

Minutes: Marketing Committee Briefing

Date: December 6, 2012, 2:00-3:00 pm

Location: 221 Hawkins Hall , Troy Campus

In attendance: (alpha order)

Mr. Sohail Agboatwala	Dr. Judson Edwards	Ms. Samantha Johnson
Dr. Damon Andrew	Dr. Hall Fulmer	Dr. Jean Laliberte
Ms. Sandy Atkins	Mr. Mike Foster (for Greg Price)	Ms. Donna Schubert
Mr. Dave Barron	Mr. Bill Glisson (vtel)	Ms. Jane Martin
Dr. Dianne Barron	Mr. John Hartwell	Dr. John Schmidt
Mr. Bob Bertram (vtel)	Mr. Chuck Helmandollar	Mr. Stephen Schmidt
Ms. Alicia Bookout	Dr. Kathy Hildebrand	(for Greg Price)
Mr. Ken Boothe	Mr. Joseoh Houghton (vetl)	Dr. Lance Tatum
Dr. Maryjo Cochran	Dr. Earl Ingram	Dr. Mike Whitlock
Dr. John Dew	Dr. Don Jeffrey (vtel)	Dr. Dave White (vtel)
		Mr. Ray White (vtel)

Donna Schubert called the meeting to order by welcoming returning members and introducing new members Sam Johnson, Director of Marketing, Dr. Kathy Hildebrand, Dean of College of Education, and John Hartwell, Athletics Director, to the TROY team and welcoming Dave Barron into his new role. Donna also thanked participants for visiting the vendor showcase that had been set up outside the meeting room.

Donna reviewed the media plans and discussed the types of media that are being placed and how the TROY and Seventhpoint teams are working together to make the best placements based on research and recommendations.

Briefly, Donna discussed the development and outreach for international students in the strategic plan.

The web, television, and direct mail were discussed as having the greatest market penetration according to research. Dr. Earl Ingram spoke about ACHE and academic division's steps to provide info on items that may need to be promoted quickly.

Donna then moved on to discuss specific advertising on the needs of colleges being done on a case-by-case basis when identified and added that media alerts are being sent out to location directors and college deans.

Bringing the meeting to a close, Donna let everyone know that information on the Spring Marketing Retreat would be sent out soon.

Meeting adjourned

(Note: The Media Plan and Collateral notebooks were available for viewing.)