Chief Communications Officers
April 7, 2015
2:00 p.m. – 3:00 p.m.
AGENDA AND MINUTES

**Announcements** – Welcome to Chad Ruback, the new CCO from the Foundation. Libby Johnston shared information about and invitation to the Naturally Illinois Expo.

**Web Services update (David Black)** – If you want your college’s/unit’s departments and faculty/staff to appear in the departmental listings on the new homepage, you need to complete a simple process. David created an instruction sheet that is available here.

**Illinois Research Connections (Rebecca Bryant)** – Rebecca shared the new publicly-accessible, searchable web portal of research and scholarly information. Her presentation is available here.

**CITES: Demonstration of TAP email protection service (Brian Mertz)** - CITES is rolling out a new email feature that should add a considerable layer of protection from phishing attacks. Most of this new system (called TAP) will go unnoticed as people send and read email. However, because this new feature does add some extra text to hyperlinks included in emails, CITES would like to get feedback from CCOs about how this would affect communications sent via email, particularly newsletters. CITES will host two online demonstrations of the service on Friday, April 10 (one in the morning, the other in the afternoon). Details on how to join the online demos will be sent to the CCOs via email.

**Campaign timeline (Matt Dewey, Katie Blum, Diana Joyce)** – Matt, Katie and Joyce shared a PowerPoint presentation updating the group on campaign communications. Matt will be asking for a small group of CCOs and other communications professionals to serve as advisors for him. The campaign’s public kick-off is expected in Oct. 2017, and the campaign likely will conclude in Dec. 2022. GG+A will be holding two information sessions on April 30 (10a and 1p) to review their findings and recommendations. Matt will share more information on specifics.

**Dot-college domain (Joel Steinfeldt)** – Joel asked if any CCOs had interest in applying for/reserving dot-college domains. He said the campus does not at this time. No CCOs expressed interest.

**Homepage feedback (Robin Kaler)** – Robin asked that CCOs alert Public Affairs quickly to any problems they experience or hear about when using the new homepage. She also encouraged CCOs to submit items to be featured on the page.

**Chicago marketing update (Bridget Jamieson)** – Bridget shared the initial creative treatments for this year’s campaign. View a PowerPoint here.
Office of University Relations (Ginny Hudak-David) – New president Tim Killeen will begin his full-time tenure on May 18 with a town hall on the Urbana campus, most likely in the afternoon at Krannert Center.

Next meeting: Tuesday, May 5