

Minutes: Marketing Retreat 2013

Date: 3/27/2013

Location: Civic Room, Dining Facility, Troy Campus

In attendance:

Marketing and Communication Committee (updated winter 2013), TROY Marketing and Communication staff,
Seventhpoint staff

Donna Schubert (Chair)
Damon Andrew
Carol Ballard
Dave Barron
Dianne Barron
Bob Bertram
Alicia Bookout
Ken Boothe
Chuck Carson
Maryjo Cochran
Bridgette Colaco
Ronnie Creel
John Dew
Judson Edwards
Andy Ellis
Hal Fulmer
Bill Glisson
John Hartwell
Chuck Helmandollar
Kathy Hildebrand
Earl Ingram
Don Jeffrey
Samantha Johnson
Jean Laliberte
Curtis Porter
Greg Price
Jim Rinehart
John Schmidt
Buddy Starling
Lance Tatum
Dave White
Ray White
Mike Whitlock
Seventhpoint Staff
Members
Marketing and
Communication Staff
Members

Wednesday, March 27

Donna Schubert began the meeting with a welcome and introductions. Dr. John Schmidt, Dr. John Dew, and Dr. Earl Ingram offered remarks to the committee.

Buddy Starling discussed current conditions on Enrollment Data and Trends accompanied by a PowerPoint presentation as well. Buddy continued by going over Leadmaster data numbers and explaining each as it showed on the PowerPoint. He talked about the recent Recruiter Retreat and spoke of the goals and outcome of the retreat being a success.

Donna and Sam Johnson provided additional data regarding STAMATS 2013: Serving Adult Students and the TROY MAY 2012 – Gulf Coast Analysis and Student Insights.

Dr. Schmidt spoke on the Enrollment Task Force actions and accomplishments. He also commented on the Call Center and the call out process.

Social Media Policy revisions and best practices were discussed by Donna; she also shared a handout of the briefing as well as the approved policies and guidelines.

Dr. Lance Tatum discussed the Troy for Troops Center / Military and Veterans Center. Captain Dave Barron will be the leader of the program.

Donna introduced Sam Johnson as the new Marketing Director. Sam talked about High Demand High Readiness, the material that contributes to the marketing of each HDHR program, and the general materials that can be used. Donna explained the process of HDHR marketing and went over ACHE and SACS approval needs. A request was made to Dr. Ingram for the top 10 academic programs.

Sam then continued by talking about “Great Professors” and needing more information on professors. Academic marketing strategies and related topics for the colleges were presented by Dr. Damon Edwards, Dr. Kathy Hildebrand, John Miller (who stood in for Dr. Damon Andrews), Dr. Judson Edwards and Dr. Jim Rinehart. Campus marketing strategies were discussed in detail by Dr. John Dew (who stood in for Dr. Don Jeffrey), Ray White, and Dr. Dave White. Dave White expressed the importance of “Whitewater” coming to the area and the impact it will have on the Phenix City site. Dr. Curt Porter discussed International and its tremendous challenge for marketing. Dr. Porter said there was a major need for marketing of programs for the international sites. Dr. Lance Tatum discussed Global Campus and its 3 priorities: eTROY, the area within 300 miles of Alabama, the area beyond 300 miles of Alabama. Dr. Tatum also acknowledged Ronnie Creel and Mike Whitlock as major contributors to the success of the Global Campus over the past year.

Challenges and opportunities were discussed by Donna and Sam. Sam talked about the Global Open House on April 13. Donna briefly discussed TROY for TROOPS presence on the web and the need for more marketing analysis.

Donna also discussed Trojan Vision programming and opportunities.

Thursday, March 28

Donna began the meeting welcoming everyone back and thanking them for their continued attendance and participation. She then asked Dr. Dianne Barron to speak about the Graduate School. Dr. Barron passed out a handout that covered location and other strategies for the Graduate School, of which she covered in her presentation.

The website and upcoming changes were discussed in detail by Donna. She also discussed the best practices of the “slash” in web addresses. (Address practices in promotions)

Donna discussed the upcoming impact of RECRUITER. She then asked Greg Price to speak on the new system and explain it in further detail. Greg explained the uses of Recruiter and the training that will be needed. He presented a PowerPoint presentation which covered the look of Recruiter and its benefits and tools for use.

Marketing priorities and goals for the coming year were then discussed including management and procedures related to web pages.

The meeting adjourned around 10:00 am