Chief Communications Officers
September 2, 2014
2:00 p.m. – 3:05 p.m.

AGENDA AND MINUTES

Web Services update (Jim Wilson) – No report

Illinois office in India (Sarah Zehr) – Campus is exploring the possibility of establishing an office presence in India. More to follow.

Endorsement policy (Joel Steinfeldt) – Endorsement policy: A new policy, “Use of Testimonials by University Employees or Representatives,” was recently placed in the Campus Administrative Manual. In general, faculty and staff cannot offer testimonials or endorsements of commercial products and services in commercial advertising or media. Factual statements regarding products and services are permitted. Requests for participation of any university employee must be referred to Public Affairs. Joel Steinfeldt is the contact. See http://cam.illinois.edu/iii/iii-25.htm for the full policy.

I-Mark/Athletic Logo (Joel Steinfeldt/Julie McMahon)

Advisory Committee report (Joel) - The Single Logo Transition Advisory Committee met Aug. 26 and selected the designers who will assist with the process on the Design Committee. The Advisory Committee also provided design input for various versions of the new logo, including campus unit logo variants both with and without the text “at Illinois.”

Design Committee report (Julie) - The committee will hold its first meeting on Sept. 23. The mission of the group is to review and adapt the athletic "I" logo for replacement of the current I-mark with the following considerations:

- I logo associated with the text “Illinois” (horizontal and vertical)
- I logo associated with the text “University of Illinois at Urbana-Champaign” (“at” is optional) - horizontal and vertical
- Campus Unit logo variants – I logo associated with the name of a college, both a short name like College of Law and a longer name like ACES or Beckman Institute for Advanced Science and Technology – horizontal and vertical variants
- Campus Unit logo variants – I logo associated a campus unit name AND the text “at Illinois” Examples would be both short and long names, such as “Engineering at Illinois” and “Geographic Information Systems and Spatial Analysis Laboratory” horizontal and vertical variants.
- The logos should express one layer – a unit at the University of Illinois.

Current issues (Robin Kaler) – Robin gave update on the Salaita issue.
**Personalized Gift Proposals update (Robin Kaler)** – Public Affairs and CCO have volunteered to assist the VCIA with developing ideas for personalized gifts for donors and prospects. More to follow.

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

**Thought leader dinner feedback (Matt Dewey)** – Matt briefed the group on the feedback from the Thought Leader event attendees. The feedback fell into two distinct groups:

1. Attendees did not fully understand the challenges that Illinois is facing (decrease in state funding, greater competition for the top students, greater competition for the top faculty).
2. While our goals (especially as outlined in the strategic plan) are ambitious, attendees did not feel we were bold enough in stating our focus on the future and our plans for impact.

**Illinois Alumni story ideas (Hugh Cook)** – Hugh is looking for 1-3 ideas that highlight research and scholarship, outstanding faculty, and interesting and notable alumni. Please send suggestions to Hugh at hmcook@illinois.edu

**Office of University Relations (Ginny Hudak-David)** – University Relations is working toward a RFP for public relations consultants. Net benefit to CCOs will be a limited choice of firms to hire for PR consulting without the bounds of the current dollar amount limits. More to follow.

**Other: Kirsten Ruby** - Colleges and units can help thank the amazing campus volunteers and donors who take part in the Campus Charitable Fund Drive. Many units create giveaway t-shirts, mugs, water bottles, and executive gifts to promote their departments. Please consider donating some of your unit’s items to the campaign to be distributed as a small thank-you to volunteers and donors. These giveaways are also a great way to cross-promote your activities on campus.

We would be happy to pick up your contribution or, if it is more convenient, items can be sent via campus mail to Tracy Parish, 330 Illini Union Bookstore Building, MC-319, 807 South Wright Street, Champaign, IL 61820. For questions or to arrange a pickup, please call at 265-6398 or email ccfd@illinois.edu.

Next meeting: Tuesday, Oct. 7