

**USA Marketing and Communications  
Advisory Committee**

**March 9, 2017  
9:00 a.m.**

**Student Center Terrace**

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|---|-----------------------|
| A. Welcome and Introductions/New Members  | All                   |
| B. USA Website – Updates and New Features | Kelly Rushing         |
| C. March 23 Branding Guidelines Deadline  | Mike Haskins          |
| D. Brand Audit                            | Diana Nichols         |
| E. March 23 Brand Launch Anniversary      | Mike Haskins          |
| F. Updates                                | Mike Haskins          |
| USA Speakers Bureau                       |                       |
| Social Media Directory                    |                       |
| G. Update: USA Health Branding Process    | Jen Ekman/Paul Taylor |
| H. Next Meeting?                          | All                   |