Announcements

- The College of Veterinary Medicine is searching for a full-time Assistant/Associate Director of Marketing to oversee and manage marketing campaigns for enhancing college reputation and visibility, recruiting students and faculty, building hospital caseload, strengthening alumni and referring veterinarian relations, and cultivating friends/donors to the college. See position announcement A1400628 for details, or give Chris Beuoy a call.

Web Services update (Jim Wilson) – There will be a lockdown on the skin designer tool January 5 - 11 to prepare for the release of the new blog slated for January 12th. Features of the new blog include a responsive/accessable design, predefined templates and layouts, plus much more. Users will not have to be familiar with any HTML or CSS, everything is point and click. Also, several new holiday season Ecards have been developed and are ready for customization in the toolbox.

Achievements from 2014 and challenges/opportunities for 2015 (around the room) – Group discussion on the following points.

- Tell us all something you accomplished this year and how you did it. (In other words, if you were going to brag to your mom about something you achieved at work over the last year, what would it be?)
- What worries you most going into the new year?
- What area/project/idea has the greatest possibility of success?
- Is there anything Public Affairs/CCO can do to help mitigate the worry and ensure success?

Some of the successes/brag points for 2014 activities include:

- Launched new website
- Hosted first-ever Big Ten facilities conference
- Participated in the Chicago marketing campaign
- Improved connections with international students
- Developed or increased activity in social media

Some of the challenges/things to work on people listed as we look to 2015 are:

- Monitoring campuswide wireless connectivity/issues
- Tying into the larger campus marketing efforts
- Communicating better with parents about safety and crime on campus
- Limited IT support for communications professionals

I-Mark/Athletic Logo Design Committee report (Julie) -- The design committee is leaving no fonts unexplored to express our brand attributes. We’ve literally reviewed more than 60 fonts. The designers are emphatic that this new look should be "impactful and deliberate," exemplifying our campus' mission to be "THE pre-eminent public research university." we hope to have something to the CCO sub-committee before the holiday break.
Information needs? (Robin Kaler) – Let us know any topics on which you need FAQs, talk points, etc.

Office of Advancement (Matt Dewey) – No report

Illinois Alumni story ideas (Hugh Cook) – No report

Office of University Relations (Ginny Hudak-David) – Please send Ginny any items for consideration for the 2014 Annual report. There is also an opening at UA for a visiting assistant director of marketing. Details at https://uajobs.hr.uiillinois.edu/employment/job-board/details?jobID=47167&job=visiting-assistant-director-for-marketing

Next meeting: Tuesday, January 6, 2015