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