

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room
July 30, 2008
9:30 a.m. CST

Present

Ms. Sandi Gouge, Chair
Dr. Mac Adkins
Mr. Sohail Agboatwala
Ms. Tessa Brown
Mr. Tom Davis
Dr. Deb Gearhart
Mr. Larry Hawkins
Dr. Jean Laliberte
Ms. Jane Martin
Dr. Curtis Porter
Dr. Jeff Spurlock
Dr. David White
Mr. Eric Williamson
Mr. Bob Willis

Absent

Mr. Andy Ellis – with notice
Mr. Ralph Ford
Dr. Hal Fulmer – with notice
Mr. Ed Noriega
Mr. Greg Price – with notice
Mr. Buddy Starling – with notice

Guest

Dr. John Schmidt
Mr. Buddy Johnson

Welcome

Sandi Gouge welcomed everyone and thanked them for their time in meeting this morning. She then introduced Dr. John Schmidt and asked him to address the committee. Dr. Schmidt talked about the current events and the latest Princeton Review report naming Troy University as one of the best in the Southeastern United States for the fourth year in a row. He mentioned that high school students are now required to take an online course and the importance of our faculty being knowledgeable on how to teach an online course. He also spoke on the revising of the Web page so that it is easier for users to navigate. Sandi then discussed the minutes and the follow-up item on e-mail in the policies. She updated the committee that an all users' e-mail has to be relevant to the university. There were no changes to the minutes and they were approved as presented.

Stamats, Inc. Visit

Sandi gave an update on the Stamats visit on May 14 with Eric Sickler who met about marketing initiatives with 21 faculty and staff and later with Dr. Schmidt. The report will be presented to the Chancellor's Cabinet, but it did say that the Integrated Marketing Plan is widely embraced and enjoyed by key TROY practitioners.

Communication Audit

Sandi then asked Tom Davis to give an update on the focus groups on communications. Tom reported that their focus groups were almost completed with two in Troy, one in Phenix City and Dothan. Buddy Starling is to hold one in Montgomery. Tom gave a sample of the focus group questions and the feedback that was received. Sandi asked that after Buddy returned with his results that he and Tom regroup and then decide if another focus group is needed. A report will be given at the next meeting. Dr. Schmidt asked then that a presentation be given at the

Chancellor's Cabinet. Dr. Schmidt encouraged everyone to check with their SVC to make sure that any new information is being communicated to everyone in their division.

Building Beyond Boundaries Update

Dr. Jean Laliberte shared with the committee the Building Beyond Boundaries presentation folder and reviewed the inserts. Included in the packet was a list of projects, an organizational chart, a newsletter and a financial summary. Dr. Schmidt and Dr. Laliberte both encouraged everyone to think about being part of the founding members of the Trojan Shield Society and reminded the committee that the opportunity must be taken before the end of this year. Dr. Schmidt also talked about the many ways that anyone could be part of this special project. Dr. Laliberte reminded everyone of the Chancellor's Golf Tournament on September 17.

Creative Services/IKON

Sohail Agboatwala talked to the committee concerning the changes on the outsourcing of Creative Services. He hopes that everything should be up and running by Monday, August 4, 2008. One of the many benefits of outsourcing is the quick response time from a request. Any jobs that are requested on the Troy Campus can be delivered. He also spoke on the mailing services that will be provided and that any packages with Fed-Ex or UPS will be tracked through IKON. Sohail also discussed the matter if IKON did outsource printing, they do not have to go out on bid like the University, but they would be looking at three companies for cost efficiency.

Athletics

Eric Williamson shared with the committee a media guide, as well as a schedule card. He talked about the new Athletics marketing campaigns and the changes that have been made with "SUPERFAN" and "Anyone, Anywhere" campaigns. He also discussed the presence of Athletics and their goal to increase the fan base. They are building a fan base through youtube.com, as well as myspace.com. There will be a contest of the fans making their own Superfan video that will be judged and a winner picked each week. He spoke about the season tickets and that they are now on sale.

Licensing

Sohail updated the committee on how we are working through SMA, a company that protects our logos to prevent illegal selling of merchandise from non-licensed vendors. SMA performs regular audits on the companies that are out there to protect TROY. He reported on the growth that the University has received in royalties from licensed merchandise and that the numbers are increasing.

Marketing Update

Sandi informed the committee that the University will be working on a ten Year Report this year. She discussed the Trojan Shield that can now be ordered if there is enough interest. She then mentioned the points of pride that are due at the end of August. The committee briefly talked about SACS and the "Creating a Culture of Reading" QEP initiative.

Events

Sandi reviewed the many upcoming events that will be occurring.

Other Items

Jane Martin updated the committee on the figures for car tags and that we have moved from #13 up to number 5 in Alabama. August 17 is Fan appreciation day at 1:30 p.m.

Next Meeting Scheduled for Fall Semester – TBD