

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room- Adams Administration
November 1, 2006
1:30 p.m. CST

Present: Ms. Sandi Gouge, Chair
Mr. Sohail Agboatwala
Mr. Andy Ellis
Mr. Larry Hawkins
Ms. Eddie James (for Dr. White)
Mr. Joe Johnson
Dr. Jean Laliberte
Ms. Jane Middlebrooks
Ms. Ericka Miller
Ms. Inga Oberst
Mr. Roger Shultz
Dr. Jeff Spurlock
Mr. Buddy Starling
Mr. Bob Willis

Absent: Dr. Mac Adkins
Ms. Tessa Brown
Mr. Tom Davis
Mr. Ralph Ford
Mr. Ed Noriega
Mr. Greg Price
Dr. Curtis Porter
Dr. David White

Guests: Dr. Mike Whitlock – Site Director for Ft. Benning
(via teleconference)

Welcome and Introductions

Sandi Gouge welcomed and introduced everyone. New introductions were Tim Altomare who is a Graduate Assistant, Jane Middlebrooks in her new role as Assistant Director of Marketing and Communications and Sponsored Programs and Jodi Wilcox as the new Administrative Assistant. Sohail Agboatwala introduced Montgomery’s new Coordinator of Auxiliary Services Rachael Skipworth. The minutes from the previous meeting were presented and approved. Sandi mentioned that all of the minutes can now be viewed via the website www.stars.troy.edu/troy.

New Videos

Sandi discussed the alumni “Measure of Success” and new Economic Development Campaigns. She explained that the first campaign began by featuring Dr. Hawkins showing “Who TROY Is” and new commercials last year showcasing our academic programs, partnerships, non-traditional, international and fundraising. Sandi stated that all videos and commercials are accessible via the Web. Sandi notified Dr. Laliberte that we needed to get the Bibb Graves videos that Kyle Bozeman created on the Web. She also mentioned the focus of the new commercials is a statement Dr. Hawkins makes that the measure of success of a university is its alumni. This year, there will be new commercials featuring four university alumni Lynne Koplitz, Col. Bill Gregory, Gen. Eddie Crowell and Dr. Manley Johnson. Sandi stated that more alumni will be filmed in the near future. These commercials will air mainly in Alabama, but they will also target the Tampa and Atlanta areas. Sandi stated that there will be a fifth commercial focusing on Economic Development in addition to a 2 minute video and a print piece which will cover the same topic.

Car Tags

Sandi talked about the hard work of everyone to try and meet the Chancellor's request to double the car tag purchases by 2010. Sandi also brought up that Marketing and Communication is working with others such as Athletics, Alumni Association, Enrollment Management as well as Jane Middlebrooks and Tim Altomare to promote the car tags. She mentioned that the goal of 1,910 car tags sold for this has almost been accomplished. There are internal and external campaigns that have been created to promote the car tag campaign. The Florida region uses parking decals that they issue to their students, at no charge, to also help in advertising. Sandi also brought up that 30,000 bumper stickers were created and delivered world-wide.

Marketing Summit

Sandi mentioned the Marketing Summit that is coming up January 17-18 and the tentative agenda. She asked for any ideas for the Marketing Summit.

Integrated Marketing Plan

The 05-06 IMP was cut 36% from the first year. Buddy Starling talked about his initiative and the new on-line company Goal Quest who will be used in aiding to retain students. The company is located in New York and they currently have 158 clients involved in higher education. Sandi showed everyone the folders that DTI created for each college. For Graduate programs, a direct mailer that was sent out was shown. Also shown was the new brochure that was created for Annual Giving for Dr. Laliberte. This year there was re-funding for the 05-06 initiatives which will allow us to create some new products.

Athletics

Roger Shultz spoke about Athletics and the conference championship. He talked about the upcoming Homecoming events and the need for our support. On November 18, there will be a chance to throw a football and win a Pontiac. This game features "A Salute to Veterans" as well as honoring our active military. The homepage link for military was discussed. A committee led by Mrs. Hawkins has been working on this for a year. He also mentioned the basketball season coming up and the new billboards that will be out soon. The request was made about any suggestions for any marketing ideas for Athletics in all areas.

Capital Campaign

Dr. Laliberte discussed the Capital Campaign, which is world-wide. She also mentioned the possibility of hiring two new officers for Planned Giving. She also brought up the positive response received from the Feasibility Study and the need for an infrastructure. The two main projects going into the Capital Campaign are Scholarships and Bibb Graves. She also mentioned the hiring of two new fundraising officers and a Director of Planned Giving.

Promotional Items

All promotional items will now have to be bid due to the state law of a \$7,500.00 limit. There is a catalog bid that will be opened on November 14, 2006, at 2:00 p.m. with a preview of items at 10:30 that morning. Hopefully, items can be ordered December 1. Included in this bid were items using University and Athletic marks. There are two bids out there, one that excludes T-shirts and another one that included T-shirts without color specification. Sohail mentioned that they are trying to market the TROY products in Dothan and Montgomery.

Publications

The Alumni Magazine is close to being completed. There is a change in size with an increase from 8 ½" X 11" to a 9" X 12" with almost 79,000 now being printed. Sandi asked for anyone that knows of someone who needs to be highlighted in any of our publications to let us know. Sandi also mentioned about the full page article that is in the November issue of Southern Living on the Rosa Parks Museum.

Bookstore and Licensing

Sohail discussed the new bookstore and that they are scheduled to be in the new building by next summer. He also mentioned the possibility of having a mural in the new bookstore. Student input was a major deciding factor in the bookstore design. The Homecoming T-shirts are already selling out and they have more shirts with another design from Joe Hutto that is in. There are plans of a photo kiosk that will be in by December in the Bookstore. It was brought up that the sales of the Under Armor was so good that they couldn't keep the supply stocked. Troy has successfully expanded the sale of licensed items in Dothan, Montgomery and Phenix City and is hoping to move even farther to Mobile and Birmingham. We intend to have TROY items sold throughout the state.

ECampus

Eddie James spoke on the two CD's that are being developed. One is a customizing CD that started out in the Southeast Region and has now expanded to the other regions. It's a template that lists the history of TROY, eArmy-U and site locations. The CD is about 98% complete and the cover will be selected soon. The second CD is for eCampus and it has music on it as well as other information about eCampus and eArmyU with an insert included.

The meeting adjourned at 2:45 p.m.