
MARCH 14, 2013

**AGENDA ITEM 8
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of TIAA-CREF Tuition Financing, Inc.'s Marketing Performance for the ScholarShare Plan for 2012

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided its “2012 Marketing Performance” for the Plan. It includes an overview of the account and asset results for 2012. This overview also outlines marketing results for 2012 marketing activities including online, print, radio, employer, and ethnic outreach advertising, customer direct marketing and communications, local marketing, public relations, social media, and budget.

Presenter

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