

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room
April 14, 2010
2:00 p.m. CST

Present

Mrs. Sandi Gouge, Chair
Mr. Sohail Agboatwala
Mrs. Alicia Bookout
Mr. Tom Davis
Mr. Andy Ellis
Dr. Hal Fulmer
Dr. Deb Gearhart
Ms. Morgan Hooper
Dr. Jean Laliberte
Dr. Curtis Porter
Mr. Buddy Starling

Absent With Notice

Mr. Larry Hawkins
Mr. Greg Price
Dr. Jeff Spurlock
Dr. Mac Adkins
Mr. Ralph Ford
Mr. Ed Noriega
Dr. Dave White
Mr. Bob Willis

Guest

Lori Wolverton

Welcome

Sandi Gouge began the meeting by welcoming everyone and thanking them for coming. Sandi then introduced recently hired Rob Drinkard and his position within the Marketing and Communication Department in replacing Regina Ryals. He is helping with posting and monitoring social media as well.

Assessment

Sandi talked about a branding survey that was sent out and asked everyone to encourage people to complete those as it will help with branding imaging. She explained how ten thousand were sent out and it is hoped to get at least two thousand back. One thousand one hundred have been completed and received so far. Buddy Starling mentioned that it would be better if it were in the directions that the survey was anonymous.

Sandi then spoke about the assessment in the ending of one strategic plan and the beginning of the next strategic plan 2010 – 2015. She also wanted to tell everyone about a committee that is going to begin having to do with extending University media coverage for athletics performing arts and scholarly events throughout Alabama. She explained that this committee along with Marketing and Communication Committee will be used for the new strategic plan.

Awards

The TROY Shield Society won a major award at CASE along with many other awards reviewed by the University. She asked that everyone let Tom Davis know when they receive an award, as he keeps an ongoing list.

Web Redesign- Feedback

Sandi spoke about the new Web Redesign that launched on Feb 15, which included Active Admissions, social media, and other new features. She explained that there have been few suggestions which have resulted in a couple of changes. The committee gave opinions and suggestions of their own to Sandi about the Website also. Sandi asked everyone to check the content of their pages on the TROY Website for updates and corrections.

Communications and Social Media

Sandi began discussing the Social Media Guidelines. She explained that the guidelines were sent out for staff and administrators only. Sandi said she'd be glad to share them with anyone who didn't get them. She went on to talk about Facebook, which there is only one TROY fan page. She discussed the things that are allowed and aren't allowed, the effect wanted from the page, and the steps taken to accomplish the goal. Sandi moved on to talk about Twitter and how people are allowed to have their own accounts, campuses/sites must give an administrator name, so it is known who to go to if there is a problem.

Sandi explained that she was trying to push for YouTube videos from all campuses. She told everyone that Flip cameras have been purchased for the department to help enable other people be able to do YouTube's. Sandi explained that Social Media is responsibility of all.

Building Beyond Boundaries Update – Dr. Laliberte

Dr. Jean Laliberte discussed Building Beyond Boundaries and how it has reached \$106 million of the \$200 million goal as of February. She explained that as of right now the public launch will be February of 2012, which will be held concurrently with the 125th Birthday celebration of the University. Along with many other projects that are being worked on within Capital Campaign, it was thought to launch a little earlier, lengthen the leadership phase, shorten the public phase and be able to announce victory no later than 2014.

Licensing / IKON – Sohail

Sohail Agboatwala gave a power point presentation on the report by SMA for activity from July 1, 2000 to June 30, 2009. Sohail explained the presentation show all that's generated year through year. The presentation was strictly on the licensing and revenues that come through SMA. Sohail explained what it is that SMA actually does for the University. He broke down slide by slide what each meant and where the information was pulled from. He then discussed online purchasing, how easy and how much less stressful it is. Sohail mentioned the iPhone apps that were made for college football; TROY was one of the only 50 schools picked.

Athletic Marketing

Alicia Bookout discussed athletics, what is going on, and what will be going on over the course of the next year. Alicia talked about the slogan “anyone, anywhere” being used for the last five years and how it’s no longer applicable. She said that the football goal this year is to win ten home games. She explained that athletics wants to shift to people focusing on coming to TROY. Athletics is working on a Website change in vendors and a decision will be made by the summer, so there will be some transition on the Website. They are trying to make it more accessible for others. She discussed online ticket sale in process. Alicia then asked the Committee for any input about the advertising campaign, ideas, thoughts, etc. With the decline in ticket sales over the past four years ticket sales need improving. Quality of opponents was suggested as a ticket seller, visible players coming back would help sales, etc. Alicia also told everyone that the first home game will now be a tradition for World Wide Trojan Pride Day, which will incorporate the international flags.

Marketing Update – Editorial Committee

Sandi let everyone know there will be an updated TROY generic video coming out, one long version and one short version. Building Beyond Boundaries will also have an updated video. Sandi also let everyone know that two new commercials will be shot, one on the Troy Campus called football and the future. It is a brand commercial but it will also be used in other ways. Sandi explained that the other commercial will be a career advancer one that is more for the nontraditional students; it will be shot in Dothan.

Sandi then passed out the Chancellors Ten Year Report to those who had not already received one; she thanked all those who severed on the editorial committee. She explained the timeline with the report and that if anyone needs more copies to let her know.

Events

Honors convocation; Graduations ; Dothan Heritage Week; Holocaust survivor will be on campus speaking, as well as Dothan and Montgomery Campuses; Donor Recognition with Development; TroyFest; Ground Breakings; etc.

Adjourned

The meeting was adjourned at 3:30 pm .