

Troy University
Marketing & Communications Committee Meeting
Executive Conference Room- Adams Administration
July 13, 2006
1:30 p.m. CST

Present:	Ms. Sandi Gouge, Chair Mr. Sohail Agboatwala Mr. Andy Ellis Mr. Larry Hawkins Ms. Eddie James Mr. Joe Johnson	Dr. Jean Laliberte Ms. Margaret Myers (for Dr. Mac Adkins) Ms. Inga Oberst Mr. Roger Shultz Dr. Curtis Porter Dr. David White
Absent:	Dr. Mac Adkins (with notice) Mr. Tom Davis (with notice) Mr. Ralph Ford Dr. Hal Fulmer (with notice) Ms. Kathy Ninas (with notice)	Mr. Ed Noriega Mr. Greg Price Mr. Jeff Spurlock (with notice) Mr. Buddy Starling (with notice) Mr. Bob Willis (with notice)
Guests:	Ms. Candice Barnes Dr. Earl Ingram	Ms. Jessica Jarosz

Welcome and Introductions

Sandi Gouge welcomed everyone. She introduced the guests: Dr. Earl Ingram, the recently appointed Vice Chancellor of University College; Ms. Candace Barnes, Coordinator of Information Services on the Dothan Campus; Ms. Jessica Jarosz, Business Development Director for Florida Region; and Mrs. Margaret Shirley-Myers, Extended Degree Program Coordinator for Distance Learning Division on Montgomery Campus. Minutes from the previous meeting were approved as presented.

New Videos

Sandi showed the new “Tomorrow’s University Today” four minute video. She informed the committee that there is a two minute video, which was the four minute edited to two minutes. She also stated that there was also a four minute video that had a different ending with appeal ending to be used for fund raising. There have not been any new athletic commercials developed; therefore, last year’s will be used.

Licensing

Sohail Agboatwala discussed what is legal and not legal for usage of graphic marks. He shared the new logo sheets that contain the approved logos. These logo sheets are available to licensed vendors online. The list of licensed vendors is updated each month and can be viewed by product or vendor name online. Sohail also discussed the difference between a restricted and non-restricted license. The restricted license is only for those people who are going to be selling to the University for promotional items. The non-restricted license is for vendors who are going to resale. Sohail also discussed the Barnes and Nobles Bookstore. He stated that items are being updated in the bookstore and online. A person can order anything that is located in the store

online. He also stated that he is working with Mike Foster on placing the bookstore more prominently on the Homepage. Sohail also stated that Impact has been great for sales in the bookstore. Andy Ellis questioned Sohail about the t-shirts that he has seen on the summer conference participants. Sohail stated that Conference Services purchased t-shirts for all of the conference participants and based on economy of scale got a great price per t-shirt. Sandi stated that whenever possible to use economy of scale to get items at cheaper prices. For example, the bumper sticker we will get a huge discount for buying for the University worldwide.

Athletics

Roger Shultz discussed athletics. He stated that they have outsourced the television rights to ISP, and there will be seven games on television. He also stated that Florida State tickets are on sale now and if anyone wants to order then they should do so in the next few weeks. He stated that they had to notify FSU of how many tickets we have sold. Roger also encouraged everyone to purchase their season tickets. Sandi informed everyone that one of the telephone “on hold” announcements is to purchase your season tickets for football.

E-campus

Dr. Dave White updated the committee on e-Campus. He stated they have just completed Phase I of the University College plan. Phase II should be completed in 2008 which will integrate all Alabama Campuses into the e-Campus plan. He also stated they are currently working on an e-Campus brochure. There was also a brief discussion about the CD that is being developed for University College. Eddie James stated that the CD template is being paid for by University College. Each region can then make it specific to their region and also it could be customized down to the site. Sandi praised Dr. White for his quotes in the Chronicle of Higher Education. She stated that Dr. White did a wonderful job giving Troy University positive publicity. Dr. Earl Ingram discussed the changes that are being in order to connect with the students by using new phone protocol and also the “on hold” options. The complex nature of our institution does not lead to simple answers therefore we are trying new things.

Car Tags

Sandi showed the committee the new ads and table tents that have been developed. Jessica Jarosz stated that Florida Region will be giving the parking decal to all students to place on their car as advertising in the Ft. Walton area.

Marketing Summit

Sandi stated that due to the recent personnel changes Dr. Ingram and she had agreed to postpone the Marketing Summit. She stated that they are discussing rescheduling the date for the summit to sometime between January 15 and February 15.

Integrated Marketing Plan

Sandi informed the committee that she had sent out the final e-mail reminders to those who still have money remaining for their objective in the Integrated Marketing Plan.

Capital Campaign

Dr. Jean Laliberte stated that the feasibility study had been completed and the results were positive. She said that people are excited about where we are and where we are going. People

view us as the third University in the state, which is what we are hoping for at the current time since Auburn and Alabama are the two largest Universities. The people polled are excited about e-Campus. All of the statements about our leadership were positive, and academics was the number one concern of people polled. Some of the items people were interested in contributing to are scholarships, Bibb Graves, and the Basketball Arena. Dr. Laliberte stated that people were also very positive about the advertising campaign.

E-Local Link

Sandi showed the committee the Chancellor commercials that are online at www.troy.edu. Individual members were encouraged to use the applications available to email perspective students and to also get the word out about TROY. Individual sites and campuses can link the commercials to their site. For more information, Mike Foster should be contacted. Dr. Curtis Porter asked about the possibility of putting the Mandarin version of the International Video online. Sandi stated that it cost us to translate the video into the code that is needed for the web, but we would investigate the cost.

Publications

Sandi encouraged everyone to send information to Andy Ellis for TROY Today and TROY2U. She showed the new non-traditional viewbook for Dothan. She explained that this created a template and that Phenix City is in the process of creating a viewbook. She also showed the new Troy Viewbook. Eddie also stated that the University College CD is very close to production, and they are hoping to use parts of it as a template for the e-Campus CD. She stated that the e-Campus brochure that is being created now will have a pocket for the CD. She hopes to have the CD to showcase at the next meeting.

Other

Sandi stated that on July 21, WSFA will be in Troy for "Today in Alabama on Tour." She stated they would be on the quad at 5:00 a.m. and will be downtown at 5:00 p.m. and 6:00 p.m. Dr. Laliberte also reminded everyone about the August 14 University wide Faculty and Staff Convocation and Picnic. She stated that the Faculty Convocation would begin at 9:30 a.m. and end at 10:45 a.m., and the Staff Convocation would begin at 11:00 a.m. and end at 12:15 p.m. The Picnic will begin at 12:15 p.m. There will be food and entertainment in the afternoon. The busses for the Alabama Campuses will leave returning to the Alabama campuses at 2:00 p.m. The plans are to record the various events for distribution to individuals at campuses/sites that were unable to attend. The University will be run on a skeleton crew. A headcount is needed by the end of the third week in July to adequately prepare. Andy will be sending out more information about the events in TROY Today.

The meeting adjourned at 2:40 p.m. CST.

cy: Dr. Cameron Martindale