

USA Marketing and Communications Advisory Committee

8:30-10:00 a.m., February 19, 2016

Student Center Terrace

Agenda

- ❖ Welcome and Introductions

- ❖ Brand Guidelines
 - Presentations to Deans, SGA, Faculty Senate, Alumni Association
 - Feedback and Discussion of Brand Guidelines document

- ❖ Brand Training with Ologie
 - What Issues Need to be Covered; What Questions do we Have?

- ❖ Brand Launch
 - March 23
 - Brand Launch Elements
 - Emails/Fliers/Table Tents
 - Banners and Brand Stands
 - Branding Website
 - We are South Website/Video
 - Looking South Magazine

- ❖ Brand Launch Day Activities
 - See Attached Sheet
 - Volunteers Needed for Demonstration Tables

- ❖ Next Steps
 - Brand Training on March 8
 - Brand Launch Day