

**USA Marketing and Communications
Advisory Committee**

**October 26, 2017
8:30 a.m.
Student Center Terrace**

-
- | | |
|--|-----------------------|
| A. Welcome and Introductions/New Members | All |
| B. Branding Compliance Deadline in March | Mike Haskins |
| a. Issues, Concerns, Questions | All |
| b. Brand Launch Anniversary, 3/23 | Mike Haskins |
| C. Examples of New Branded Materials | Diana Nichols |
| D. Branding Resources and Refresher | Mike Haskins |
| a. Brand Foundation | |
| b. Branding Website and Templates | |
| c. Marketing Resources and Assistance | |
| E. USA Health Branding Process | Jen Ekman/Paul Taylor |
| F. Updates and Information Sharing | All |
| G. Next Meeting Spring 2018 | All |