

Marketing Committee Briefing Minutes

Nov. 13, 2013; 10 am – 11:30 am

336B Wallace Hall, Troy Campus
and videoconference

Attendees: (alpha order)

Mr. Dave Barron
Dr. Dianne Barron
Mr. Ken Boothe (vtel)
Mr. Ronnie Creel
Mr. Andy Ellis
Mr. Bill Glisson (vtel)
Mr. Chuck Helmandollar
(vtel)
Dr. Kathy Hildebrand
Dr. Earl Ingram
Dr. Don Jeffrey

Ms. Samantha Johnson
Dr. Jean Laliberte
Ms. Jane Martin
Dr. John Miller
Dr. Curtis Porter
Mr. Greg Price
Mr. Phillip Rausch (vtel)
Dr. James Rinehart
Dr. John Schmidt
Ms. Donna Schubert
Mr. Buddy Starling

Dr. Lance Tatum
Dr. Dave White (vtel)
Mr. Ray White

Guests:

Mr. Rob Drinkard
Mr. Josh Yohn
Ms. Gloria Holland
Ms. Heike Ly (vtel)
Mr. Bill Walton (vtel)

Welcome

Donna Schubert welcomed the committee and thanked them for attending. She also discussed the goals for the meeting: to provide an update on marketing initiatives, discuss marketing and project management and to provide opportunities to review Q4 media plans.

Capturing Brand Essence / Developing a Campaign: TGM

Sam Johnson discussed the recent efforts of TGM to do a deep dive into TROY and do a brand essence activity. After completing the Brand Immersion Workshop with key people at TROY, they repeated the exercise digitally with Troy University freshmen and recent graduates. The two groups identified the same key visual components for TROY with one addition of connections from the freshmen and recent graduates digital survey. Since coming on board mid-August, TGM has completed 70 interviews with faculty, administration, board of trustee members, alumni and students. They have also deployed two digital surveys. Sam shared some great feedback from students and alumni in regards to why they attended, their comfort with TROY, the involvement they were able to achieve and the connection with their professors. Sam also shared that the timeline with TGM is progressing and they are presenting new creative to senior leadership soon and hope to launch the new campaign in late January or early February.

Print on Demand: JKG Group

Sam Johnson shared that we are in the process of working on a contract with JKG Group who provides solutions to print on demand.

Recruiter Portal and Special Promotion Updates

Sam Johnson shared that there are a number of collateral pieces on the recruiter portal. Additionally on the recruiter portal are print ads. Coming soon to recruiter portal will be some

live read event scripts and some editorials by word count. Sam did remind locations to make sure that they have checked the state approvals list so that we are promoting programs that can be promoted in each state. Sam also shared the Ttime message that is being used in various applications and mediums. She also shared the new great professor ad featuring Dr. Sutter and the updated Troy for Troops ad showing the new badges and featuring the free in 48 program. The global open house had great success last year and the next open house has been planned for February 19.*

Marketing and University Relations Procedures

Donna Schubert thanked all who have been so helpful in helping us track the projects for marketing by using the Helpdesk (parature) system. She also requested that marketing be given maximum lead time in submitting requests. Donna also shared that Photography is now on the same system and if a photographer is needed at an event the way to request the photographer is through the helpdesk system.

Annual promotional calendar & Global Open House

Donna Schubert shared the dates for the Global Open House and also the Spring Marketing Retreat.

Questions and Answers

Discussion during the question and answer session covered copywriting for the web as well as promotional materials, the benefits of the new recruiter software that is being implemented, and the need for more recruiters on the ground to help convert leads to admitted.

*date has been changed to February 20.