

Minutes: Marketing and Enrollment Retreat

Date: April 3-4, 2012

Location: Hawkins – Adams – Long Hall of Honor, Troy Campus

In attendance:

Dr. Damon Andrew, Dean, College of Health and Human Services
Mr. Ryan Nichols, Athletics
Dr. Dianne Barron, Associate Provost, Dean of the Graduate School
Dr. Chris Burge, Regional Director, Global Campus Atlantic Region
Dr. Maryjo Cochran, Dean, College of Communication and Fine Arts
Mr. Tom Davis, Director, University Relations
Dr. John Dew, Senior Vice Chancellor, Administration and Student Services
Dr. Judson Edwards, Dean, Sorrell College of Business
Dr. Louis Fletcher, Global Campus Director, Western Region
Dr. Hal Fulmer, Assoc. Provost, Dean of Undergraduate Studies
Dr. Deb Gearhart, Director, eTROY
Mr. Bill Glisson, Director, Southeast Region
Mr. Joseph Houghton, Director of Military Programs, Global Campus.
Dr. Earl Ingram, Senior Vice Chancellor, Academic Affairs
Dr. Don Jeffrey, Vice Chancellor, Dothan, Interim Dean, College of Education
Dr. Jean Laliberte, Associate Vice Chancellor, Advancement
Ms. Jane Martin, Assistant Director, Marketing
Dr. Curtis Porter, Associate Vice Chancellor - International, Global Campus
Mr. Greg Price, Chief Technology Officer, Information Technology
Dr. Jim Rinehart, Dean, College of Arts and Sciences
Dr. John Schmidt, Senior Vice Chancellor, Advancement and External Relations
Ms. Donna Schubert, Associate Vice Chancellor, Marketing and Communication (committee chair)
Mr. Buddy Starling, Dean, Enrollment Management
Dr. Lance Tatum, Vice Chancellor, Global Campus
Dr. Dave White, Vice Chancellor, Phenix City
Mr. Ray White, Vice Chancellor, Montgomery
Dr. Mike Whitlock, Associate Vice Chancellor - Operations, Global Campus
Mr. Chris Ciardi, Seventhpoint

April 3

Donna Schubert began the meeting by welcoming everyone and thanking them for taking time to be available for the meeting. Introductions were made and the agenda was reviewed. Senior Vice Chancellors offered remarks and perspectives before Schubert introduced the organizing theme of research, action, communication and evaluation.

Research results provided by Stamats were discussed with perspectives on traditional, military and nontraditional audiences students covered at length.

Buddy Starling gave the next presentation regarding the results of the recruiting audit conducted by Stamats and the actions of the Enrollment Management standing committee. Discussion continued regarding the enrollment funnel and graduation rates

The Troy University Strategic Plan and related actions were discussed in detail. College strategies were presented by Dr. Jim Rinehart, Dr. Judson Edwards, Dr. Maryjo Cochran, Dr. Don Jeffrey, and Dr. Damon Andrew. Campus strategies were presented by Dr. Don Jeffrey, Mr. Ray White and Dr. Dave White, and Global Campus strategy was presented by Dr. Lance Tatum.

Additional discussion included the tools used in enrollment (active admissions and Leadmaster), in-house and agency marketing capabilities, and licensing and product vendors. Following these discussions, Jessica Blakemore and Chris Ciardi of Seventhpoint discussed large scale advertising planning.

April 4

Schubert introduced discussion of strategic approaches to the university's website. Chris Ciardi, vice president for creative operations with Seventhpoint, provided a recommendation regarding revision of the site.

The meeting was adjourned at noon.