

Troy University
Marketing & Communications Committee Meeting
Troy Development Center
March 26, 2009
9:30 a.m. CST

Present

Ms. Sandi Gouge, Chair
Dr. Mac Adkins
Mr. Sohail Agboatwala
Mr. Wes Allen
Mr. Tom Davis
Mr. Andy Ellis
Mr. Ralph Ford
Dr. Hal Fulmer
Dr. Deb Gearhart
Mr. Larry Hawkins
Dr. Jean Laliberte
Ms. Jane Martin
Mr. Ed Noriega
Mr. Buddy Starling
Dr. David White

Absent

Dr. Curtis Porter- with notice
Dr. Jeff Spurlock- with notice
Mr. Greg Price
Mr. Bob Willis- No v-tel available
Mr. Jack Miller- No v-tel available

Guest

Dr. John Schmidt
Mr. Matt Clower
Ms. Yvonne Freeman
Ms. Tabetha Getz
Mr. Anar Hajiyev
Ms. Lori Whitman

Welcome

Sandi Gouge welcomed everyone to the meeting and thanked them for attending in the new TROY Development Center building. Matt Clower was introduced as the newest University Relations Coordinator. She asked Dr. Dave White to introduce the three colleagues who have joined us for the meeting. Sandi then introduced Dr. John Schmidt, the Senior Vice Chancellor for Advancement and External Affairs. Dr. Schmidt spoke on the announcement made by Dr. Jack Hawkins, Jr., that he will not run for governor, but he will remain at Troy University. Sandi then asked Dr. Jean Laliberte to give a tour of the new Development Center.

Licensing/Trademark

Sohail Agboatwala spoke on the licensing issues that we are still facing today and about getting everyone to follow the guidelines and graphics manual. Dr. Schmidt added that if anyone wanted some T-shirts to be sure to go through Sohail so the T-shirts follow along with the guidelines. Sohail also mentioned that someone worked through Screentech, one of our approved vendors, and that they received a quick turnaround. There are others vendors who are on the approved purchasing list that are located closer to certain regions which could help with promotional orders. The link for the approved vendors is <http://www.troy.edu/marketing/vendors.html>.

Communication Audit

Sandi then asked Tom Davis to update the committee on the Global Campus focus group in Columbus, GA, that he and Buddy Starling held. Tom noted that a lot of the responses they received on this meeting were similar with what had already been received from the previous responses. One response that came from those interviewed was the agreement that there should be some kind of e-mail training on electronic etiquette. The response was receptive from both

Tom's and Buddy's perspective. Tom stated that everyone seemed more than willing to cooperate to make things better with communication. Sandi thanked Tom and Buddy both for taking time to hold these focus groups. Discussion centered around developing another communication audit survey, and Tom agreed to go to Dr. Colaco to have another one developed. Dr. Jean Laliberte agreed to review it. Recommendations were discussed that should go forward to the Senior Vice Chancellors thru Dr. Schmidt

Athletic Marketing

Wes Allen is the new representative for Athletics, and he announced that Eric Williamson accepted a position with ISP, but he will still be working with the University. Wes discussed the success for the World Wide Trojan Pride Day and that they are looking forward to having it again for this next football season, but the exact day is not known yet. The football team has started Spring practice. He spoke about Coach Blakeney's Golf tournament which will be held on April 20 at Wynn Lakes in Montgomery. Wes said that this year is TROY's 100th year of playing football and that plans have started for some events to commemorate this celebration. They are still working on beginning the sale of season tickets and more information will be available later. He handed out to the committee the 100th Year decals that the athletics department has already been using. Discussion then centered on offering decals printed and electronically.

Building Beyond Boundaries

Dr. Jean Laliberte distributed a handout that showed a summary of the goal of the Capital Campaign. She also spoke briefly that the committee has confirmed the campaign goal and that a large percentage has already been raised. Campaign projects have also been affirmed by the committee and that the public kick-off is set for October 2010 as of now, but that date could change. She also noted that the campus vice chancellors and the deans are very active in the campaign as well. She also stated that the Development Office is here to raise money for all campuses. Dr. Laliberte shared photos from the Troy Shield Society gala and ceremony, and she encouraged everyone to make a planned gift if they have not already made one.

SACS

Sandi then asked Dr. Hal Fulmer to speak on SACS and give the committee an update on where we are for the next SACS visits coming up in April. He stated that SACS is interested in looking at the institution on whether you are doing what you say you are doing or what is vital to the institution. SACS has already visited some of the Southeast Region sites. They will also be visiting the Alabama campuses, which Dr. Fulmer and Dr. Dianne Barron will be on the visits with them on April 6-9. During the days of April 20-23, SACS will visit the Troy Campus. Sandi asked how the committee could help, and Dr. Fulmer stated that if everyone would go back and ask their areas, departments and even students to go to the Web site and read the QEP for SACS. This is the best way to help by having everyone informed.

Events

Sandi mentioned the upcoming events that are occurring, such as graduations, and on April 9, the Helen Keller Lecture. The speaker of the Helen Keller lecture will be Joel Slack, who will speak on depression.

Other

Sandi asked Andy Ellis to talk about the upcoming Spring issue on the Alumni Magazine. Andy spoke to the committee and said that the magazine is in the proofing stage currently. He also talked about the online Alumni Magazine survey that he has been working with Dr. Mac Adkins

to get published on the Web site. This is a chance for everyone to view the magazine not only in print, but also online.

Dr. Dave White spoke briefly on the economy and that the University continues to grow with the opening of new sites in North Carolina and Kentucky, Florida, and in Gulfport as well. He also noted that Disney World has contacted the University to work as a partner in International internships which is great news for us.

Sandi thanked everyone for taking the time to come to the meeting and that we will meet again in the summer. She then showed a new 4-minute video that shows some of the happenings at TROY over the last year.

Action Items

Recommendation from focus groups sent to Dr. Schmidt.

Next Meeting Scheduled for Summer Semester – TBD