

**Troy University**  
**Marketing & Communications Committee Meeting**  
**Executive Conference Room**  
**July 15, 2009**  
**9:30 a.m. CST**

**Present**

Mrs. Sandi Gouge, Chair  
Mrs. Alicia Bookout  
Mr. Tom Davis  
Mr. Andy Ellis  
Dr. Hal Fulmer  
Dr. Deb Gearhart  
Ms. Morgan Hooper  
Dr. Jean Laliberte  
Mrs. Jane Martin  
Mr. Jack Miller V-tel  
Dr. Curtis Porter  
Dr. Dave White  
Mr. Bob Willis

**Absent With Notice**

Dr. Mac Adkins  
Mr. Sohail Agboatwala  
Mr. Ralph Ford  
Mr. Larry Hawkins  
Mr. Ed Noriega  
Mr. Greg Price  
Dr. Jeff Spurlock  
Mr. Buddy Starling

**Guest**

Dr. John Schmidt

**Welcome**

Sandi Gouge began the meeting by welcoming everyone and thanked them for coming. She then introduced the new members of the Committee: Alicia Bookout, Assistant Athletic Director for External Relations, and Morgan Hooper, Student Representative, as well as the new Marketing and Communication Assistant Kelli Bullard.

**Communication Audit Update**

Sandi stated she had forwarded the five recommendations from the committee from the communications focus groups to Dr. Schmidt, but the document had not been presented to the SVC's yet. Dr. Schmidt stated there would be a meeting held soon to discuss the recommendations. The committee was informed there will not be any survey needed because the focus groups comments were so comprehensive.

**Athletic Marketing**

Alicia Bookout spoke about renewals for season tickets and single ticket sales. She also talked about the 100 years Celebration logo, the "Anyone Anywhere" creative logo

approach and new billboard ads. She informed the committee that Ryan Nichols had been hired on into the position of Director of Development /Annual Giving. Alicia discussed upcoming events for athletics: Football players are reporting at the end of July; August 22 is the Drawdown / Football Appreciation Day; August 23 is Fan Appreciation day, with which posters will be available; September 19 is World Wide TROY Day with special packages for a ticket, t-shirt, and lunch, coordinated by Jessica Jerosz. Flag Day was also mentioned; it will be held on October 31, the same day as Band Day. Alicia also discussed sending up-to-date posters and other material to all campuses / sites that request them. Mathew Carlo will be taking Eric Williams place.

### **Measurement**

Dr. Schmidt discussed the Leadership Conference held a few weeks ago and the quote that came from it, "If you can't document it, it didn't happen." He then went on to discuss the survey on the Alumni Magazine, and how some findings had been discussed in the focus groups. Dr. Schmidt talked about the Alumni Magazine results and how the comments show that the magazine is a validation of investment and talked about wanting to see more about the success of students, like "Where are they now?" after they've graduated and started their lives. Tom Davis and Andy Ellis said they are going to continue pushing the survey. Andy said timing of the surveys is important as the fall edition of the magazine are sent to all readers, and we would really like to know what they would like to see. Acknowledgement and compliments of the online survey went to Dr. Mac Adkins. Sandi wanted everyone to know if they wanted to see the survey and results to email her.

### **Alumni Notes**

Dr. Jean Laliberte began by asking everyone to share information on anyone that could or would contribute to Alum Notes in the Troy Magazine. She then discussed the Capital Campaign Calendar. Dr. Laliberte discussed Building Beyond Boundaries and its goal of \$100 Million and how we have reached an estimated \$38 million, which is about 45% with only three and a half years into the campaign. She is hoping to reach the public phase with Building Beyond Boundaries by next year.

The Planned Giving Council and its new members were discussed, naming the following new members: Mary Ida Williams, Jean Orendorff, Tonya Terry, Steven Curtis, Vickie Bowen, and Collin McCrary. This Council has been very successful. The fourth edition of the Building Beyond Boundaries Newsletter was given out and there was a discussion of wanting the next one to be more concentrated on the TROY Campus and all of its changes, such as the Bibb Graves, the new dining hall, etc. Funding was also discussed.

There was a brief discussion of Alumni meetings being held across the state to collect feedback. Dr. Laliberte quoted Dean Argo's in a comment he made about the meeting he attended, "This has renewed my passion for my University."

Dr. Schmidt added that the University is only about three and a half years into the campaign, with a tough goal. It is only the second campaign in the life of the University, so it shows credibility with the progress that is being made. He is proud of where we stand.

Dr. Deb Gearheart talked about eCampus Envoys, who are like campus ambassadors but from a distance and who can help with game parties, Spirit of eCampus, virtual Homecoming contest, decorations of where they study or learn. eCampus wants online students to feel more a part of the University and become as involved as possible.

Dr. Schmidt spoke about the Dothan Advisory Board and ways to improve this campus. He also talked about the Montgomery Advisory Board and the establishment of the Phenix City Advisory Board soon. Dr. David White then asked about the advisory boards as to “Where do they fit in?” and “Who runs them?” Dr. Schmidt answered that they come under Dr. Ed Roach, Executive Vice Chancellor and Provost.

### **Marketing**

Sandi informed the Committee that the new Chancellor’s commercials are being developed this year with a message of “Preparing for Tomorrow.” There will be five in this new branding campaign.

There was a discussion about online competition of other universities with a variety of media, and it seems the competition does more television spots and has been doing sponsorships, such as Jubilee. Dr. Hal Fulmer suggested the “total experience” of TROY needs to be pushed with advertising. Discussion was held on interviewing two TROY eCampus graduates for an article in the Alumni Magazine.

Sandi talked about the Chancellor’s 10 year Report and the finalization of it. There will also be a timeline standalone piece.

### **Upcoming Events**

July 19 seventh Point

July 24 Commencement

Aug 7 Convocation

Aug 7 Open house at the Development Center following convocation

Aug 9 Odyssey Convocation

Aug 12 Troy Campus Classes Begin

Aug 10 T1 Begins

Aug 11 -12 Common Reading Program Discussion

## **Other**

Sandi informed the committee that Broadcast and Digital Networks was getting a Tri Caster for Montgomery, Dothan, and Phenix City to film Graduation. Jane Martin stated they were working on a new RFP for promotional items. Sandi discussed the Web redesign and Active Admissions. Sandi will be sending out social media guidelines. University Relations was allowed to start a Twitter for the University. Matt Clower reported that the Twitter has 601 followers as of now. Car tags feature “Tag It” with Tonya Terry were mailed out to over 42,000 people. The Homecoming Theme was shared, “100 years Celebration” “Dreams of Past, Visions for the Future... Legacy of Champions.”

## **Adjourned**

The meeting was adjourned at 11:30 a.m.