

**USA Marketing and Communications Advisory Committee**

**8:30-10:00 a.m., January 15, 2016**

**Student Center Terrace**

**Agenda**

- ❖ Welcome and Introductions
  - New Members
  
- ❖ Brand Guidelines
  - Feedback and Discussion of Brand Guidelines document
  - Brand Templates and Website/On Demand Printing from Publications
  
- ❖ Brand Launch
  - Recommended Date (Week of March 21)?
  - Brand Launch Elements
    - Emails
    - Branding Website
    - We are South Website/Video
    - USA Highlights Publication
    - Looking South Magazine
    - Building Banners
  - Brand Launch Day Activities
  
- ❖ Next Steps
  - Meeting in February or Early March to review Launch Day