joint webinars/webcasts (one subscriber, broadcast/shared to group) – such as the Social Media Summit series Public Affairs sponsored last year
- Mediabistro.com
- Longform.com
- Ragan Communications (ragan.com)

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

**Seed funding programs for research in your units?** Melissa Edwards, OVCR, is attempting to compile a directory of the various unit-operated research funding programs on the campus. If your department has a program that offers funding or support to faculty to jump-start or initiate research or scholarship, she would very much like to speak with you. This can include anything from travel funding to course/teaching release to direct research grants. If you know of any, please e-mail Melissa directly: mme@illinois.edu

**University Administration Review (Jason Kosovski)** – Jason related that the teams were progressing; April 15 is the deadline for report submission and following this, there will be a cycle of review and discussion with final reports being published/posted in the summer.

**Other** – Bea Pavia (Alumni Magazine) offered a recommendation for a local photographer who has done very good work for them. If you’d like more information, please contact her directly for contact and references (bpavia@illinois.edu).