

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room
November 18, 2009
9:30 a.m. CST

Present

Mrs. Sandi Gouge, Chair

Mr. Bob Willis

Dr. Mac Adkins

Mr. Sohail Agboatwala

Absent With Notice

Mr. Tom Davis

Mrs. Alicia Bookout

Mr. Andy Ellis

Mr. Larry Hawkins

Mr. Ralph Ford

Mr. Greg Price

Dr. Hal Fulmer

Dr. Jeff Spurlock

Dr. Deb Gearhart

Mr. Buddy Starling

Ms. Morgan Hooper

Dr. Jean Laliberte

Guest

Mr. Ed Noriega

Dr. John Schmidt

Dr. Curtis Porter

Dr. Amanda Andrews

Mr. Buddy Starling

Dr. Dave White

Welcome

Sandi Gouge began the meeting by welcoming everyone and thanked them for coming. She then introduced Dr. Amanda Andrews, Associate Professor of Athletic Training Education, who is a Chancellor's Fellow with Dr. Schmidt. She congratulated Dr. Hal Fulmer for the additional responsibility as Interim Dean of the College of Arts and Science and Dr. Jeff Spurlock for his recent awards.

Measurement

Dr. John Schmidt discussed the renewed efforts for measurement and how everything that is being done should be measured and assessed. "If you don't document it, it didn't happen" is another initiative for 2010. Dr. Hal Fulmer also commented on how measurement should help as an evaluation of what has been counted in meeting expectations.

Sandi showed the new branding campaign commercials: "Preparing for Tomorrow." Discussion was then centered on the purpose of each commercial. She also spoke of the Demarcus Ware combo spot still being effective and is also still running.

Communication Audit Update

Sandi informed everyone this item was closed.

Awards

Sandi spoke of the recent awards for the “Lessons” by the College of Education, “Anyone, Anywhere” athletic print ad, the Alumni Magazine and the “Measure of Success” commercials.

Web Redesign

Sandi showed and discussed the Web redesign that is in the works with IT and is to be launched in January. Dean Buddy Starling spoke about Active Admissions, which is part of the Web redesign. The live date for Active Admissions will be December 14. Sandi then commented on Dr. Schmidt and his leading the effort to push the redesign forward. The Web site being more user friendly was discussed in several ways, such as with cell phones, making searches easier, being more interactive, etc. Sandi also spoke of social media being a part of the new design and how the TROY SACS team asked the University not to get involved with social media unless approved by the Marketing Office, such as student groups, athletics, facebook fan page, twitter, etc. The Facebook fan page will be only one page, but it will allow different administrators to post to the TROY page.

Social Media monitoring was also discussed showing the content of posts on applicable Web pages. Seventh point will be looking at all blogs, videos, etc once a week and sending reports on all positive and negative posts.

Building Beyond Boundaries Update

Dr. Jean Laliberte showed an interactive DVD that she has sent out to alumni 35 years or younger. The DVD is specifically for the Troy Campus. She explained the significance of the DVD and its contents. She also showed how to navigate through the DVD.

Dr. Laliberte then spoke about the proposal going forward on a Center for Economics on the Troy Campus. Dr. Laliberte went on to discuss the progress of the campaign. She believes our goals will be reached this year, and we will be over the half way mark by the end of the year. She said she feels very positive about the future of the campaign.

The ladies’ and men’s community informational luncheons have been very successful. Most of who attended didn’t know the extent of all that is going on with the University, and they were thankful for the luncheons to help them become better informed. The luncheons have become so popular that people have begun to call and ask to be invited.

Other

Sandi informed everyone that the Chancellors’ 10 Year Report will be delayed. It won’t be coming out until January. She then asked Dr. Dave White to update everyone on the Ft. Benning and Columbus areas. Dr. White spoke of the final move of troops being transferred in, with the majority relocating outside of Columbus. He also stated that it was the largest site outside the state of Alabama with an estimated 2,000 students, with 70% of them online, 40 fulltime faculty and staff.

Sandi went on to talk about upcoming events such as International Week on the Troy Campus, Chinese dancers event in Montgomery, the Saturday game that is the “Salute to Veterans Day,” TROY for Troops, worldwide commencements, fraternity groundbreaking and the Christmas Tree lighting. She spoke about the increase in car tag sales and how all the dollars are going toward scholarships; we are number five in the sales rankings, less than \$10,000 behind Alabama A&M.

Adjourned

The meeting was adjourned at 11:15 a.m.