Announcements
You did something cool and fun? Tell us about it!

Holly Rushakoff, LAS - I Love Illinois Week and LAS’s 100th anniversary, we had a booth at the Illini Union last week and handed out 600 orange and blue cookies, LAS swag, and tweeted photos of students who wrote on an erase board what they loved about LAS. We used the hashtags #ILLINOISlove and #LASillinois. We also gave away LAS social media “business cards,” which we will distribute at other events and give to major gift officers to share with alumni.

Nick Vasi, IGB - Our news was the IGB Art of Science show is now on display at O'Hare airport, and that we're having the opening of the new art of science show at indigo Art Gallery on April 3. We're also holding a fun promotion, if you post a selfie in front of the O'Hare artwork to our twitter or Facebook page you can win gifts from our café. Links below:

Link to O'Hare story
Link to Contest page

Denise Czuprynski, Fine & Applied Arts - FAA Career Services brochure. This piece was developed to inform prospective students and parents about career opportunities in the arts. We will begin adding this to our recruitment communications stream this month. Also, Smith Legacy Scholarship Fund brochure/insert – Using the LAS Lincoln Hall piece as a model, FAA created this piece aimed at prospective donors, including Music alumni, to solicit contributions in support of student scholarships. Within six weeks of distribution, the brochure generated $112,000 in pledges.

Web Services update (Jim Wilson) –

Secure Forms and Survey Skins
Web Services has made a change to how secured Skins are set up. Skins that are used with secure content like forms and surveys must now be certified by Web Services. On the "applications" tab in the Skin Designer there is a link that will send a request to Web Services letting us know that you wish to have your skin certified for secured content. Until the skin is certified it will not be available for use in the Form or Survey tools.

What happens if I need to edit the skin? You can. But the skin will then be uncertified. Any form or survey that uses an uncertified skin will get their campus default. Once the skin is recertified then any form or survey that was using the skin will do so again.

Why did you add the certification process? We added the certification because skins were being set up without being tested in all browsers. Some skins were pulling in files that were not secure. This resulted in forms that were not being submitted. We feel that it is very important that people trust that the skins they are using will work.
What does it mean when a skin is certified? The skin does not use unsecured content. We do not evaluate skins based on their appearance, accessibility or any other standard. We are only ensuring that the skin is not including unsecure content.

List Builder Transitioning to Blog Tool
Web Services is retiring the List Builder. When the time comes we will send out links to all blog owners so they can preview their blogs on our test server to ensure we didn’t miss anything.

Campus home page redesign/restructure project (Bridget Jamieson, Libby Kacich, Tricia Ravelo) – The group presented and discussed updates for the ongoing illinois.edu website redesign.

Question of the Month: If you could tell one story, deliver one message to stakeholders in Chicago, what would it be?

- International students bring a lot to the University.
- Students want to work in Chicago.
- Stay connected with young alums
- Business Master’s programs at Illini Center are NOT UIC.
- There’s a lot to be proud of about the Illinois Family.
- Connect with high-profile donors in Chicago.
- Highlight alumni achievement (Ron Chez, for example).
- Connect Wounded Veteran’s Center messages on Veteran’s Day, for example.
- Connect with us on social media.
- You belong here: we are accessible
- “Beyond 500” → Graduate education is a real possibility
- Extension/ACES → highlight messages on Earth Day, Arbor Day, etc.
- Get messages out during International Trade Shows in Chicago
- Illinois is a leader in technology breakthroughs (UI Labs, etc.)
- Highlight all our points of pride
- Create a city-side montage of notable alumni.

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

Do you have any questions/challenges with which we could help?

Office of Advancement (Matt Dewey) – No report

Illinois Alumni story ideas (Hugh Cook) – Hugh is looking for ideas about translational technology/research. Contact Hugh at hmcook@uillinois.edu

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