1. **Announcements** – None.

2. **Web Services update** – No report.

3. **Update from UIF** – Diana Joyce from UIF gave an update on the upcoming campaign. She discussed the campaign marketing workshops that took place over the summer. Currently in the quite phase of the campaign, they are working with consultant Kurt Haenicke from RK March to draft a campaign case statement which they described as a 2-3 page broad, high-level case for the campaign. They plan to share a draft of the statement internally through the campaign marketing teams. If you did not have an opportunity to give feedback at a summer workshop and would like to do so, you can email Diana at dpjoyce@uif.uillinois.edu.

4. **Update on UIAA Welcome Center** – Hugh Cook offered a summary of the new UIAA Welcome Center which will be located in the Alice Campbell Alumni Center. He also introduced Ryan Ross who has been hired as the new coordinator of History & Traditions programs and will be the primary UIAA liaison for the Welcome Center. Consultant Ralph Rhodes shared they are currently seeking information about physical artifacts (images, stories, etc.) to potentially include in the space. They asked that anyone with information submit it through their website: [http://uofiwelcomecenter.org/](http://uofiwelcomecenter.org/).

5. **College of Medicine branding update** - Libby Kacich shared that her team is currently in the process of further strengthening the messaging and design used in marketing the College of Medicine. They met with the College of Medicine Marketing group to get the vision for the new communication pieces. They will be developing a communications plan to help everyone know how, when and what to communicate about the College of Medicine. By January, they will have created a new resource of materials that she will share with the group. They are also seeking information about faculty members who may be able to speak about the new college, to be included in a library of biographical materials.

6. **Talk points for various issues** – Robin Kaler and Chris Harris led a brainstorm to think about better ways to get information to internal audiences. An idea was put forth about creating an online resource with official campus statements on a variety of timely issues. They plan to follow up with the group about any plans. If you have ideas, please contact Robin at rkaler@illinois.edu.

7. **FAA Communications Guide** – Denise Czuprynski share a Communications Guide for editorial and graphic standards she created for FAA. You can view a copy of the guide here: [https://faa.illinois.edu/sites/default/files/faa-communications-guide.pdf](https://faa.illinois.edu/sites/default/files/faa-communications-guide.pdf)

Next meeting: Tuesday, January 5 – Location: 411 UOB