CHIEF COMMUNICATIONS OFFICERS  
August 8, 2014  
2:00 p.m. – 3:05 p.m.  
AGENDA AND MINUTES

1. Announcements - Doug and Vanessa Burgett have a new son! Oliver Harrison Burgett (8:12 a.m. on Aug. 6 – 9lbs, 20 in)

2. Web Services update (Lance Campbell) – WS is working on an opt-out feature that eventually will be required on bulk mail. He’ll explain more as the development process continues. Also, WS is working on a strategy for addressing “canned spam” laws for emails to external audiences. Again, more to come on this.

3. CITES’ My Account Campaign (Brian Mertz) – CITES is looking to raise awareness of students being locked out of their accounts before the first day of classes. As of CCO meeting, there were about 3,500 students locked out. They want people to visit at http://go.illinois.edu/MyAccount. It contains all of the pertinent information, and they’ll post information there as well. Brian asked if we could especially ask students to check if they’re locked out of their accounts through non-email means: social media, etc. Brian has provided a Box account with images: https://uofi.box.com/s/pk9zrzvraghr15tl3gvw

4. I-Mark/Athletic Logo (Robin Kaler) – The chancellor has authorized CCO to explore the return to the “Block I” as the sole campus logo and retire the “Column I.” A group of CCOs will determine the best way to proceed with such a transition, and a group of design professionals on campus will create the versions necessary to make the transition possible. The work of those groups then will be presented to the chancellor for consideration.

5. Personalized Gift Proposals (Robin Kaler/Julie McMahon) – CCOs agreed to work with Advancement to help prepare for personalized major gift proposals, by working with Public Affairs and Advancement to create a repository of images, quotes, etc. for such proposals. Advancement will let us know whether/how they’d like to move forward on this.

6. Pop-up Events to Promote Social Media (Meaghan Downs/Allison Vance) -- Meaghan and Allison are proposing a calendar of fun pop-up events. We’d like your feedback and input. To promote genuine, continued interaction with students on social media, Allison and Meaghan have put together a series of events to be held throughout the school year. Examples of potential events include: Pop-a-shot contests with John Groce and Matt Bollant, a dinner party on the Quad, encouraging sidewalk chalk quotes, a putting contest against Mike Small, a bus stop upgrade during the cold winter months complete with glove giveaways and hot chocolate. If anyone has suggestions for fun events we could include in our planning, please contact Meaghan and/or Allison at mgdowns@illinois.edu or acvance@illinois.edu

7. Ethics Office Awareness Campaign (Robin Kaler) – The University Ethics and Compliance Office has embarked on a campaign to increase awareness and encourage all employees to do their part by speaking up and inspiring integrity across all of the University of Illinois campuses. Early in the fall semester, posters and other communications will be distributed in coordination with annual ethics training further advertising this concept. Please consider helping communicate this important message by posting this information in high-traffic areas so all employees have the necessary resources to do their part by speaking up if they feel they have witnessed misconduct, conflicts of interest, lack of
compliance, or other violations of federal or state law, or University policies in the workplace. You can begin using the materials any time.

If you are developing any communications where this concept can be incorporated, the University Ethics and Compliance Office would be happy to provide you with our “Inspire integrity by Speaking Up” images and confidential reporting options. Please contact the University Ethics and Compliance Office by email (ethicsofficer@uillinois.edu) regarding opportunities to further communicate this message. We only ask that you provide us with the opportunity to review your draft before publication, in an effort to preserve consistency in the use and application of the images and theme.

8. **Agenda items from CCOs (Robin Kaler)** – Public Affairs tends to monopolize the agenda for these meetings. Please let us know any suggestions/ideas on how to ensure that these meetings are addressing your needs.

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

11. **Office of Advancement (Matt Dewey)** – No report

12. **Illinois Alumni story ideas (Hugh Cook)** – No report

13. **Office of University Relations (Ginny Hudak-David)** – Pocket Facts for 2014/2015 is in the early stages of production prep.

14. **Other: Captivate** – Bridget will send a separate communication to the CCO list about the elevator screen (Captivate) campaign and how units can be involved.

Next meeting: Tuesday, September 2