

**Troy University**  
**Marketing & Communications Committee Meeting**  
**Executive Conference Room- Adams Administration**  
**March 29, 2006**  
**2:00 p.m. CST**

Present:	Ms. Sandi Gouge, Chair Dr. Mac Adkins Mr. Tom Davis Mr. Andy Ellis Dr. Hal Fulmer Mr. Larry Hawkins Mr. Joe Johnson	Dr. Jean Laliberte Ms. Kathy Ninas Ms. Inga Oberst Mr. Roger Shultz Dr. Curtis Porter Mr. Buddy Starling Dr. David White
Absent:	Mr. Sohail Agboatwala (with notice) Mr. Ralph Ford Ms. Eddie James (with notice) Mr. Ed Noriega	Mr. Greg Price Mr. Jeff Spurlock (with notice) Mr. Bob Willis
Guests:	Mr. Wes Allen Mr. Rob Waddell	Ms. Kristi Allison Mr. Jarred Chandler

Sandi Gouge welcomed everyone. She introduced the guests: Rob Waddell, the Director of Business Development in the Atlantic Region; Kristi Allison, leadership student who Sandi is mentoring; and Jarred Chandler, leadership student who Buddy Starling is mentoring. She also welcomed Wes Allen to the meeting. There was brief discussion of the purpose statement for the committee. "The Marketing and Communications Committee assesses the environment to determine the level of responsiveness required in the integration of TROY's comprehensive marketing and communication programs." Dr. Jean Laliberte suggested that "and implement" should be incorporated somewhere in the statement. The committee agreed. The minutes from the previous meeting were approved as presented.

**Car Tag Promotion**

Sandi discussed the new car tag. She stated that two different ads have been developed in an effort to promote the new tag. One of the goals of the campaign is to double the number of current car tags. TROY currently is number eight in the number of car tag sales for the State of Alabama universities. It was reported that there has been nearly \$600,000 collected for alumni scholarships since the inception of the tag in 1988 and that money goes to the Trojan Pride Scholarships. Rob stated that he and Nick Abrams are working on getting a Troy University tag established in Virginia. There must be 350 prepaid applications of \$25 for the state to grant development of the tag. There was also some discussion about the current internal ad which was included in the materials for the meeting about parking for free with a TROY tag. The question was raised about the number of years the parking for free would be available with the tag. Sandi stated that for each year you have a tag you get a parking sticker for free. Since the tag came out

a month earlier than expected, and with notification from the state the roll out plans changed. The car tag receptions on the Alabama campuses were in the planning stages and are still planning to be held at a future date. The tag is featured on the Homepage and on the Alumni Affairs Web site and also will be featured on the cover of the Alumni magazine with the Guttenson quintuplets. Sandi shared a few ways that would be used to promote the tag, such as new renewal post cards developed to be mailed out for tag renewals, an ad will run on the JumboTron, an ad in the Tropolitan, etc.

### **Children's Wing Opening**

Sandi showed the 2 minute video that Kyle Bozeman had put together of the Children's Wing opening. She stated that there were over 1,000 people in attendance at the successful opening.

### **Integrated Marketing Plan Report**

Sandi stated that for the 2004-2005 year there were 105 initiatives on the Integrated Marketing Plan. Of those 35 were ongoing and 18 new ones were determined to pursue. We spent 70% of what we were budgeted on the plan. Some of the initiatives implemented: branding, creating a graduate search, chancellor's annual report, and sophomore search. We have been receiving very good feedback on the chancellor's commercials. One e-mail received stated, "I recently saw your commercial with your president being interviewed. That is one of the best University commercials I have ever seen. I was wondering if I could get a copy of it...want our marketing department to see what can be done. Our advertising needs a lot of work and viewing this could offer some fresh ideas to that committee." The new graduate viewbook was shown to the committee. Brenda Campbell worked with HCD on this project and created the viewbook. The Chancellor's annual report was also shown. The report was mailed out to approximately 2,500 people. The sophomore search piece was mailed to 25,000 high school sophomores. This year the Integrated Marketing Plan was cut by 36%.

### **Marketing Summit**

The proposal for the Marketing Summit was given to the committee. The participants for this event would be identified University College personnel and Alabama campus marketing personnel. The committee was asked to review the sessions and give ideas for any additional sessions. It was stated that this Summit is not meant to be a PowerPoint parade, but is being organized in a manner that would promote discussion. Half the session would be done by the presenter(s) and the second half of the session would be a question/discussion time. The date proposed for the event is August 16 & 17. These dates were chosen to give the persons coming in from University College the opportunity to be here for the event and then stay over for the faculty convocation on August 18. Dr. Curt Porter stated that those dates may not be advantageous to everyone since it is registration. Dr. Dave White suggested that each campus and site personnel bring their best promotional items to share. An example of a promotional item is the Montgomery schedule. It was discussed that all campuses have gone to the new schedules with Montgomery being the most recent. There were no additional comments or questions about the Marketing Summit.

### **Public Relations**

Sandi stated that Andy Ellis does three publications. TROY2U, the e-zine, TROY Today (the faculty newsletter which goes out to about 1,400-1,500 persons) and the Alumni Magazine

which has a 70,000 circulation in the Fall and 5,000 circulation in the Spring and Summer. Sandi asked that each person please give feedback on these publications. She also stated that there is an online Expert Directory. Please notify University Relations if you would like to be included in the directory and encourage others to consider being included. On the Troy Campus, we have the ability to do news actuaries. On the Dothan Campus, we have the ability to do video news releases. The video clip on the Dothan Campus Web site was shared with the committee. The current video is for the Chemistry program; however, Dothan is also working on developing one for Criminal Justice. Currently, University Relations plans in the future for each college to have a media kit online. Sandi stated that we are trying to tell the TROY story in many different ways and to let her know if there are any ideas for telling the story in a new way.

### **Signage**

Troy University entrance signs are 100% complete for the change to Troy University. The highway signage is almost complete. Sandi shared with the committee that the University of Southern California has been given a second extension on their challenge to having our trademarks registered. She stated that we should know something mid April. Dr. Hawkins has asked that we attempt to do things on an economy of scales. For example, Jane Middlebrooks recently ordered close to 30,000 folders and we were able to get each folder for 41 cents. Anytime we can order en mass and share with all of TROY we should do so.

### **Advertising- Recruiting, Branding, and Athletics**

Roger Shultz stated that in the last two to three years that athletics has been doing commercials on television, radio and in print. He stated that they are now trying to measure the effectiveness of their advertising and trying some new ideas. This year they are investigating putting up some billboards to promote ticket sales. Kathy Ninas stated that a few years ago they put up some billboards and it was amazing the response they got from those billboards. Roger stated that they would still be doing some television and radio since they have trade agreements with several stations. He also stated that International Sports Properties (ISP) will be the rights holders for athletics. ISP will be doing promotion for athletics and will have leverage to put us in markets that we were not in before. The office here will still be doing the season tickets and will also still be doing marketing and advertising. Homecoming is the first Saturday in November. Jean stated that the bowl game for the conference championship is December 14. Roger was questioned if we knew how many games would be on television and he responded at this time we do not. He stated that sometimes we do not know until a couple of days before the games. Roger stated that the first game is Alabama State and it is at home. He asked that we encourage everyone to purchase their tickets. He stated that the Family Fun Pack is very economical. The change in date and times of games was discussed, and everyone was encouraged to educate people as to why the games change dates and times. On April 19, TROY baseball will be playing Auburn at the Biscuits stadium in Montgomery. Roger stated that we have the opportunity to play four commercials during the game on the JumboTron.

Sandi informed the committee that we have six new branding commercials and a new branding print piece. She also stated that we have developed a new customizable recruitment commercial that can be tagged by each campus at the campuses cost. The branding commercials can not be tagged. There has also been a new non-traditional print piece and non-traditional radio developed. Sandi stated that we are working with Dr. Porter on developing a new international

video. Sandi also informed the committee that we had an insert in Business Alabama and will be in the new BCA book.

### **E-video**

Sandi informed the committee that we have been working with a company called elocal link and will have e-videos that can be sent to prospective students and placed on the Web sites of our University. Currently, there are 13 Chancellor commercials that will be able to be used. Sandi showed the committee the web site and one of the videos. She stated that we are working on developing new videos to replace the OGU video.

### **E-Campus**

Dr. White gave a presentation to the committee. He stated that on August 1, we will have a soft launch for e-Campus. The infrastructure must be in place.

### **Other Items**

Dr. Porter stated that a lot of recruiting is going on with the IPOD and blogging and asked if we had contemplated using these methods. Kathy stated that Duke University is doing classes via IPOD and they are giving each student an IPOD. Dr. Hal Fulmer stated that we are not to the point where we can require each student to purchase an IPOD or even a laptop. He stated that the university would be better served to guide students by informing them what platforms to bring with them when they come to Troy. Dr. Fulmer stated that we would not want the blogging because we can not control blogging. It was asked if we had looked into text message advertisements on cell phones. Sandi said we are exploring but we must be careful. China outlaws the use of text messaging for advertising. Dr. Fulmer stated that there is a large gap in the Troy Campus age groups. He stated that the younger students are way ahead of the parental age group in their technology understanding. Today's students are portable learners; they tend to be mobile with their learning. Sandi stated that we are exploring in the fall advertising on facebook. She stated that we are exploring advertising on high school facebook also.

The meeting adjourned at 3:30 p.m. CST.

cy: Dr. Cameron Martindale