

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room- Adams Administration
March 8, 2007
1:30 p.m. CST

Present:	Ms. Sandi Gouge, Chair	Ms. Jane Middlebrooks
	Mr. Sohail Agboatwala	Mr. Ed Noriega
	Ms. Tessa Brown	Dr. Curtis Porter
	Mr. Tom Davis	Mr. Roger Shultz
	Mr. Andy Ellis	Dr. Jeff Spurlock
	Mr. Larry Hawkins	Mr. Buddy Starling
	Mr. Joe Johnson	Dr. David White
	Dr. Jean Laliberte	
Absent:	Dr. Mac Adkins	Ms. Inga Oberst
	Mr. Ralph Ford	Mr. Greg Price

Welcome

Sandi Gouge gave everyone a welcome and thanked them for attending the meeting. The meeting proceeded with new business.

New Videos

Tom Davis spoke on the Economic Impact Study. Tom discussed the \$336 million economic impact that Troy University has had on Alabama. He also spoke about the impact survey and that it is the first survey of the Alabama campuses Small Business Development Centers used on-line. This was the first phase. Other phases will include the workforce development, athletics and conference services. There is a 5 minute video and a 30 second commercial that has been developed to highlight TROY as an economic engine. Sandi brought up that if anyone had any ideas how to get the message out about Economic impact and the Center to please send them to Tom.

Car Tags

Jane Middlebrooks spoke on the external and internal car tag campaigns. The new external car tag ad had just been approved for the Alabama campuses. Virginia and Florida are attempting to get an approval for Troy University car tags. The car tag sales increased by 30 % last year.

Marketing Summit

Sandi discussed the positive feed-back and great reviews that were received from the Marketing Summit. She also mentioned all requested a second Marketing Summit be held. Sandi also brought up news about the four new vendors that have been approved as open catalog vendors to be able to purchase promotional items without going out on bid.

Internationalization

Dr. Curt Porter spoke about International Programs and their progress toward recruiting and marketing International Programs. They are also moving forward on marketing Study Abroad

programs and several other initiatives. Sandi mentioned the TROY Website and the changes that will be made concerning the International Locations link.

Athletics

Roger Shultz mentioned to everyone that athletics will be honoring the 1987 Championship baseball players. TROY Athletics will be celebrating 100 years of football in 2009, and there will be a book about the 20th anniversary National Championship Football team. The uniforms from that team will be sold. Roger also mentioned another anniversary which is the 40th of the Trojan Warriors and that everyone had a chance to buy in at the \$250.00 level.

Capital Campaign

Dr. Laliberte brought up that she is expecting the Capital Campaign to take four to five months longer to build the infrastructure. She also mentioned the Feasibility Study that is being conducted as well as the Chi Omega house that was dedicated in memory of Mrs. Rachel Hawkins. She notified everyone that the Director of Annual Giving has been filled by Bronda Barron. She also told about the upcoming Spring Alumni Reunion that was to be held the coming up weekend.

Troop Support

Tessa Brown from the Phenix City Campus discussed the service that their campus was providing of communication for families who have members of the military that are serving in the war. The families can come in to make DVD's and they can send these to their loved ones who are over seas. They are also allowing those who are in the military make DVD's for their families who are left behind at home.

Publications

Sandi mentioned the new BCA Book and the articles that were written on Troy University. She passed out the booklets that highlighted the articles that were written in the BCA book and encouraged everyone to take some back to their campus for distribution.

Bookstore and Licensing

Sohail Agboatwala brought up the discussion about the Licensing Brochure that is now on-line. The brochure is updated the first of every month. The licensing program is responsible for monitoring the market for any products bearing the Troy University logos, emblems, insignias or letters. Sohail mentioned that they grossed \$48,000 in four months and that should increase 25%. He also mentioned that some of the money will go towards the expense of a new fitness center. Currently, there are new marks that are waiting approval.

e-Campus

Dr. David White talked about the new brochures that became available a month ago as well as a CD that is customizable. The purpose of this brochure and CD is to promote e-Campus. The CD is useful in the areas of marketing, recruiting and informing. He also mentioned that the launch of e-Campus is getting recognition. Dr. White also spoke of the new Remote Proctor that will be demonstrated at the e-Campus Colloquium. He stated that this new program will aide in testing online students and will be more secure than what is in place now.

The meeting adjourned at 2:45 p.m.