Chief Communications Officers
June 4, 2013
2:00 p.m.
AGENDA AND MINUTES

Announcements – The campus is charged with delivering a 3 year strategic plan to the Office of the President by June 30. President Easter in December asked all 3 campuses to create these plans.

Web Services Update (Jim Wilson) – Secure messaging system has been released for campus use. Email+ now offers a new feature for sending secure messages. A secure message could be a login, password, any type of link that requires a user to authenticate in, or any other type of secure information. Secure messages may only be sent to university email addresses (uic.edu, uis.edu, or Illinois.edu). You can read more about it and watch a video on using the system here http://illinois.edu/blog/view/437/93463

Web Services is going through a review of the WebTools skin creation policies to help promote more consistency (of appearance and quality) across the campus community.

Web Services has been working very hard on adding mobile device functionality to all of the Toolbox components:
- Mobile statistics have been added to the E-mail+ reporting functions as of 6/3/2013
- All our e-cards are now mobile-friendly
- We’ve added a 1-column format in Email+ that should be used for best mobile display

Chancellor/Provost Newsletters (Todd Wilson) – In conjunction with the Offices of the Chancellor and Provost, Public Affairs is creating 2 new regular e-newsletters. The provost version will be aimed primarily at an internal, faculty audience while the chancellor version will go primarily to external stakeholders and subscribers. Frequency and timing issues are still being determined.

Featuring academic disciplines at athletic events (Carrie Snyder – DIA) – In an effort to showcase the academic excellence of the university, the Division of Intercollegiate Athletics is looking for ways to highlight the achievements and the people of our academic units during sporting events this year. The field is wide open for this, but they need ideas that can translate easily and clearly into a game situation (either scoreboard, or on the floor or audience – but packaged for quick consuming). If you have thoughts on ways to feature your unit, or at least aspects of your unit that might be featured and want to talk about possible ways to make it happen, please contact Carrie Snyder (snyderc@illinois.edu)

Campus v. University (R. Kaler) – This is actually still being worked out through a group of representatives of the 3 campuses and University Administration. This is part of a larger effort to reach a university-wide policy on branding and identity practices.

Alma Return Celebration Ideas (R. Kaler) – The campus is now in the early stages of planning for Alma’s return and how we might celebrate that event. We will be looking for
volunteers to serve on a committee to guide and develop this (these) events. Once we have a firm idea of the return date, Robin will be asking for your assistance. In the meantime, if you have thoughts on fun/meaningful ways to celebrate Alma’s return, you are encouraged to share them with Robin (rkaler@illinois.edu).

**Question of the Month:** What style do you use for indicating your graduates' majors and graduation year? What would you think of selecting one style for everyone? (Sarah Dolinar) – Overall, this seems to differ by unit and actually, even within unit (for example, development communications differ from news/research dissemination). And there were also definite differences between how campus units do so from styles used by the Alumni Association or the Foundation. Hugh Cook (hmcook@uillinois.edu) shared the style guide used by the UIC Alumni Magazine for reference and would be happy to share this by e-mail at your request.

In terms of reaching a common approach, the suggestion to form an ad-hoc committee to look at the issue was made. If you are interested in participating, please contact Sarah Dolinar (sdolinar@illinois.edu).

**University Administration Review (Jason Kosovski)** – Review teams have submitted their draft reports, the respective units have had the chance to respond and the university committee coordinating the process is compiling these for an anticipated release/publication this fall.