

Troy University
Marketing & Communication Committee Meeting
Alumni House Conference Room
February 24, 2005
1:30 p.m.

Present:	Ms. Sandi Gouge, Chair Mr. Sohail Agboatwala Mr. Joe Johnson Dr. Jean Laliberte Ms. Kathy Ninas Mr. Ed Noriega	Ms. Kim Shaver for Mr. Greg Price Mr. Roger Shultz Mr. Jeff Spurlock Mr. Buddy Starling Dr. Dave White Mr. Bob Willis
Absent:	Dr. Mac Adkins (with notice) Mr. Tom Davis Mr. Andy Ellis Mr. Ralph Ford (with notice) Dr. Hal Fulmer	Mr. Larry Hawkins (with notice) Mr. Eddie Jennings Mr. Adam Nason (student) Dr. Curtis Porter (with notice)

Sandi Gouge started the meeting by asking for approval of the minutes. She discussed Celebration Week which is July 28-29, 2005. The retreat will start on July 28 and end around noon on July 29. There will be an Academic/Staff Convocation at the Davis Theatre with an informal reception following. The Celebration will be that night by invitation only. There are approximately 15 committees working on the celebration week.

Standards Graphics Manual

Sandi also gave manuals to individuals who did not have the new Standards Graphic Manuals. She asked them to help make sure that they are followed. She also informed everyone that the Graphics had been taken offline and the manual has been password protected. She stated that the email login and password is what is needed to access the manual.

Roger Shultz stated that athletics never proposed name change from T-Roy to Hector. The students held a vote on the name change and no one had plans to change the name.

Sandi informed everyone that there was a problem with the athletics envelope. Apparently the location of the zip code on the return address was so low that the barcode reader for the United States Postal Service was reading the return address instead of the delivery address and the mail was being returned to Athletics. There was also a problem with the business cards for Athletics. Both of these are being worked on to be corrected by the contractor. Sandi stated that there have been two addendums to the manual. She stated that any addendum must go through Sohail Agboatwala for approval and then through her for approval. The first addendum was the Trojans logo. The second addendum is going to be the Institute for Sports and Fitness Management Logo.

Licensing

Sohail explained the licensing process. He stated that it is a \$50.00 one time fee. Currently we are using a list of approved vendors that can be requested through Sohail's office; however the company is working on a version that will be online. He stated that in most cases a vendor can be

approved in two to seven days. Sohail stated that we only receive royalties for those items that are for mass marketing. He stated that SMA has been great to work with, and it has been worth it for them to do the system architecture and the policing of the logos. He stated that SMA has been great about helping companies that need to get a license fast get one done.

Branding Campaign

Sandi stated that there were six different branding campaign commercials developed. She also stated that Dr. Hawkins has been going around the state speaking to various civic groups, visiting with donors, editorial boards and doing television interviews and radio shows. Also, in October, Dr. Martindale and Dr. Hawkins spoke to the President's Conference held by STAMATS.

Sandi informed everyone that our advertising firm, Hambright, Calcagno and Downing, would be on campus Tuesday and Wednesday. Sandi gave a brief overview of the schedule and asked if anyone would have concerns they needed to speak to HCD about. Buddy Starling stated that he had heard great things from the television and radio Chancellor's branding spots. He stated that someone from the Alabama School for Math and Science in Mobile told a Troy graduate they liked the ads so much they had asked who the company was so that they could contact them about creating some spots for them.

Integrated Marketing Plan

Sandi encouraged if anyone is involved in any of the Integrated Marketing Plan, they use the money for their project this year.

Awards

Sandi stated that we had won several awards from CASE. We received the Grand Award for the Alumni Quad Revitalization Project. We also received Awards of Excellence for the Super Fan Television and Radio. We also receive several national awards from Admissions Marketing Report. The gold for the bookwear t-shirt, silver for the Troy Poster, Bronze for print advertising, and several merit awards. This is the first time Troy University has competed with universities of 20,000 or more students.

Web Site

Sandi gave the committee a sample of the TROY homepage, the campus main pages, and the Distance Learning site. Sandi walked through the pages and asked about questions. She stated that we would be going live on February 28. There were questions asked about Distance Learning, the Academic Catalog and International Studies. Sandi explained that there would be some changes to the Distance Learning and e-campus areas. She stated that currently Distance Learning is being reviewed by a consultant and once their report is in, there will be some changes. She also informed everyone that the Academic Catalog would be the 2004-2005 catalogs for the time being. The International Studies area will be shared between International Program on the Troy Campus with Dr. Curtis Porter and International Region with Dr. Kenyatta. Buddy asked if there were some way we could put out a brief explanation of the headings. Ed Noriega suggested that we develop a site map. Sandi explained that the site is a work in progress and not every page has been converted. There has been no discussion about Spectrum and there are people who have their own servers and are running their own information. She also explained that the feel of the new site could be gotten by going to the current Distance Learning site. Distance Learning is piloting the new site now.

Buddy reiterated that we want to have a higher level of service and it would be helpful for those who have to help people navigate to have time to get familiar with the site and to know what the heading mean. Sandi stated that we have to go live with the site on February 28 since we only have until May before Educause will remove the troyst.edu domain.

Sandi also stated that the team is in the process of creating more templates so that individual departments will have several choices, however all of these will fit with the consistent look we are going for. Someone asked if there would be guidelines. Sandi stated that we have developed Policies and Procedures. These are currently in the process of being reviewed by the Senior Vice Chancellors. Sandi bragged on the Herculean efforts of the Web Team.

Structure of Committee

Sandi stated that this committee is a very large committee. It would be beneficial to have a team that could meet monthly so that it could be a proactive committee and not a reactive committee. There may be a need to restructure this committee. Dr. Dave White stated that there are two options: one is that the committee could be made smaller and the second is that there could be working sub committees within the larger committee. He asked what the new committee would be doing. Sandi stated that one of the things she would like is for the commercials to be viewed and it would have been good to have the committee view the web and make suggestions. She stated that she would like for the committee to meet once a month. Currently, this committee meets two to three times a year. She also stated that this group would help getting the word out about marketing and guidance about communications. Dr. Laliberte stated that training people to understand marketing and communications is one of the most important things in order to make TROY grow. Failure to communicate creates problems. Dr. White suggested sub committees that would meet a few times and communicate via email and telephone. He also stated that homework should be given at every meeting. Kathy Ninas stated that she would support a sub committee that is more of a working committee. Sandi asked who would be available to meet once a month. Dr. Dave White, Dr. Jean Laliberte, Sohail Agboatwala, Kathy Ninas, Bob Willis, Roger Shultz, Buddy Starling and Ed Noriega stated they would. Buddy Starling stated that is it critical that we emphasize customer service. He suggested some kind of incentives to treat customers well.

No decision was made about the committee makeup until after August 1. This committee will meet again in early summer. The meeting adjourned at 3 p.m.

cy: Dr. Cameron Martindale