
MARCH 12, 2015

**AGENDA ITEM 5
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of 2014 Marketing Performance for the ScholarShare College Savings Plan

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided its “2014 Marketing Results” for the Plan. It includes an overview of the account and asset results for 2014 and how they measure against the marketing performance criteria adopted by the ScholarShare Investment Board.

The overview also outlines the budget and results for marketing activities completed in 2014 which include:

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

Presenter

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



2014 Marketing Results

ScholarShare College Savings Plan

March 12, 2015



SCHOLARSHARE

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN

ScholarShare Business Results



MARKETING PERFORMANCE CRITERIA

| Accounts and Contributions | 2013 | 2014 | % Change |
|--|-----------------|-----------------|----------|
| Total New Accounts Opened | 18,239 | 21,174 | +16.1% |
| Total New Contributions Collected | \$531.4 million | \$599.3 million | +12.8% |

| Growth Rate | ScholarShare | Industry | % Difference |
|---------------------------------|--------------|----------|--------------|
| Annual Asset Growth Rate | 10.5 % | 12.2 % * | -1.7 % |

| Rollovers | Performance Criteria | 2014 |
|---|----------------------|----------|
| % of Plan Accounts closed due to Rollovers | < 2% | 0.08% ** |

ACCOUNTS AND ASSETS

| Accounts and Assets | 2013 | 2014 | % Change |
|--|---------------|---------------|----------|
| Total Open Accounts at year-end | 248,962 | 259,227 | +4.1% |
| Total Assets at year-end | \$5.6 billion | \$6.2 billion | +10.7% |
| Market Share at year-end** | 5.3% | 5.2% | -.02% |

*Source: Financial Research Corp.

** \$52.05M in Rollovers

Advertising Results: Online Media Overview

Advertising Results: ScholarShare Banner and Search



| Metrics | 2013 | 2014 |
|---------------------------------|-------------|-------------|
| Spend | \$4,563,841 | \$3,613,786 |
| Impressions | 436,762,444 | 287,894,137 |
| Clicks | 418,922 | 363,796 |
| Click-Through-Rate (CTR) | 0.10% | .13% |
| Cost-Per-Click (CPC) | \$10.89 | \$9.93 |
| Transactions | 33,988 | 34,950 |
| Cost-Per-Transaction* | \$129.87 | \$99.97 |

*Excludes all mobile/facebook results

Advertising Results: Online Display Media



Banner (Top 5 Performing Sites by CTR)

| Placement | Impressions | Clicks | CTR | CPC |
|----------------------|-------------|--------|-------|----------|
| Savingforcollege.com | 2,676,495 | 3,888 | 0.15% | \$ 29.42 |
| Yahoo! | 164,544,609 | 65,654 | 0.04% | \$ 20.56 |
| Google – Retargeting | 9,503,480 | 1,116 | 0.01% | \$ 53.69 |
| Evite | 14,288,962 | 30,475 | 0.21% | \$ 8.41 |
| LATimes | 12,249,824 | 8,211 | 0.07% | \$ 3.16 |

Optimization

▪Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 5,732 transactions.

Implications

▪Maintain heavy presence on top performing sites and test new opportunities.

▪Optimize site mix and continue to use retargeting to increase back-end performance.

Mobile

| Placement | Impressions | Clicks | CTR | CPC |
|-----------|-------------|--------|-------|---------|
| Mobile | 12,637,949 | 56,522 | 0.45% | \$ 2.12 |

Advertising Results: Online Search Media



Search Engine Performance

| Impressions | Clicks | CTR | Spend | CPC | Transactions |
|-------------|--------|-------|-----------|--------|--------------|
| 3,068,628 | 90,017 | 2.93% | \$781,400 | \$8.68 | 8,032 |

CTR Benchmarks

Google: 0.05%

MSN/Yahoo/Bing: 0.04%

Top 5 Keywords

| Keywords | Clicks | Impressions |
|-----------------------------|--------|-------------|
| ScholarShare | 21,397 | 118,249 |
| College Savings Plan | 4,497 | 308,369 |
| 529 Plan | 3,133 | 76,486 |
| California 529 | 3,116 | 37,946 |
| 529 Plan California | 2,631 | 40,977 |

Observations

- Maximized search presence across the engines and optimize to drive results
- Continued to monitor search bids to ensure efficiencies
- Media releases continued to place ScholarShare in the number 1 or 2 top spot for non-paid search
- California was in 2 top keywords along with ScholarShare

Email Marketing

PROSPECTS

- 2,878,180 Emails Delivered

- 38,298 Emails Opened
 - 1.33% Open Rate
 - 1,277 Email Clicks
 - 0.04% Click Rate
- Inbound Calls: 1,093
- Website Visits: 798
- Inquiry Rate: 0.07%
- 798 New Account Owners

ACCOUNT OWNERS

- 800,024 Emails Delivered
- 1,345,990 eNewsletters Delivered
- 2,146,014 Total Quantity

- 609,110 Emails Opened
 - 28.4% Open Rate
 - 43,749 Email Clicks
 - 2.0% Click Rate
- \$4.3M Additional Contributions

Q4 Email Campaigns dropped 11/16/2014 and is 10% Complete

Q3 Email Campaigns dropped 7/15/2014 and 9/23/2014 are 90% and 45% complete, respectively

SCHOLARSHARE
CALIFORNIA'S ONLY SET-UP SCHOLAR PLAN

Volume 2: Issue 11
November 2014

THE SHAREREPORT

Simple Ways to Save During the Holidays

When you're surrounded by the sales and excitement of the holiday season, it's easy to get carried away with your spending. Fortunately, there are lots of ways to keep the holidays festive without spending a ton of money—check out the tips below!

Donate your time
In lieu of traditional gifts for your friends and family, offer to babysit for free, help with yard work or any other small favor to make their lives easier. You can also donate your time to the community—visit an assisted living center, serve food at a soup kitchen or get involved with holiday service programs to help those in need.

Start a homemade gift tradition
Why spend a fortune at the mall when you can make something unique and personal at home? Get the family together to assemble large quantities of your signature holiday gift for everyone on your list—things like apple butter, bath salts and hot cocoa mix all make great gifts.

Use energy-efficient lights
Did you know that LED lights use 99% less energy than traditional lights? If you want to decorate your house during the holiday season, be sure to pick lights that will help offset energy costs that increase during the winter.

Find more money-saving tips for the holidays [here](#).

SHARETIPS

- Set up an [Automatic Contribution Plan \(ACP\)](#). It's easy—watch our [how-to video](#) [here](#)!
- Periodically review your [Investment Allocation](#). Choose from 12 different investment portfolios to suit your level of risk.
- Encourage your relatives and friends to open an account or contribute to your child's 529 plan with our online [Share a Gift](#) option.

LINKS

- [Manage My Account](#)
- [Community Events](#)
- [Setting for College Tips](#)
- [Give a Gift](#)
- [Forward to a Friend](#)

The 12 Best Thanksgiving Books

Do your kids know the story of the first Thanksgiving? Check out this [book list](#) for kids of all ages—it has great picks to help your kids learn the historical background of the holiday and the origins of our modern traditions.

TIAA CREF
Financial Services

Direct Mail

PROSPECTS

• 2,557,962 DM Pieces Delivered

- 986 Website Visits
- 881 Business Reply Cards
- 990 Inbound Calls
- 1,792 New Account Owners

ACCOUNT OWNER

• 60,432 DM Pieces Delivered

- 59 Website Visits
- 300 Inbound Calls
- \$14,500 Additional Contributions

Q4 Direct Mail Campaign dropped 11/16/2014 and is 10% complete



She'll outgrow that holiday sweater. But she'll never outgrow a college education.



Give the gift of a college education with a 529 plan account today.

Sample A, Sample
123 Main Street, Suite 456
Anytown USA 12345-6789



Dear Sample A, Sample,

You've carefully crafted your holiday shopping budget, but there's another important part of your financial plan to think about this season: your college savings strategy.

Opening a ScholarShare 529 College Savings Plan account this year can be a great way to support your child's education and help you make the most of the tax advantages that come with a 529 account, like the opportunity for tax-free growth. Even withdrawals are federal and California income tax free when used for higher education expenses.

Your holiday shopping list may be full of the latest toys and gadgets. But remember, you can't beat a gift that could mean a brighter future for your child. Call 866-220-1812 or visit ScholarShare.com/get529 to open an account.

An education is a gift they'll never outgrow—open an account with as little as \$25 today.

ScholarShare has received a Silver rating from Morningstar, Axi, making it one of the best-rated plans in the nation.

Morningstar Fund Research, 2015 529 College Savings Plan Industry Survey, April 20, 2015. Morningstar awarded 64 total plans in the following areas—Process, Performance, Price, Payout, and People—to assign an Analyst Rating for an 829 plans. Analyst Ratings are assigned on a five-star scale ranging from Gold to Negative. ScholarShare received a Silver rating, which is awarded to plans with notable advantages across several, but perhaps not all, of the five pillars—strengths that give the analyst a high level of conviction. Past performance is not indicative of future results.



All social media platforms are managed by the state of California.



FRIENDS AND FAMILY CAN HELP, TOO.

After you open an account, you can invite family and friends to make a holiday contribution through our secure website with eAFT—no checks to be mailed or deposited.

DID YOU KNOW?

There are no sales charges or start-up fees. Plus, ScholarShare has some of the lowest maintenance fees in the country.

866-220-1812

ScholarShare.com/get529

Open your ScholarShare 529 College Savings Plan account today.



SCHOLARSHARE
CALIFORNIA 529 COLLEGE SAVINGS PLAN

Open an account today at ScholarShare.com/get529 or call 866-220-1812.



Financial Services

Local Marketing Update



2014 Strategy

Evaluate & Restructure

- Continued to review all prior events/sponsorships to ensure they are meeting ScholarShare objectives
- Focused on parents with children 0-9 years, grandparents/seniors for gifting, and employers to encourage payroll deduction
- Enhanced existing partnerships
 - The Tech Museum of Innovation
 - Fairytale Town
 - Lost Angeles Zoo and Botanical Gardens
- Developed new partnerships
 - Zimmer Children's Museum
 - Pretend City Children's Museum
 - UC Santa Barbara Alumni
 - Turtle Bay Exploration Park
 - Parent Institute for Quality Education
 - Parent's Education League of Los Angeles
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships

ScholarShare Speaks

- Hosted events on the following subjects: Internet & Technology Safety, The Philosophical Baby, Developing A New Generation of Innovators, Sacramento Play Summit
- Over 610 attendees

Employer Outreach

- 5 New Payroll Deduction Employers
- 120 Workshops, Seminars, Webinars
- 293 Corporate Benefit Fairs, Expos, Association Meetings

Summer Reading Program

- Over 3,850 entries received in our promotion, 40 Student winners and 40 Library winners

Free School Materials Program

- Public / Private elementary schools throughout CA numbering 7,850+
- Orders received for Friday folders from 503 schools, K-3rd grade, for 246,000 folders

2014 Sponsorship and Event Strategy



- Focused on sponsorships targeting families with children in the 0-9 years age range where parents are a captive audience and focused on what is beneficial to their children
- Utilized PR firm to promote ScholarShare's participation in special events and activities through sponsorships of various venues including museums, science centers, zoo, etc.
- Assigned Field Consultants to manage sponsorships in their respective geographic area and participated in and attended events with ScholarShare staff to answer questions and provide information
- Focused on unique and engaging activities with our sponsorship partners, including Diploma Dog, to draw families to the resource table to gather more information about ScholarShare
- Developed branding elements throughout the sponsored venues, and utilized newsletters, website and email campaigns
- Approached top employers in CA to encourage participation and promote payroll deduction to ScholarShare accounts and to provide educational workshops and counseling on saving for college.

Statewide Initiatives



| Program | Launch | Audience | Deliverables | Results |
|-------------------------------|----------|---|--|--|
| Employer Outreach | All Year | CA-based Employers | Microsite Webinars to public/private employers Workshops to employees Booth – Benefits fair Collateral materials | <ul style="list-style-type: none"> ▪ 5 New Payroll Deduction Employers ▪ 120 Workshops, Seminars, Webinars ▪ 293 Corporate Benefit Fairs, Expos, Association Meetings |
| Ethnic Outreach | All Year | Spanish speaking: Parents Grandparents Employers | Spanish language website Print materials Telemundo El Clasificado | On-site workshops and on-air Linea de Ayuda (Help Line) |
| Free School Supply | April | Elementary School: Principals/Teachers Parents | Microsite Direct mail Collateral materials | <ul style="list-style-type: none"> • 503 Schools Participating • 246,000 Folders |
| Summer Reading Program | June | Libraries Student Readers Families | Microsite Collateral Kits News 10 Reading Connects Sweepstakes PR promotion | 1,185 Libraries 3,850+ entries |

Public Relations Initiatives



| Program | Month | Results |
|---|-----------|---|
| <ul style="list-style-type: none"> Celebrate Valentine's Day with ScholarShare's 'Show the Love' Sweepstakes | February | SEO Release: Picked up by 182 outlets, reaching an audience of 6,649,710 ; Total views: 2,303 |
| <ul style="list-style-type: none"> ScholarShare Encourages Tax payers to Do More With Their Tax Refunds | March | SEO Release: Picked up by 180 outlets, reaching an audience of 6,761,544; Total views: 2,390 |
| <ul style="list-style-type: none"> ScholarShare Offers e-Delivery Option for Account Holders | April | SEO Release: Picked up by 183 outlets, reaching an audience of 6,849,938 ; Total views: 2,049 |
| <ul style="list-style-type: none"> ScholarShare Celebrates National 529 Day with "529 Day" Sweepstakes | May | SEO Release: Picked up by 182 outlets, reaching an audience of 7,355,414; Total views: 2,321 |
| <ul style="list-style-type: none"> ScholarShare Partners With California Public Libraries for 2014 Summer Reading Program | June | SEO Release: Picked up by 176 outlets, reaching an audience of 7,023,267 ; Total views: 2,049 |
| <ul style="list-style-type: none"> Celebrate Aunt & Uncle's Day with a 529 College Savings Plan | July | SEO Release: Picked up by 177 outlets, reaching an audience of 7,273,434 ; Total views: 3,110 |
| <ul style="list-style-type: none"> Celebrate Back-to-School Month With a College Savings Plan | August | SEO Release: Picked up by 181 outlets, reaching an audience of 7,780,322 ; Total views: 1,935 |
| <ul style="list-style-type: none"> ScholarShare Celebrates National College Savings Month with 'Share Your Spirit' Sweepstakes | September | SEO Release: Picked up by 178 outlets, reaching an audience of 7,539,648 ; Total views: 2,295 |
| <ul style="list-style-type: none"> This Fall Reassess Your ScholarShare 529 College Savings Plan and Goals | October | SEO Release: Picked up by 136 outlets, reaching an audience of 7,482,086 ; Total views: 1,741 |
| <ul style="list-style-type: none"> Celebrate Giving Thanks with a ScholarShare 529 College Savings Plan | November | SEO Release: Picked up by 134 outlets, reaching an audience of 7,472,315 ; Total views: 1,651 |
| <ul style="list-style-type: none"> Give the Gift That Lasts a Lifetime This Holiday Season | December | SEO Release: Picked up by 130 outlets, reaching an audience of 7,456,278 ; Total views: 1,477 |

Social Media



| Twitter | Facebook | Bloggers |
|--|---|--|
| <ul style="list-style-type: none"> • 2,336 followers • Added 487 New Follows in 2014 • 366 Tweets • 502 Engagements • 1,342,379 Total Impressions • Creative Campaign Feature • Higher Education Statistics • Financial Facts and Tips • Blogger Initiatives <ul style="list-style-type: none"> • News • Events | <ul style="list-style-type: none"> • 64,640 Fans • Added 45,182 New Page Likes in 2014 • 116 Brand Posts • 22,375 Total Post Engagements • 4,822,822 Total Reach • 9,509,063 Total Impressions • Valentines Day “Share the Love” Sweepstakes <ul style="list-style-type: none"> • 529 Day Sweepstakes • 50,000 Facebook Fan Benchmark Giveaway <ul style="list-style-type: none"> • 411 on 529 • Facts for the Future, Higher Ed statistical post series • Creative Campaign Feature | <ul style="list-style-type: none"> • 62 blog posts • Hosted 2 blogger dinners in Los Angeles and San Francisco • Developed Blogger Ambassador Program with 6 geographically located bloggers. <ul style="list-style-type: none"> • Feed college saving information/promote sponsorships |

Radio Advertising



| | January | February | March | April | May | June | July | August | September | October | November | December |
|--|---------|----------|-------|-------|-----|------|------|--------|-----------|---------|----------|----------|
| California Capitol Network (statewide NPR) :15-Sec. announcements | | | | | | | | | | | | |
| | | | | | | | | | | | | |
| | | | | | | | | | | | | |

21,614,112 Impressions - 2014

Print Advertising

| Publication | Frequency | Audience per Issue |
|-----------------------------|--------------|--------------------|
| Comstocks | 12 months | 85,000 |
| Bay Area Parent | 2x per year | 170,000 |
| LA Parent | 2x per year | 360,000 |
| Inland Empire Family | 2x per year | 170,000 |
| San Diego Family | 2x per year | 170,000 |
| Roll Call | varies | 375,000 |
| Jewish Journal | 12 months | 39,500 |
| CALCPA | 10x per year | 35,000 |



The more they grow,
the more you **SHARE.**

Their bright future is coming fast. Share more by investing with ScholarShare, California's 529 College Savings Plan. You'll take advantage of low fees, plus tax-free growth potential and withdrawals to be used at most colleges, universities and trade schools—and you can start with just \$25.

Open a ScholarShare 529 College Savings Account for your child today.

SCHOLARSHARE
CALIFORNIA'S 529 COLLEGE SAVINGS PLAN
scholarshare.com

2014 Marketing Budget



| Activity | Spend | Allocations |
|--|----------------------|---------------------|
| Online Advertising | \$ 3,677,324 | \$3,700,000 |
| Promotions / Community Outreach | \$ 1,394,532 | \$1,400,000 |
| Fulfillment, Printing & Postage | \$ 1,830,852 | \$1,900,000 |
| Direct Marketing (Prospect and Account Owner) | \$ 2,029,927 | \$1,100,000 |
| Print Ads | \$ 488,929 | \$400,000 |
| Radio & Television | \$ 441,143 | \$800,000 |
| Public Relations – PR, Events, Marketing, Social Media | \$ 654,063 | \$500,000 |
| Promotional Items | \$ 166,802 | \$200,000 |
| Total | \$ 10,683,572 | \$10,000,000 |

As of 12/31/2014

2014 ScholarShare Outreach Events Summary



| Timing | Number of Events | Number of Attendees | Events |
|-----------------------|------------------|---------------------|--|
| First Quarter | 132 | 339,000 | CalPERS Retirement Planning Fair in Redding, "Jedi Nights" at The Tech Museum of Innovation in San Jose, "Internet and Technology Safety" ScholarShare Speaks lecture in Rancho Palos Verde, East Bay Moms Preschool & Childhood Resource Fair in Oakland, "Pi Day" at The Exploratorium in San Francisco, "Tools Conference" in Long Beach, Sacramento Baby & Toddler Expo, "Enchanted Garden Member Morning" at the Natural History Museum in Los Angeles, "College: Making It Happen" at CSU Sacramento |
| Second Quarter | 155 | 100,000+ | "Member Carnival" at Exploratorium, Boy Scouts of Orange County's "Scout O Rama," College OPTIONS' "KinderCollege Day," "Big Bunny's Spring Fling" at Los Angeles Zoo, "Bug Fair" at Natural History Museum of Los Angeles, Fresno Grizzlies "ScholarShare Fireworks Night," Parents Education League of Los Angeles' "Education and Enrichment Fair," Plaza De La Raza Health & Lifestyle Expo, Pretend City "Family Fun & Wellness Fair," "Cal Day" at UC Berkeley and "UCLA Alumni Day." |
| Third Quarter | 166 | 164,596 | "ScholarShare Children's Book Festival" at Fairytale Town, College Quest's "Shasta County College Information Night," "Kids Free First Friday" at Turtle Bay Exploration Park, "Free Family Night" at Kidspace Children's Museum, SAHRA (Sacramento Area Human Resource Association) Conference, California State University Office of the Chancellor Benefits Fair, "Ice Cream Safari" at the Sacramento Zoo, East Bay Moms "Preschool & Childhood Resource Fair," "Bug Out! Family Day" at The Lawrence Hall of Science, "Orange County Children's Book Festival." |
| Fourth Quarter | 146 | 213,329 | State Controller's Office "Manage Your Money Week", Telemundo 48's "Cuenta Conmigo," "Jack O'Lantern Jamboree" at Oakland Children's Fairyland, Los Angeles Preschool Fair, "Latin Festival" at Natural History Museum of Los Angeles County, 2014 CHOICES EXPO, Parents Education League of Los Angeles' "San Fernando Valley Preschool 101 Workshop," "Diwali Festival" at Children's Discovery Museum of San Jose, "Boo at the Zoo" at Los Angeles Zoo & Botanical Gardens. |