Campus Marketing/Branding Project
Melissa gave a brief project update. The steering committee and the Edelman team are continuing to work over the summer. Presentations are being made to targeted groups across campus and information gathering sessions are being scheduled. If contacted, please share your processes and experiences. If you have questions or concerns, contact Melissa or visit: http://go.illinois.edu/marketingbrandingproject

Marketing/Branding Conferences
If you have been to a marketing/branding conference (e.g. CASE, AMA) which you found beneficial and worthwhile, please let Melissa know.

Publicizing Commercially Sponsored Research
Just a word of caution: when publishing and promoting stories involving sponsored research, you may want to verify that the sponsor is aware and/or has approved publication of the research findings. Dave Richardson in the Office of Sponsored Programs can provide guidance if you have questions.

WebTools Calendar
The WebTools calendar tool will be undergoing a makeover and receiving some updates. Members of the RCC have provided input on enhancements and the Public Affairs team is reviewing recommendations and creating mockups. They will continue to share information and seek input from all RCC members. If you have questions, please let Andy know.

Remember to share your events on the Research calendar!

Research Q&A with Melanie
Melanie Loots, Executive Associate Vice Chancellor for Research, joined us for a fantastic discussion about the research enterprise! Melanie provided a thorough explanation of research numbers including: expenditures, awards, HERD calculations, and sponsored research. The group also discussed “broader impacts” and how those relate to NSF, the community, and beyond. The conversation concluded with a discussion of visibility on a national stage for both the institution and faculty members.

Info Request
Public Affairs has been asked to share one big headline a week with the president’s office. If you have a big story coming up, contact Allison Vance.

Next Meeting
NO JULY MEETING! See you in August!