
MARCH 20, 2014

**AGENDA ITEM 8
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of 2013 Marketing Performance for the ScholarShare Plan

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided its “2013 Marketing Results” for the Plan. It includes an overview of the account and asset results for 2013 and how they measure against the marketing performance criteria adopted by the ScholarShare Investment Board.

The overview also outlines the 2013 budget and results for marketing activities completed in 2013 which include:

- Online, print, and radio,
- Email and customer direct marketing and communications,
- Local marketing, and sponsorship and event strategy,
- Statewide initiatives, including employer and ethnic outreach advertising, and
- Public relations and social media.

Presenter

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