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| A. Welcome and Introductions | All |
| B. Ongoing Role of the Advisory Committee | Mike Haskins |
| C. Update: Upward & Onward Campaign | Mike Haskins |
| D. Update: Brand and Printed Materials | Diana Nichols |
| E. Update: Social Media and Website Directory | Mike Haskins |
| F. Update: USA Speakers Bureau | Mike Haskins |
| G. Update: USA Health Branding Process | Jen Ekman
Paul Taylor |
| H. Discussion: Brand Guidelines , Templates and Logos | All |
| I. Discussion: Deadline for Implementing New Standards | All |
| J. Next Meeting? | All |

USA Marketing and Communications Advisory Committee

USA Academic Schools

Pat Capps Covey College of Allied Health Professions
College of Arts and Sciences

Elizabeth Adams
Eric Loomis
