measure of success

TROY UNIVERSITY

ALUMNI

Every year, hundreds of thousands of college degrees are conferred to students across Alabama and around the world. From the Bachelor of Science in Nursing to the Master of Science in Business Administration, that single piece of paper is the recognition of numerous years of dedication. After the launch of many a career.

For more than a century, one university has been providing its graduates with a degree of great value, and so much more. “As I speak to Troy University alumni from around the world,” said Dr. Jack Hawkins, Chancellor of Troy University, Troy, AL, “I am extremely gratified to hear our alumni speak of the immeasurable value of their degrees from TROY.” TROY alumni speak in glowing terms about the impact of the Troy University experience on their personal and professional growth, according to Dr. Hawkins. “That is the true measure of the success of the Troy University experience,” said Dr. Hawkins.

That “Measure of Success” and how it influenced TROY alumni is the focus of television advertising campaigns produced in partnership with Troy University and HCD Advertising and Public Relations Agency in Virginia Beach, VA. The series of commercials features prominent alumni reflecting on how TROY impacted their lives professionally, as well as personally. Chancellor Hawkins believes the true benefits of receiving a degree from Troy University go far beyond influencing the individual recipient of the degree. “Troy University is more than one hundred thousand alumni located throughout the world,” said Dr. Hawkins. “TROY alumni are making real differences in their career fields and our world, every day.”

The first series of alumni commercials highlighted comedienne/actress/TV hostess Lyne Koplitz, Brigadier General Ed Crowell and former NASA astronaut Bill Gregory. Future campaigns will continue to focus on additional outstanding graduates. The following prominent alumni are featured in the upcoming campaign.

CHANGE OF HEART

William Novick was a self-professed “small town boy” from Gadsden, AL, when he enrolled at TROY in 1971. Certain that he wanted to be a marine biologist and live out his days studying marine life on the Gulf Coast, Novick found himself with a significant change of heart within a few months of attending TROY. “TROY changed my perspective on the world and my place in it,” said Novick. “TROY helped mold me into the person I have become today.” Dr. William Novick holds a master’s degree in biochemistry and doctor of medicine degree.

Novick is internationally recognized as a pediatric heart surgeon and founder of the International Children’s Heart Foundation, a non-profit organization dedicated to providing care for children with heart conditions in underdeveloped or remote regions of the world.

EXCELLING BEYOND THE CLASSROOM

Former Trojan Football Player DeMarcus Ware acknowledges that TROY played a significant role in helping him be successful as a husband and the 11th Round 2005 Draft Pick for the Dallas Cowboys. “Troy University gave me the opportunity to excel as a student and as an athlete,” said Ware. “TROY helped me become the person I am today.”

An active participant in Big Brothers/Big Sisters and the Salvation Army, Ware understands the importance of being a role-model for others who look to him as a successful athlete, as well as college graduate. “Through the Cowboys organization, I am able to volunteer and participate in outreach opportunities that involve kids in my community,” said Ware. “It’s an awesome opportunity for me to just give back.”

Ware’s success has significantly impacted his immediate family, too. “I was first in my family to graduate from any university,” said Ware proudly. For Ware, this accomplishment is just as important as his NFL rankings and successes. “Now people in my family are following in my footsteps.”

FROM THE HALLS OF TROY TO THE WHITE HOUSE

In a unique twist of fate, it was a South American dictator and the economics professors at TROY that helped Dr. Manuel Johnson develop a career path that would take him all the way to the top of our government.

As a military specialist in Big Brothers/Big Sisters and the Salvation Army, Ware found himself fascinated with Che Guevara’s manipulation of the capitalist system and how it impacted the people. Upon returning home, Johnson enrolled at TROY to further study the role of economics on people’s lives—economically and socially. “My professors provided the inspiration and foundation for me from my undergraduate days all the way to the top of the Federal Reserve Board,” Johnson said.

Johnson was one of the first graduates from TROY with a Bachelor of Science degree in Economics in 1973. Johnson went on to receive his master’s, Ph.D. and to accept former President Reagan’s nomination as the Vice Chairman of the Federal Reserve Board in 1986.

RACING TO THE TOP

Dr. Manuel Johnson & Chancellor Jack Hawkins

For Danielle Frye, there was only one university that could help her bring her love of motor sports racing and broadcast journalism together—TROY. “At TROY, you didn’t just sit in a classroom,” said Frye. “You were able to go and work at the television station and the school newspaper. You were able to have that hands-on experience to the most up-to-date technology in the telecommunications field. Most colleges and universities weren’t able to offer that.”

Dr. William Novick & Chancellor Jack Hawkins

TROY’s student-run television station Trojan Vision and newspaper Tropicool offered Frye the experiences she needed to successfully break into the highly competitive career field of motor sports broadcasting and NASCAR. Frye, a 1993 TROY graduate with a broadcast journalism and public relations degree, has served as the promotions director for Racing for Kids and Winston Cup Scene magazines and is currently a radio announcer for the Motor Racing Network.

Reflecting on her considerable successes, Frye credits TROY with providing her the tools she needed to be competitive. “I truly believe that I would not be where I am today without my education from TROY,” said Frye.

For more than one hundred thousand alumni located around the globe, Troy University alumni are making real differences in their chosen career fields. “It’s that success that speaks volumes about the quality experience that Troy University has to offer,” said Dr. Hawkins.

TROY UNIVERSITY

A future of opportunities.

troy.edu