

Troy University
Marketing & Communication Committee Meeting
Trojan Center Ballroom B
October 27, 2005
2:00 p.m. CST

Present:	Ms. Sandi Gouge, Chair	Ms. Inga Oberst
	Mr. Sohail Agboatwala	Mr. Roger Shultz
	Mr. Andy Ellis	Mr. Jeff Spurlock
	Ms. Eddie James	Mr. Buddy Starling
	Mr. Joe Johnson	
Absent:	Dr. Mac Adkins (with notice)	Ms. Kathy Ninas (with notice)
	Mr. Tom Davis (with notice)	Mr. Ed Noriega
	Dr. Hal Fulmer	Mr. Greg Price (with notice)
	Mr. Ralph Ford	Dr. Curtis Porter (with notice)
	Mr. Larry Hawkins	Dr. David White (with notice)
	Dr. Jean Laliberte	Mr. Bob Willis (with notice)
	Mr. Adam Nason	

Sandi Gouge welcomed everyone. She stated there were several people who had sent notification they would be unable to attend; however, there should be several people coming in during the meeting. The minutes from the previous meeting were approved as presented.

Celebration Week

Sandi thanked everyone for their efforts in making the Celebration Week a big success. She also showed the book compiled for submission to the CASE regional awards. She stated the book that Jane Middlebrooks compiled would be available for viewing at the end of the meeting.

Licensing

Sohail Agboatwala discussed the licensing issues. He gave out a brief handout that showed the website listing the approved vendors. You can visit the site by going to <http://www.troy.edu/licensing/>. Sohail stated that the site is updated each month so the listing is current. He also showed the brochure developed by SMA that discussed the licensing program. Placing an article on the online capability in *Troy Today* was discussed. Sandi stated that the licensing agreement with SMA has paid off for the University.

Next Steps Branding and Recruiting

Sandi stated that according to most information we had increased enrollment in the majority of our campuses/sites. Sandi also informed the committee that in June she, Dr. Hawkins and Dr. Martindale went to Virginia to shoot footage for new commercials. She stated that three new commercials have been developed and she is in the process of approving the script for three additional commercials. She showed the three new commercials that began airing this week. Sandi stated that some areas may want to use these commercials; however, they can not be tagged to a specific location. She also stated that a new legitimacy print ad had been developed. She shared last year's branding ad with the updated statistics, and she presented a new branding

print ad. Sandi distributed tear sheets from around the world to show the consistent look worldwide. Jeff Spurlock asked where the new commercials are running. Sandi stated they are running in Birmingham, Mobile, Montgomery, Huntsville and surrounding areas. They will also run on Athletics broadcasts and on the Larry Blackney show as well as on Troy Television. She stated that the intent is for the commercials to be rotated.

Marketing the University – UC Panel

Sandi shared that during the University College Conference Dr. Chris Burge, Dr. Dave White, a representative from HCD and she were asked to speak about “Marketing the University.” A copy of the handout developed by HCD was given out to the committee members. Sandi stated there had been a request to place the information online. There was also a request during the meeting to create a template on how to market a site and how to open a site. Sandi suggested that a sub-committee be established to develop this from primarily University College personnel, since this is University College specific. Sandi suggested that Eddie James head the sub-committee and that possible members might include Rob Wadell and someone from the Florida Region. Sandi suggested that Eddie James talk to Dr. White and see if he is willing to form a subcommittee to develop this...She also asked that Eddie or Dr. White to get back to her with an answer so she will know if a subcommittee is being formed. Some proven methods on how to go about marketing would be a good thing to include. Andy Ellis stated that University Relations had received a request from Dr. Mine in Florida Region to have an online media kit and media training made available. Sandi stated that media training is in the works. She also stated that University College was looking for something they could put their hands on and be able to speak about TROY. Something of that nature would benefit all campuses and sites. Sandi stated that currently you can view press releases online and can search archives. Eddie stated that she is in the process of creating a Policies and Procedures Manual for Southeastern Region. Eddie stated that the Southeast Region is in the process of creating a Policies and Procedures Manual for Southeast Region personnel. Marketing is a portion of that manual. It is in the process of being put on the SER web page for easy access. She said that it is different from the E-Policy manual. She also stated that there is a recruitment CD being created with HCD that individual sites can customize. Any region or campus/site could use the CD but they would have to pay creative. Any region or campus/site could use the CD but they would have to pay for customization and printing. Southeast Region is paying for creative. Sandi stated that she had been asked why students would want to have the CD. Eddie responded that not all our students, such as our military, have access to the internet, but most of them have a computer or CD player with them, regardless of where they are stationed.

Referencing Campus and Sites

Sandi stated that the Executive Vice Chancellor and Provost said that we should state that TROY has four (4) campuses and 62 sites. On some pieces, ads will read 66 campuses and sites during a transitional phase. All Alabama locations are called campuses and all University college locations are called sites. Extensions such as Maxwell A.F.B. and Ft. Rucker are to be called locations.

Integrated Marketing Plan

Sandi stated the plan was cut 36% this year, and not all programs were funded. Those who received funding have been notified.

There will be an Economic Impact Survey placed online. Encourage those around you to complete the survey. It will be conducted on November 1-22 online only. The information gathered is used for the Capital Campaign and other different activities. There will be prizes for students and for faculty who complete the survey.

Other Items

Roger Shultz encouraged everyone to attend the Second Annual Trojan Festival on Friday, November 4. They have added Shane Owens who is a Dothan local artist. The student tickets are \$15.00 and the regular tickets are \$35.00 for the field and \$25.00 for the stands. A discount ticket is being explored for faculty and staff.

Sandi stated that we are working with Jamie Skiles to create a new logo for the Sound of the South.

The meeting adjourned at 3:20 p.m. CST

cy: Dr. Cameron Martindale