AGENDA AND MINUTES

Congratulations to CCO Brand U winners Dee Dee Caneva, Denise Czuprynski, Joel Steinfeldt, Nick Vasi and Steve Wald.

Congratulations to Mary Kay Dailey, who was recently promoted to executive director of communications for the College of Business and who will be our CoB CCO. Thanks to outgoing CCO Todd Sweet.

Welcome to Veerle Opgenhaffen, our new CCO from International Programs and Studies. Thanks to outgoing CCO Matt VanderZalm. Also, welcome to The Division of Public Safety’s first-ever CCO, Patrick Wade.

You’re invited to attend the BTN local premiere of the Carlos Montezuma documentary Nov. 19 at 7:30 p.m. at the Art Theater. Please reserve your (free!) seats at http://go.illinois.edu/montezuma. Seating is limited.

Web Services update – Jim Wilson shared that Web Services has completely redesigned the Blog Tool. Web Services will convert your existing blogs for you, but during the anticipated week-long transition, you will be locked out of making changes in your blog. You will still be able to post blogs during that time. The transition likely will happen in about four weeks, and Web Services will alert users in advance.

Update on UIAA review – Andrea Ballinger’s presentation is available at http://illinois.edu/cms/975/uiaa_ppt.pdf

Brand U – Ed Sevilla has everyone’s input from the branding session he conducted. Thanks to all who participated. If you’d like to offer your thoughts to Ed, let Robin know and she’ll connect you. Ed will be back on campus to conduct more sessions throughout the messaging process for the upcoming campaign.

The use of testimonials policy that Joel presented at BrandU is at: http://cam.illinois.edu/iii/iii-25.htm


AAU Website opportunity – Todd Wilson explained that we have the opportunity to submit Illinois stories for a chance to appear on the webpage for AAU (Association of American Universities), a group of leading private and public research universities. It will be a great way to share our Illinois stories with the public, peer institutions and legislators. Please submit your ideas through the weekly story call or email Todd Wilson at etwilson@illinois.edu.

I-Mark/Athletic Logo – There are two committees involved in the process of moving back to the Athletic Logo (Block I) as the unified mark for the campus. The first is the Advisory Committee, which met and identified designers to serve on the Design Committee and charged that committee with creating a new mark with the text “Illinois” associated with the Block I, and the text “University of Illinois at Urbana-Champaign” associated with the Block I. The Design Committee is also charged with developing prototypes for campus unit logos. The Design Committee has met three times and is currently examining typefaces that best match the brand attributes of the Identity Standards and DIA for use in designing the
campus logos and the campus unit logos. It has narrowed the choices down to a handful of typefaces and is expected to meet again soon.

**Current issues** – Robin Kaler reported that the chancellor has presented to the Board of Trustees University Healthcare System committee about the plan to start a College of Medicine at Illinois. The business plan highlights are on the Strategic Plan website at: [http://strategicplan.illinois.edu/documents/Business_Plan_Report_Highlights2014.pdf](http://strategicplan.illinois.edu/documents/Business_Plan_Report_Highlights2014.pdf)

**Illinois Alumni story ideas** – Hugh Cook said there will be an extended tribute to Bob Easter in an upcoming issue of *Illinois Alumni*. Also, a cover story on Col. Mike Hopkins is planned.

**Social Media** – We are planning our next social media “pop-up” event – delivering hot chocolate to students while they are studying on campus during the Monday of final exams. We are scouting some potential locations, and we are wondering if anyone knows of any issues with delivering drinks to these places: Undergraduate Library, BIF, Grainger, ACES Library, The Union, Quad classrooms, Krannert Art Museum, ECE building, IKE. If you know of any issues or want to help deliver to students during the event, please email Allison Vance acvance@illinois.edu or Meaghan Downs mgdowns@illinois.edu.

Also, we encourage you take our new BuzzFeed quiz: “What Illinois Campus Icon Are You?” [http://www.buzzfeed.com/illinois1867/what-illinois-campus-icon-are-you-11d3q](http://www.buzzfeed.com/illinois1867/what-illinois-campus-icon-are-you-11d3q)

**Wireless upgrade** – Brian Mertz shared that CITES will be in touch with folks about wireless upgrades in several buildings across campus in the coming weeks. For more information on whether your building is one of them, visit: [http://go.illinois.edu/wirelessupgrade](http://go.illinois.edu/wirelessupgrade)

**Next meeting** – Tuesday, Dec. 2
1. I’m Katherine Galvin and work in the Provost’s Office. I’m here today to give you a brief overview of how the university is structured, who does what, and what that means about how to get things done. I’ll start by stating the obvious: it’s a big place. But once you know how the pieces fit, it’s a lot easier to understand.

2. You may know that the University of Illinois opened in 1867 as one of the original land-grant universities created by the Morrill Act of 1862. But you might not know that it was also created by a state law, the “Bill of 1833 that established the Illinois University,” and a law in 1855 that incorporated the Board of Trustees.

3. State law created the university, but we also have internal Statutes that dictate how we govern ourselves. Let’s start at the top. We have a 13-member Board of Trustees. Eleven have official votes. Nine are appointed by the governor for six-year terms, and three student trustees – one from each campus – are elected by students for one-year terms. The governor gives one of the students an official vote. The Governor is as an ex officio member.

4. The Board, with input from each campus, creates the university statutes, as well as the “General Rules.” The statutes outline the powers and responsibilities of the Board, president, chancellors, deans, department heads, faculty and academic professionals. The General Rules cover policies on topics such as intellectual property, non-discrimination rules and employment. They also detail how the Board functions with respect to the campuses.

5. The Board is responsible basically for everything involving the running of the university, EXCEPT the things it delegates. The main person to whom it usually delegates is the president. Right now, the president is Bob Easter, but he’s retiring next spring, so we have a search underway for his replacement who could be named as early as next month.

6. The next level of leadership is the chancellor. There’s one at each campus of the university. Ours is Phyllis Wise, and she and her fellow chancellors are the equivalent of the CEOs of our three organizations. At Illinois, Chancellor Wise is in charge of all the things that make the research, teaching, engagement and economic development missions possible.

7. The chancellor has a cabinet – much like the leadership team of a medium-sized city – that includes everyone from lawyers and financial officers to the police chief, the director of facilities, a public relations person and the head of athletics. She also has an advisor on issues of diversity and a liaison to the Academic Senate.

8. The campus has three vice chancellors: one who leads the research efforts – everything from securing grants to ensuring that labs are safe for the faculty and students who work in them. That’s Peter Schiffer. Another vice chancellor, Renee Romano, leads student affairs and VCIA Dan Peterson, who you met earlier today, leads the efforts to raise funds for the institution.

9. The highest-ranking member of the chancellor’s cabinet is the provost, who is directly responsible for the academic mission of the campus. Our provost is Ilesanmi Adesida, also known as Ade, and he is responsible for the overall educational mission. The deans report to him and meet regularly with him to address issues that arise as well as to plan academic initiatives.

10. You’ve probably heard of “shared governance.” It refers to the idea that the governance is shared with the faculty here. We have executive administrators who ultimately are responsible for making decisions about how the university is run, but they seek guidance and input from faculty on the university’s fundamental missions. And here, the Academic Senate is the most visible mechanism of this shared system.

11. The Senate is elected, with faculty representatives from every college. And more recently, Academic Professionals and students also have limited number of seats. The Senate addresses educational policies such as the academic calendar and admission and degree requirements. Each
campus has its own senate. Together, they can propose amendments to the statutes that govern all of us.

12. Although the University of Illinois is one legal entity, you know that each campus is very different and has different peer groups, different goals and different ways of achieving excellence. The statutes offer the rules that govern the campuses at the highest level, but each campus has policies and procedures that allow them to operate within the university policies differently.

13. For example, the statutes create all of the titles faculty can possibly hold, but that doesn’t mean each campus has to use every title. For example, if Springfield doesn’t have any clinical professors, that’s okay. Campuses just have to have procedures to create those rules on implementing policies, and that gives each campus the flexibility to operate more efficiently and effectively.

14. And where do a lot of those rules live? In addition to the Statutes and General Rules we just discussed, you should look to something called the CAM. That’s short for Campus Administrative Manual, and it includes policies, procedures, information, forms and guidelines. It’s online at cam.illinois.edu, and it’s really just a set of links to policy pages, so you know you’re always getting the most current version.

15. So, we have a Board, a president, a chancellor, a provost, a chancellor’s cabinet, a council of deans and an academic senate. What else? Well, every department has a head – unless it doesn’t. Some choose to have chairs instead. Chairs are elected and share power with the departmental faculty to govern the unit. Heads are appointed by deans or directors.

16. Wait, I haven’t mentioned directors yet, have I? Those are the people who run the various research centers and institutes across campus. They aren’t degree-granting units, but they are an important part of our structure, since they lead and support a lot of the research that happens here. We have almost 50 centers and institutes at Illinois.

17. The faculty and staff aren’t the only ones involved in governing the campus. Students have their own elected body: the Illinois Student Senate or ISS for short. There are 54 senators and four officers. Elections are held in the spring on a college-by-college basis for one-year terms that start in the fall. The current ISS president is Mitch Dickey.

18. Finally, a group that gives input into how the campus spends money is the Campus Budget Oversight Committee, or the CBOC as most of us call it. The CBOC monitors campus-level planning and budgeting. It advises the provost on the annual development of strategic priorities, financial plans and planning guidelines. And it reviews budget proposals from colleges and units each year.

19. You can see, we have a complex and large-scale organization, but we aren’t independent. The Illinois Board of Higher Education was created in 1961 to plan and coordinate the system of colleges and universities in Illinois. We need IBHE approval for to create units or academic programs, such as the new College of Medicine that’s being proposed for the Urbana campus.

20. With all these moving parts, how does anyone get anything done around here? I’d recommend two easy steps. First, check the Web. As I said, the CAM lives there, and it is easy to search. If you can’t find what you need there, move on to recommendation two: call Public Affairs. They’re really helpful, and if they don’t know the answer, they at least know who does, and they’ll help connect you. A word of warning though: Don’t get too close to them because they are slick sweet talkers. You may find yourself roped into doing fast-talking presentations.