Troy University
Marketing & Communication Committee Meeting
Executive Conference Room
October 14, 2004
2:00 p.m.

Present: Ms. Sandi Gouge, Chair   Mr. Adam Nason (student)
             Dr. Mac Adkins   Ms. Kathy Ninas
             Mr. Sohail Agboatwala   Mr. Ed Noriega
             Mr. Tom Davis   Dr. Curtis Porter
             Mr. Andy Ellis   Mr. Roger Shultz
             Dr. Hal Fulmer   Mr. Jeff Spurlock
             Mr. Larry Hawkins   Mr. Buddy Starling
             Ms. Eddie James for Dr. Dave White   Mr. Bob Willis
             Mr. Joe Johnson

Absent: Mr. Ralph Ford (with notice)   Dr. Jean Laliberte (with notice)
             Mr. Eddie Jennings   Mr. Greg Price

Guest: Mr. Chip Dillard

Sandi Gouge started the meeting by having everyone introduce themselves. She welcomed Adam Nason, the student member of the committee. She also informed everyone that the Board had approved the Standards Graphics Manual on Sept. 9. She also stated that we would be receiving 100 final copies of the manual once some small changes had been made. We will also be receiving 100 discs once everything is completed.

Dr. Mac Adkins asked if the logos will be placed on a site where they can be copied and used. Sandi stated that the logos were currently on the Marketing and Communications Web site, but that Sohail Agboatwala and Greg Price are working on placing them in a location where they can be password protected.

Roger Shultz expressed to the committee that the new color copier located in Creative Services is very useful and is making great copies.

Licensing

Sandi asked Sohail to explain the licensing process. Sohail stated that a vendor who wishes to produce TROY materials must first get a license from smaworks.com. He stated that all 120 logos will be placed on a password-protected site that only licensed vendors can access. Once the vendor has a mock-up, SMA will approve, and for now, someone at the University will also approve. Hopefully in the future, we can turn over all approvals to SMA. Sohail stated that there is a way to add logos, and we are in the process of adding one now. He stated if you wish to add a logo, you should forward a copy of the logo to Sohail. Once approval is received, it will be sent to SMA, and they will add it to the approved logos. Sohail stated that SMA is making sure that we get royalties from our logos.

The committee agreed that it is important that the logos are not changed in any way and that no unapproved logos can be used. It was stated that there are still some logos that were done prior to the Board approval, but those should be obsolete as the merchandise is sold.

Eddie James asked if a vendor must get a license from SMA if they have already been used. Sohail stated that everyone must get a license from SMA. He stated there are two types of licenses: One for retail items, and one for University purchases.

Dr. Curtis Porter asked if an item says Troy University, does that mean we have to use a University logo. Sandi answered yes.

Dr. Hal Fulmer stated that there would come a point where we would either have to decide to be the copywrite police or give people a grace period. Since we have a large number of groups that purchase t-shirts, we have to decide how strict we will be on the logo usage. He questioned what will be done about student groups that do not use the logo. There was discussion about this, and the committee agreed that campus organizations should be given a certain amount of latitude.

It was questioned if campus-specific promotional items can be purchased and given out. Sandi responded that there could be no campus-specific promotional merchandise. All promotional items should state Troy University; however, you can use the phone number for the campus/site.

Dr. Adkins asked if there were some conversion chart for the equivalent of our PMS colors. It was stated that there is one in the Standards Graphics Manual.

Joe Johnson asked if the licensing procedure is necessary for the vendors who are printing the bulletins and class schedules. Sohail responded that we have the ability to give leeway for official University business. Sohail also questioned if purchasing was aware of the licensing procedure. Sandi stated that we would make sure they were informed about logo approval.

Logos/Marketing

There was extensive discussion on what the logo could be used on. Sandi stated that approval needed to be given on a case-by-case basis.

Ed Noreiga asked if there were some way to expedite the approval process. Sandi stated that, as of now, there is not. She also stated that there were more than 5,000 pictures taken for the viewbook, and they were working on making some additional pictures. Mr. Noreiga also asked if he has approval from Dr. Porter, does he need additional approval from Sandi.

Eddie asked about using students from her campus for pictures. Sandi stated that the rule is if you are using "In the Future," you can use stock photos, but if you insinuate it is our student, then it must be our student.

It was asked if we are paying attention to the colors we are selling in the bookstore? Sohail stated that we are checking every color that comes in. He stated that we will not be selling 19 hats in 19

different colors again. He stated that, eventually, we would have lots of different hats, but for now, we are trying to stick to a few styles.

Sandi stated that brand awareness is important to us, with thousands of dollars invested and that right now, it was somewhat hectic, but in the end, it will be better for everyone.

Web and E-mail Changes

Sandi stated that the www.troy.edu site is running. However, it takes you to the current site. She also informed the committee that it looks like we are unable to run parallel e-mail systems. Once we switch to troy.edu, the troyst.edu e-mail system would be shut down and would not forward e-mail, it would only be returned to the sender. It was asked if we could start advertising the new e-mail address. Sandi stated that, currently, we do not have a conversion date. Dr. Fulmer stated that, currently, we have a problem with getting students to use their student e-mail and once all of these changes take place, the students who cannot access their e-mail will stop using it. If we do not prepare for this, it will be a disaster. There must be a transition plan for e-mail. Dr. Adkins will contact Greg to find out all the information about the change and let the committee know.

There was some discussion about the Web site. Dr. Fulmer stated that academics has made some changes, and that there is now a common course bulletin.

Other

Sandi showed the team the Chancellor's two-minute video. The team responded favorably.

The meeting adjourned at 3 p.m. The next meeting will be scheduled in January.

cy: Dr. Cameron Martindale