

**Troy University**  
**Marketing & Communications Committee Meeting**  
**G.A.B. Conference Room 330- Adams Administration**  
**October 18, 2007**  
**1:30 p.m. CST**

<b>Present</b>	<b>Absent</b>
Sandi Gouge, Chair	Ms. Tessa Brown
Dr. Mac Adkins	Mr. Ralph Ford
Mr. Sohail Agboatwala	Mr. Greg Price
Mr. Tom Davis	Mr. Bob Willis
Mr. Andy Ellis	Mr. Eric Williamson
Dr. Hal Fulmer	
Mr. Larry Hawkins	
Ms. Eddie James(for Dr. White)	
Dr. Jean Laliberte	
Ms. Jane Middlebrooks	
Mr. Ed Noriega	
Dr. Curtis Porter	
Dr. Jeff Spurlock	
Mr. Buddy Starling	

**Welcome**

Sandi Gouge welcomed and greeted everyone as well as thanking them for taking the time to meet. She talked about the new academic year and began the meeting with new materials.

**New Materials Update**

Sandi first discussed a few projects that are currently being worked on. International Programs has developed a recruiting CD with Peter Lundbye leading the project and DTI producing it. Peter is able to take the CD with him as he travels overseas. Sandi also mentioned that eCampus has also developed a CD, and University College is working with HCD to develop a customizable CD. Dr. Curtis Porter brought up the question about the videos that are on the internet and if they are able to be downloaded. Jane Middlebrooks responded that they are not able to be downloaded, but that you may request a DVD of the commercial that was needed. Sandi also talked about the Economic Development video, Davis Theatre print piece, School of Education insert, Graduate Programs insert and the new brochures that DTI also produced. Sandi gave kudos to Dr. Porter for his contribution to the signing of the Confucius Institute and made note of the media coverage that we received. Sandi mentioned the announcement of the retirement of Dr. Martindale effective December 31, 2007.

## **SACS**

Dr. Hal Fulmer talked to the committee on the meaning and importance of SACS. Dr. Fulmer spoke on the fact that this SACS is not like the others that some of the members might have been involved with. SACS looks at what is important to the institution and if their objectives are being met and demonstrating how they are being met, especially to student learning. He discussed other changes that SACS has made and the way they look at things. A year from now the compliance report is due to SACS and will be reviewed by a group of people off-site. Dr. Fulmer stated that in Spring of 2009 there will be a team that will come on campus and will look at the QEP (Quality Enhancement Plan).

## **Crisis Response Communication Week**

Tom Davis spoke to the committee about the drills that were planned for the Alabama campuses as part of Crisis Response Week. Some of the campuses had not conducted a drill such as this in a long time. Troy Campus was part of a fire drill that included evacuating two buildings, as well as a simulated explosion. We learned that communication responsibilities need to be better organized for future drills. Tom stated that the other campuses did not include media components for their drills, which should be included in the future. Dr. Fulmer brought up the point about the e2Campus text messaging system that alerts subscribers about important messages concerning weather or other emergency items and how helpful this is in communicating to our Faculty/Staff and students.

## **Car Tag**

Jane Middlebrooks talked to the committee on car tag sales and that the previous month was our best month ever by selling 509 car tags. She explained to the committee that this would be the last month for car tags being renewed by the alphabet for this year and that we need to get the word out about buying TROY car tags. The next two months are used for military, new cars and other miscellaneous sales. Jane discussed the new car tag ad that was produced and placed on the Troy Athletics Web site. It is the beginning of a new series called "Join the TROY Fan Drive" and will feature prominent alumni who are very active in the TROY tag campaign. The next alumni they are planning on using is with Tonya Terry. Jane encouraged the committee to buy one, as well as encouraging others to purchase one. We are trying to achieve the Chancellor's goal of being number three. Sandi noted the coordinated effort through Dr. Laliberte's office, Alumni Affairs, along with Admissions and Athletics in advertising for car tags.

## **Richard Brundage Seminar**

Sandi began discussion about the Richard Brundage seminar that took place in August and the evaluation results that were received. He was the media consultant that was brought in to help us deal with the media during a crisis, and the evaluations were almost a 4.9 which was the best that she had received from bringing someone in. There were 56 people who attended the all day event. From this event, there will be some Fact Sheets created, in addition to coordination with University Relations to offer crisis communication training two more times this academic year.

### **Licensing and Bookstore**

Sohail Agboatwala gave the committee an update on the bookstore and licensing. Sohail talked about how the sales from the bookstore had almost doubled since last year and how well the new store was progressing. Sohail pointed out the importance of getting approval of using any of the TROY marks whether that is internally or externally to avoid mistakes that have occurred in the past. One reason for errors is due to people getting the marks, modifying them and giving them to the vendors. Sohail stressed the importance to the committee that if there are any purchases made of shirts with the University's money that they are to be cardinal according to the Chancellor's policy.

### **Athletics**

Sandi spoke on behalf of Athletics and asked that everyone attend Homecoming and to please purchase your season Basketball tickets. Sohail mentioned the pep-rally and the movie that was showing to go with the theme "A Bonding Tradition" for Homecoming, as well as the parade at 10:00 and the Trojan walk at 12:15. Eddie James noted that she has requested posters or anything to help promote the upcoming games, especially the Georgia game. She was given Eric Williams' name as a contact. Andy Ellis mentioned the TROY for Troops game that is coming up on November 20 and for everyone to support it.

### **Printing Bid**

Sandi spoke on the upcoming open bid for some items on printing. Any time there is more than \$7500 that is spent on printing, it must be bid out. If a project is being created through HCD, it does not have to be bid out. Ed Noriega asked the question if DTI could set up a bid and Sandi said that they could, but that it has to be specific with paper weight as well as other specifications.

### **Communication Audit**

Sandi began discussion about the Communication Audit. She reported that our internal communication has shown that it needs improving. She talked about how many e-mails are circulated not only in her office, but others as well. When people e-mail you they expect an answer almost immediately. Sandi brought up that when the TROY sites or locations are not communicated with as well as they should be. Sandi has spoken with Sodexo to see what kind of survey they have done in the past and to try to do something like this. There is a company that does this survey for them and Sandi proposed to the committee if this is something they thought we should do. Dr. Curtis Porter suggested that the faculty be contacted to help with this audit. Dr. Hal Fulmer made the suggestion that it might not be a good idea to do it by e-mail with the number of e-mails that are being received. Sandi said that she would contact Dr. Cochran and ask her if faculty could help. Sandi then asked Dr. Fulmer that if a survey is going to be sent out does it have to go through a committee. Dr. Fulmer suggested that Sandi contact Dr. Diane Barron to give their approval.

### **Capital Campaign**

Dr. Jean Laliberte showed the presentation that was given to the Chancellor's cabinet, Foundation Board, Alumni Board as well as other groups, which gives the main idea behind having a Capital Campaign. She and Dr. Cameron Martindale had planned out the next 12 months activities. Dr. Laliberte said that this blueprint helps to keep her on schedule, as well as those she works with informed. Dr. Laliberte urged everyone that they need to help and be a part of the future Campaign for it to be successful. She briefed the committee on the blueprint and

explained its contents. She showed the logo for the Campaign and that the theme will evolve Building Beyond Boundaries vision initiatives. She mentioned the projects that are shown on the list and that they are committed to seeing these projects through to completion. For example, Riddle-Pace Field is no longer on the project list because it is already in progress. She also spoke on the success of the Planned Giving event which is where they do not get the gift until the donor's death.

### **Dates**

Sandi began discussion about the upcoming events. The wedding of Dr. Hal Fulmer and Judy Brighton-Enfinger is around the corner and he invited everyone to come. The meeting adjourned at 2:40 p.m.