




HOME PROGRAM EFFECTIVENESS REPORT (PER) DIVISION PLANS (DP) TROY STRATEGIC PLAN (TSP)

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Troy University Strategic Plan

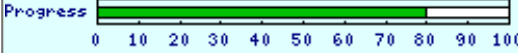
<< back [Edit Strategic Initiative](#)

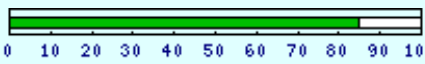
Initiative Number: 6 **Title:** 6. Telling the Troy University Story

Initiative Percentage: 

Description: While the new Troy University was approved in 2004 and officially operational in August 2005, much must be done to tell both the story of this transformation and what it will do and what the University will become over the years ahead. Faculty and staff will become "Troy Ambassadors." By telling the Troy University story through these ambassadors, and various media, the University will improve the recruitment of students, faculty, staff and donors. The growth of the University outlined in this plan requires constant and expansive ways of exposing Troy University's good work to all who can help turn our vision into reality. To make this happen, the following extensive strategic objectives must be addressed.

Legend: Annual Strategic EO Generated PER Generated

	Strategic Objective	Person(s) Responsible	Target Date	Percentage Complete / Date	Action Log / Date
Edit	6.2 Build brand identity in Alabama, the United States, and in countries where Troy University currently offers, and anticipates offering, programs 2005-2010	Sandi Gouge	2010-7-31 00:00:00	 June 18, 2008	History June 13, 2008

Edit	6.1 Increase by 50% the venues in which we present the Troy University story 2005-2010	Sandi Gouge	2010-7-31 00:00:00	Progress  June 13, 2008	History February 19, 2008
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