

Troy University
Marketing & Communications Committee Meeting
AMSTII Conference Room
November 20, 2008
9:30 a.m. CST

Present

Ms. Sandi Gouge, Chair
Mr. Sohail Agboatwala
Ms. Tessa Brown-Teleconference
Mr. Tom Davis
Ms. Eddie James for Dr. White
Mr. Larry Hawkins
Dr. Jean Laliberte
Ms. Jane Martin
Dr. Jeff Spurlock
Mr. Buddy Starling
Ms. Patty Stone for Dr. Gearhart
Mr. Eric Williamson
Mr. Bob Willis-Teleconference

Absent

Dr. Mac Adkins
Mr. Andy Ellis – with notice
Mr. Ralph Ford
Dr. Hal Fulmer – with notice
Mr. Ed Noriega – with notice
Dr. Curtis Porter – with notice
Mr. Greg Price – with notice

Guest

Dr. John Schmidt

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 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 e-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 a report on the Stamats Executive Summary and their overview of the University and its tools that are being utilized to market and reach their target audiences. They felt that the Alumni Magazine being available on-line was one of our strong points. Stamats also reported that our Web site was our strongest marketing tool, but felt that it needed to be redesigned to make it even more useful.

Communication Audit

Sandi spoke to the committee that the final stages of the focus groups have been completed. She distributed copies of the report by Tom Davis and Buddy Starling to the committee and asked everyone to review it and give feedback. Dr. Jean Laliberte mentioned that e-mail should be addressed and that we need to be more effective in using it. Sandi said that it's evident that we have some preliminary information and we might want to conduct another focus group that included Global Campus. Sandi said that then Tom can speak with Dr. Hoppin and Dr. Colaco to develop another audit, and Dr. Laliberte agreed to review it.

Athletic Marketing

Eric Williamson began updating the group on the current events of Athletics. This week will be our Salute to Armed Forces game. Eric said that we will have a fly over from a Huey Helicopter. He encouraged everyone to attend, wear cardinal and to stay until the fourth quarter to see if you won some of the prizes that will be given away, which you have to be present to win. Eric reported to the committee that the Bowl representatives will be here watching the football game on December 6, 2008. This game will be World-wide Trojan Pride Day. Eric notified the committee that during the basketball games they will be giving away cash prizes as well as having a "Think Pink" game where they will be incorporating pink to raise proceeds for Breast Cancer Awareness. Eric stated that anyone who needs any athletic posters or other advertising materials to contact him via e-mail.

Creative Services/IKON

Sandi then asked Sohail Agboatwala to give the committee an update on Creative Services and IKON. Sohail discussed that IT is building a database for IKON. He reported that he has received some complaints, as well as compliments, on their services. Sandi asked Sohail that if someone went to IKON with a job and they thought the quote was higher than what they could get somewhere else, are they free to go through purchasing to have the job bid out? Sohail said that they can go to someone else. Anything that the University purchases world-wide that is up to or over \$7500 has to be bid out.

Building Beyond Boundaries

Dr. Laliberte handed out a flyer telling how alumni may set up a lifetime e-mail and stated Clif has prepared a press release to disseminate the information to everyone in the TROY family. Once you sign up, you can have any information sent to the troy.edu address which will be forwarded to your active e-mail address. Dr. Laliberte then reported on the Capital Campaign and the total that has been raised to date. She spoke on the Planned Giving Program and that it has been successful, which has been managed by Ward Sullivan. The inaugural Gala will be on January 30-31, and she gave the total that they are close to. She encouraged everyone to join and to contact Ward or her, and they will be glad to sign you up.

Licensing

Sohail gave a report on licensing and that the numbers are looking good. He also stated that there are some internal issues with people breaking the licensing rules. There were 730 approvals that were issued, more licenses were given, as well as cancelled. Lowe's currently has on display a rug with Troy University that is for sale and they are working to get more items in the store for sale. Sohail also notified the committee that several people have been asking about TROY bottled water being sold on campus, and it is currently an active project and should be delivered to the Troy Campus soon.

Marketing Update

Sandi handed out to the committee the new Troy University lapel pins that have the word University at the bottom.

Events

Sandi informed the committee that tomorrow is the Confucius Institute opening. We discussed various campus commencement speakers.

Action Items

Tom and Buddy need to explore the Global Campus focus group and they need to have another report ready by February 15. Tomorrow will be the last day to purchase the \$20 ticket and barbeque lunch for the December 6, 2008, game. Eddie James said that Southeast Region has chartered a bus to come to the game and will be carrying soldiers who were wounded in the war.

Next Meeting Scheduled for Spring Semester – TBA