

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room
December 1, 2010
2:00 p.m. CST

Present

Mrs. Donna Schubert, Chair
Mr. Sohail Agboatwala
Mrs. Alicia Bookout
Mr. Tom Davis
Mr. Rob Drinkard
Mr. Andy Ellis
Dr. Hal Fulmer
Dr. Deb Gearhart
Mrs. Somer Givens
Mr. Larry Hawkins
Dr. Jean Laliberte
Mrs. Jane Martin
Mr. Jack Miller
Dr. Curtis Porter
Dr. Jeff Spurlock
Mr. Bob Willis

Absent With Notice

Mr. Greg Price
Mr. Ralph Ford
Mr. Ed Noriega
Dr. Dave White

Guests

Michael Foster
 -Representing Greg Price
Lyndsay Taylor
 -Representing Buddy Starling

Welcome and Introductions

Donna Schubert called the meeting to order, introduced herself and then asked everyone to introduce themselves. Schubert then went on to ask for approval of the last meeting's minutes. Alicia Bookout asked to change the win of games on page 3 of the minutes, to win 10 games not 10 home games. "Football goal this year is to win 10 games." The minutes were then approved.

Reports

Schubert talked about her transition into her new position, about her goals and what she has been doing for the last two months. She explained that she wants everyone to rethink what they are doing and what they can do to work together. Schubert talked about upgrading the media website, and about Strategic Objectives 3.6 calling for increasing media coverage for athletics, performing arts, community events and other scholarly event throughout Alabama.

She then said there would be additional planning and refinements and said there may be future budget cuts. She explained that everyone needs to optimize funds.

Active projects:

Schubert announced that the Troy University car tag is the third best-selling collegiate tag in Alabama, and she congratulated Jane for the accomplishment. Schubert then went on to mention Bowl Marketing. Alicia Bookout discussed about the “Trojan Hope program: helping others participate in the experience.” The program gives other organizations or individuals the chance to donate tickets to help youth organizations, military, or anyone come to a football or basketball game that normally aren’t able to attend.

Schubert announced major equipment purchase for Trojan Vision in Dothan that will open the market in that area and give a wider coverage area for potential football fans.

Schubert then moved on to the subject of the 125th Birthday Celebration of TROY, which will take place in February of 2012. Dr. Jean Laliberte explained the 125th Birthday observation, and Jane Martin reported on 125th birthday envelope seals.

Schubert then discussed the Graphics Standards Manual. Much of the content is 6-10 years old so the book itself must be updated and made available electronically. She also announced that a team will begin next semester working on the next generation of the website.

Schubert opened the floor to discuss the committee itself. Discussion items included the opportunity for communication across-locations and the opportunity to effect change.

Additional discussion items included:

- Marketing athletics, performing arts, community and other scholarly events throughout Alabama.
- International travel and news values
- Blackboard student resources
- Streaming radio and television programming
- MyTroyU
- Alumni

Jane Martin then provided a review of the advertising campaigns currently in place.

Following discussion, the meeting was adjourned.