

# Minutes: Marketing Retreat 2014

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*Date: May 21, 2014*

*Locations: Hall of Honor and Wallace Hall, Troy Campus*

## **Welcome**

Donna Schubert welcomed the group and shared the goals for the meeting. She asked each person to identify themselves and share their title for those new to the committee and guests.

## **Senior Vice-Chancellor Remarks**

Dr. John Schmidt shared that this meeting was to be a free flowing of ideas and is not typical of meetings in higher education. He also shared that the competition is keen and has embraced new ways of communicating with their potential students through social media. Dr. Schmidt also shared that Enrollment is now under Dr. Dew and they are working hand in hand with marketing to continue to build enrollment.

Dr. Earl Ingram shared that in the last few years there have been 80 new programs added to the course offerings. The job of academics is to prepare the student to be ready for a job or ready for graduate or professional schools. The academics area has been working since OGU to create new programs and clean up the old programs in order to increase credit hour production in all places and venues. In order to grow credit hour production we must promote the most popular programs. Undergraduate popular programs are psychology and criminal justice. Graduate popular programs are criminal justice, public administration and international relations. Dr. Ingram also shared that the academic areas are also working on retention. Dr. Ingram distributed priority worksheets.

## **Enrollment Data and Trends**

Buddy Starling shared the recruitment team is getting better at building relationships which is key to effective recruitment. Mr. Starling shared some national and region trends and reported that TROY is in line with most national trends. Across higher education, if there is any growth, it is very slow. Higher education in Alabama had a 2% decrease last year. Mr. Starling shared data that has been pulled from Recruiter since it went live on April 1. From this data, we see that the top reported influencers on why students looked at TROY are website, advertisement, alumni and current students. The breakdown of the most important influencers by location based on the Recruiter data was also shared. Some discussion about the potential of the skewed data based on this period being a heavy application season for international students followed this report.

## **Trojan Warrior Spirit Campaign**

Samantha Johnson shared the new Trojan Warrior Spirit campaign. Ms. Johnson shared that the internal audiences are overwhelmingly identifying with the creative and are asking to be included in the selected faces. She shared that we are getting great feedback from the campaign reports since the campaign went live on March 24. So far, we have more than 83 million impressions with at or above average click through rates for the campaign. On the spirit campaign landing page, around 87% are new visitors. Social media also had a 39% increase during the launch of the campaign. We are trying to integrate the campaign through non-paid media. We began using #TROYUspirit and have seen some great success with Twitter. Ms. Johnson also shared the traffic origin in reference to state and country on the spirit landing page. We are trying to find ways to keep people on the site longer. Work has begun on phase II and III segments of the campaign. She shared that we have just finished filming a new commercial about the professor-student connection at TROY.

## **Website Council Report**

Donna Schubert shared the organization of the council and the subgroup working on the tactical matters. Since the subgroup began the members have accomplished a number of things including sliders, redirects, identifying information needs among other things. They have been working on developing 400-600 word counts of sales language to bridge the gap between initial interest and program specific (college catalog) information. Ms. Schubert shared that marketing has created a questionnaire to help guide academics toward details that can be used to write sales copy of inserts and the website. She also went through a few typical types of requests received and how to address them including updating the web, design template for websites, resources

for brochures, promotional items and posters. Ms. Schubert provided each academic college dean with a copy of the projects (Parature tickets) open for the college.

### **The Power of Sanctioned Social Media**

Matt Clower shared the social media policy; there is now the ability to set up accounts. He shared the process for sanctioning social media sites and stated that there is a listing of all sanctioned social media on the social hub, which is a page linked to the University's news center site. Additionally, the social hub has links to the social media policy and "Best Practices" as well as the form for getting your social media sanctioned. Mr. Clower shared some broad principles for social media, including be visual, be personal, promote discussion, connect with others, and have high quality content. He also shared that photos or movies shot with your phone can provide great content for social media.

Donna Schubert thanked everyone for attending and reminded them about the breakout learning sessions for media planning and advocating TROY in the media immediately following the meeting.

### **Summary: Session - Academic program priorities in media planning (session with senior vice chancellors, associate vice chancellors, deans and directors)**

Ms. Johnson began the discussion with a review of media at the brand level and at the retail (local / strong call to action) level. She also provided early campaign response results, invited participants to provide her with placement requests, and reviewed resources available at [trojan.troy.edu/marketing/teamresources](http://trojan.troy.edu/marketing/teamresources) (username marcom, password 65XperkB). With Jane Martin and Gloria Holland, she provided customized summaries for participants.

Participants discussed academic program priority planning, and deans requested television advertising for specific academic programs. Participants also discussed number of programs that can practically be prioritized. Ms. Schubert reported that all of the 40 programs on the spreadsheet provided by Dr. Ingram will receive promotion. However, television advertising must be limited to the top three-five because of cost.

### **Summary: Session – Location-specific priorities in media planning (session with campus vice chancellors and district directors)**

Ms. Johnson again started the discussion with a review of media at the brand level and at the retail (local / strong call to action) level. She also provided early campaign response results, invited participants to provide her with placement requests, and reviewed resources available at [trojan.troy.edu/marketing/teamresources](http://trojan.troy.edu/marketing/teamresources) (username marcom, password 65XperkB). With Jane Martin and Gloria Holland, she provided customized summaries for participants.

Participants discussed the factors that they believe are most influential in television advertising, including transferability, incentives, scholarships, and the number of degrees available entirely online. Participants articulated that these factors are more influential than promotions of specific academic programs. Participants requested "awareness building + localization."

Summary: Sessions -- Advocating TROY in the media, presented by consultant Linda Saether (all participants)

Consultant Linda Saether of CNN presented two executive-level sessions to assist participants in managing media interviews.