
DECEMBER 13, 2012

**AGENDA ITEM 8
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

TIAA-CREF Tuition Financing, Inc.'s 2013 Marketing Plan for the ScholarShare Plan

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided the “2013 Marketing Plan Recommendations” for the Plan. The marketing plan outlines efforts developed and planned for the upcoming year and includes an overview of the marketing activities that include online, print, radio, and ethnic outreach advertising, customer direct marketing and communications, public relations, and local marketing.

New and/or enhanced marketing efforts in 2013 include:

- ScholarShare Speaks Events
- Birth Card
- Diploma Dog
- eGifting
- AARP
- Webinars
- Social Media

TFI has also included its Media Results spreadsheet detailing marketing performance during the period of November 2011 through October 2012 with respect to online banner and search.

Presenter

Don Wolf, Senior Marketing Manager, TIAA-CREF Tuition Financing, Inc.