

---

**SEPTEMBER 12, 2013**

**AGENDA ITEM 8  
INFORMATION ITEM**

**SCHOLARSHARE INVESTMENT BOARD**

*Marketing Update for the ScholarShare Plan*

---

***Background***

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided its “Marketing Update” for the Plan. This update outlines marketing results for the first half of 2013 and the marketing activities planned for the remainder of the year. The update includes an overview of the account and asset results, 2013 budget, marketing activities including online, print, radio, employer, and ethnic outreach advertising, customer direct marketing and communications, social media, public relations, and local marketing.

***Presenter***

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