

**Troy University**  
**Marketing & Communication Committee Meeting**  
**Executive Conference Room**  
**June 28, 2005**  
**10:00 a.m.**

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

Sandi Gouge started the meeting by introducing Inga Oberst to the committee. She is the new University Relations Coordinator in Dothan.

**Celebration Week**

Sandi also gave general information on Celebration Week. She stated that the Conference will be held on July 28 and 29. The Conference will be ending at 11:30 a.m., and there will be an Academic/Staff Convocation that afternoon. Dr. Hal Fulmer stated that the Convocation will start at 1:30 and will run for about two hours. There will be a processional with faculty, staff, students, alumni, various boards, trustees, government representatives and elected representatives. He stated that the trustees, faculty representatives and special guests will be seated on the stage. Mayors of the cities where the four Alabama campuses are located have been asked to join in the Academic/Staff Convocation. He said there will be multiple resolutions as well as a keynote speaker, Dr. James Fisher. He stated that there would be a ceremony retiring the old maces and that the new mace would be dedicated at that time. The new medallion for the Chancellor would also be unveiled at this time. He stated that everyone marching in the Academic/Staff Convocation would receive a commemorative medallion and would also receive a lapel pen.

Dr. Jean Laliberte spoke about the Gala Reception. She stated that the RSVP deadline is today, however they would still accept some late RSVP's. She stated that the event would be fun and exciting. There will be beautiful decorations, music (provided by alumni and current students), dancing, a new video, toasts and special songs. It is a black tie optional event. The Conference was discussed and it will begin Thursday morning and conclude at 11:30 a.m. on Friday. Thursday night will be an on your own type of thing where it has been a scheduled event in the past. The feel of the Conference will also be different. There will be more information sharing. For example, there are proposed seminars on Information Technology and Capital Campaign. There was some discussion about taping the sessions and placing the information on DVD's to be sent to people within Troy University around the world. There was some discussion about the printing of the programs, and the expectation of when they would be sent to the printers.

**Advertising**

Sandi informed the committee that she and Dr. Martindale had been to HCD the first of June. She stated that there had been a change in the HCD president. Chris Calcagno is the new president of the company. She stated that HCD will be in attendance at the Gala, and she is hoping to schedule a time that everyone can meet the HCD team outside of the gala. During the trip to HCD, they had a strategy meeting. We will be continuing the branding campaign with the current six commercials. Those commercials ran in Dothan, Montgomery, Troy, Birmingham, Mobile, Huntsville, and Troy University Television. She stated that Troy University Television has been wonderful at striving to make sure that the university is represented on the station. Sandi stated that we will be doing more commercials this year, and expanding the market has also been discussed. She said there is no plan at this time to do a new traditional commercial for television or radio. There will be a new non-traditional and half of a nontraditional commercial in the works. She said that the purpose of the half non-traditional is to allow any campus to customize the commercial for the last 15 seconds. She stated that the cost for the second half of the commercial would have to come from that campus cost center. Sandi reminded them about the media site with all the approved photos, headlines and brochures. She stated that anything new would have to be approved before it could be used. Athletics will have a new superfan commercial.

Dr. Fulmer expressed concern from feedback of alumni and other athletics supporters who were upset about the changing of dates and start times of games. Other members had also heard complaints. Tom Davis suggested the best thing to do is to attempt to educate supporters of the reason that we have been unable to set those dates and times. He suggested running an article in TROY Today and other publications.

Sandi gave each person a quick sheet on how to refer to Troy University. There was a question about the reference to site verses campus. Dr. Fulmer stated that the question dealt with the accreditation. He stated that campus leads people to view the traditional campus and many University College locations have less campus-like atmospheres. Sandi stated that in advertising we are using the word campus until she receives further guidance. Dr. Fulmer will check on the accreditation and the reference to site and campus for those purposes.

Sandi informed the committee that we had received an Addy on our graphic marks. She stated that Stamats had submitted them.

### **Licensing**

Sohail Agboatwala stated that we currently have 110 non-restricted and 10 restricted licensed vendors through CLC-SMA. He stated that he is working with Chip Dillard to set up a page that will list the licensed vendors. He stated that the licensing is worth what we pay for them because they protect us. Sandi stated that they are also helping us to protect the seal. She stated that we are trying to reserve the seal for academic and ceremonial purposes.

### **Bookstore**

Sohail informed the committee that August 1, 2005, the bookstore would be managed by Barnes and Noble. He stated they are on campus now remerchandising and rearranging the current inventory. He stated they are taking things out that are not used and adding things that they feel will be used. He said they are going to try to beat Quills prices for items. They will also have an online bookstore. The advantages for this are great. Hopefully, the community will use it since it will be a full service bookstore. Each Alabama campus will be revamped by Barnes and Noble. Currently,

there are some food contract issues that are being worked out before it can be a full service like you would find in the Barnes and Noble in Montgomery. The bookstore will be placed on the quick links on the Homepage.

Sohail stated that when Dr. Hawkins returns there is to be an official announcement. Sohail stated that everyone currently working in the bookstore will have a job for at least one year. The next Alumni magazine will need to mention the bookstore and see if there is anyway to discuss the merchandise available.

### **Structure of Committee**

The general consensus of the committee is to continue in this structure and if there becomes a time that creating sub-comities is needed, it can be done.

Dr. Laliberte asked that each person return to their campus and encourage their people to attend the Academic Convocation and Gala.

The meeting adjourned at 11:40 a.m.

cy: Dr. Cameron Martindale