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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<br>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

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