

**USA Marketing and Communications
Advisory Committee**

**October 14, 2016
8:30 a.m.**

Student Center Terrace

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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	Elizabeth Adams
College of Arts and Sciences	Eric Loomis
Mitchell College of Business	Alvin Williams
School of Computing	Melissa Smith
School of Continuing Education and Special Programs	Jenny Manders
College of Education	Tres Stefurak
College of Engineering	Kelly Jackson
College of Nursing	Danny McCann
Graduate School	Deanna Cobb
Honors Program	Doug Marshall

USA Health System

USA Hospitals and MCI Marketing	Jen Ekman
USA Children's and Women's Hospital	Karen Deakins
USA Medical Center	Warren Greene
USA Mitchell Cancer Institute	Susan Crutchfield
College of Medicine	Paul Taylor
USA Physicians Group	Tony Martino

USA Faculty and Students

Faculty Senate	Sam Fisher
Faculty at Large	Patricia Mark
Student Government Association	Joshua Crownover
Student at Large (Undergraduate)	Dan Currie
Student at Large (Graduate School)	David Williams

USA Offices

Admissions/Enrollment Management	Christopher Lynch
Alumni Association	Karen Edwards
Athletics	Travis Toth
Baldwin County Campus	Paige Rucker
Development	Joshua Cogswell
Governmental Relations	Nick Lawkis
Housing and Dining	Lauren Gulsby
Human Resources	Yamayra D. Betler
IT/Web Services	Amy Hutchings
Marketing and Communications	Mike Haskins, Diana Nichols
Multicultural Student Affairs	Jarmora Valrie
President's Office	Melva Jones
Quality Enhancement Plan	Julie Estis
Research and Economic Development	Andy Byrd
Student Affairs	Rachael Bolden
USA Libraries	Angela Rand