

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room- Adams Administration
July 17, 2007
1:30 p.m. CST

Present	Absent
Sandi Gouge, Chair	Mr. Ralph Ford
Dr. Mac Adkins	Dr. Jean Laliberte
Mr. Sohail Agboatwala	Mr. Greg Price
Ms. Tessa Brown	
Mr. Tom Davis	
Mr. Andy Ellis	
Mr. Scott Farmer	
Mr. Larry Hawkins	
Ms. Jane Middlebrooks	
Mr. Bill Minix for Dr. Laliberte	
Ms. Inga Oberst	
Mr. Ed Noriega	
Dr. Curtis Porter	
Dr. Jeff Spurlock	
Mr. Buddy Starling	
Mr. Mike Whitlock	

Welcome

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

Capital Campaign

Bill Minix spoke on the Capital Campaign and stated the first year of the Campaign is a silent phase, which began last year and will be directed toward the internal part of the University. The first year tagline would be “the Year of the Family” which means the University family. Bill explained that the campaign includes every aspect of the University. The money for planned giving can be designated to a specific area. Advancement and External Relations will be making a presentation to the Chancellor’s Cabinet on August 8 which will describe a timeline of the Campaign and will talk about the organizational structure and those who are involved. There will be a kickoff event on the Troy Campus for the first phase of the campaign. Two gift officers that have been hired are Melody Denton and Tonya Howard. Ward Sullivan was hired as the Director of Planned Giving, and all three will be housed on the Troy Campus. Bill also mentioned the Planned Giving Council has proposed to develop the Troy Shield Society which will be the most prestigious giving society. The threshold for that is \$10,000; and to become one of the Founding Members, you must give before December 2008. In Spring 2008, there will be a gala for the Founding Members and the founding members will be inducted at that time with an annual induction program thereafter.

Campus Safety & Security Week

Tom Davis spoke on Crisis Communication Week which will be held on all Alabama Campuses. The date has been designated during the week of September 24, 2007. After the events that occurred at VA Tech, Col. Schmidt and Herb Reeves as many others from the Alabama campuses have been focusing on an Alabama Campus effort to update the Crisis Response Plan. The different campuses will schedule their drill according to their academic schedules. Tom mentioned the various faculty/staff workshops on crisis plans and procedures. The Crisis Action team will assemble to review their plans as well as many other various activities that will take place.

Internal Communication Audit

Sandi spoke about the need for an Internal Communication Audit. She will be asking the committee for anyone that would like to be on the sub-committee. She mentioned that many new staff members are not well informed on the events happening at the University. This committee will work to bridge that gap in the coming year.

Richard Brundage

Sandi spoke on the seminar that will be held on August 29 led by Richard Brundage, a national consultant and media trainer, in HAL Hall from 9:30 a.m. – 4:00 p.m. There have been 65 participants to sign up and mentioned that anyone here who had not signed up for the seminar to let her know and she would get their name added to the list.

e-Campus

Sandi talked about the updates of the Remote Proctor and the national exposure that we received due to help from HCD. Some of the news feeds that ran the article were CNN.com and U.S.A. Today, as well as a few other nationally known news agencies. Dr. Mac Adkins said that they will be using remote proctor for the first time this fall in MBA 6631 Managerial Finance, and their plan is to roll it out to all MBA courses next term and then stagger term by term.

Marketing

Sandi showed the three viewbooks that were printed – Dothan, Phenix City and Montgomery. She showed everyone the Economic Development Brochure and mentioned the new commercial that was complete. She also brought up the new International Recruiting CD that Peter Lundbye will use. Through the Integrated Marketing Plan each of the colleges will have the chance to create a brochure.

New Commercials

Sandi talked about the new series of alumni advertisements called “Measure of Success” and the continuation of this series beginning with DeMarcus Ware which will be featured next year. We are working with HCD and athletics to have it shown during the OSU game on the Jumbo Tron. The second alumna will be Danielle Frye who works as a reporter for NASCAR®, as well as Dr. Novick, a surgeon who has worked with Chernobyl victims and has won a Compassion award. Dr. Manley Johnson who is a world-renowned economist will also be featured.

Car Tag

Jane Middlebrooks spoke on the article that listed the top universities car tag sales and TROY has moved up to # 6 for all Alabama sales. Since 2004, we have moved up from #12. She noted that the \$48 of the \$50 dollars goes toward a scholarship. There are several reminder ads, as well as other types of notices, that help to boost awareness of the car tag sales.

Athletics

Scott Farmer gave a report on the upcoming event for Athletics and informed everyone that the football team would report in two weeks, which is early this year due to the early start of school. The selling of season tickets is underway and they have through HCD been advertising the purchase of these through billboards and brochures. Scott shared with the committee a chart of a summary of events that athletics will be doing which covers a wide variety of areas. There will be 7 of 12 TROY games that will be televised this season. Scott mentioned that ESPN2 is televised into 92 million households. Sandi suggested communicating with our Southeast Region for support of athletics, as well as Alumni, for the Georgia game. Dr. Adkins brought up the topic of advertising on the Troy University Channel in Montgomery.

Dates

Sandi mentioned some important dates, one being July 19, which is Montgomery's graduation. July 27 is graduation for Troy Campus, as well as dedication of Trojan Village and the grand opening of the new Barnes & Noble ®. August 10 will be the Faculty Staff convocation and the groundbreaking of the College of Education Building.