
DECEMBER 12, 2013

**AGENDA ITEM 11
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of 2014 Marketing Plan for the ScholarShare College Savings Plan

Background

TIAA-CREF Tuition Financing, Inc., the program manager for the ScholarShare College Savings Plan (Plan), has provided the “2014 Marketing Plan Recommendations” for the Plan. The marketing plan outlines efforts developed and planned for the upcoming year and provides an overview of the marketing activities that include: online, print, radio, and ethnic outreach advertising, customer direct marketing and communications, public relations, promotions, employer outreach, and advertising throughout various media outlets in the state.

Enhanced marketing efforts in 2014 include:

- ScholarShare Speaks
- Diploma Dog
- e-Gifting
- Summer Reading Program
- Webinars
- Social Media

Presenter

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