
JUNE 26, 2019

**AGENDA ITEM 4
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for ScholarShare 529

Background

TIAA Tuition Financing, Inc. has provided its “Q1 2019 Marketing Results” for ScholarShare 529. This update outlines marketing results for the first quarter of 2019 and the marketing activities planned for the remainder of the year. The update includes an overview of marketing plan, account and asset results and other achievements, Scholar Dollars, Matching Grant Program, brand health study, seasonal campaigns, 529 Day campaign, social media, Spanish language website, account owner focused initiatives, employer outreach activities, outreach events, and 2019 budget.

Presenter

Doug Harrison, Senior Director, TIAA Tuition Financing, Inc.



Q1 2019 Marketing Results

June 26, 2019

2019 Marketing Plan

1. Lay the Foundation	2. Manage the brand to pave the way	3. Gain new accounts/AUM	4. Employers/RIAs	5. Latino Initiative	6. Mature AO Relationships
Educate families about ScholarShare 529 and the importance of saving for college.	Ensure ScholarShare 529 brand is well-known and understood among key target audiences.	Drive new account growth and increased AUM through initiatives that reflect the target market characteristics.	Harness employer endorsements and RIA partnerships to build business.	Engage Latino households on college savings topics.	Drive Account Owner subsequent contributions through engagement initiatives and personalized communications.
A. Use ScholarShare 529's 20th year as a platform to reinforce the value and trustworthiness of the plan.	A. Continue to monitor ScholarShare 529's brand health against benchmarks among key target audiences.	A. Leverage data-driven marketing techniques to efficiently attract and convert prospect leads.	A. Assess impact of 2018 Employer PR efforts, and if warranted, continue program.	A. Launch new Spanish website in early 2019 that leverages analytical insights, current materials, insights from Camelo Communications. Explore use of technology to more effectively link Spanish-preferred prospects to our Spanish language content.	A. Leverage content marketing techniques to further engage Account Owners and drive subsequent purchases and retention.
B. Activate community dialogue regarding the value of education through the execution of Scholar Dollars Grant Program (Year 3) to enrich student experiences and prepare college-bound students.	B. Through paid media, media/public relations, influencer marketing, and non-paid media, strengthen ScholarShare 529's brand identity to ensure tactical marketing initiatives deliver desired results.	B. Refresh new baby program tactics to increase response level.	B. Utilize efficient digital outreach opportunities via LinkedIn and paid search. Leverage opportunities through HR partnerships and onsite appearances.	B. Evolve media strategy to deliver statewide.	B. Continue to demonstrate how gifting can help families to reach college savings goals collectively.
C. Build on success of 2018 Matching Grant Program to instill the idea that a college education is attainable.	C. Strategically leverage sponsorships and partnerships to support brand promise.	C. Strengthen our website to more effectively impact prospects at different stages of the purchase journey to drive sales.	C. Increase employee utilization via Onboarding Specialist support and education. Evolve materials as needed.	C. Regularly engage Spanish language media, perhaps spotlighting SIB and FC bilingual staff .	
			D. Strengthen RIA communications and assets tailored for this audience. Develop dedicated landing page and series of articles for this audience.	D. Test Latino professional organization partnerships.	

Q1 2019 Business Results trail Q1 2018 – more in line with Q1 2017.

Accounts and Contributions	March 31, 2018	March 31, 2019	% Change
Total New Accounts Opened	8,531	6,632	-22.3%
Total New Contributions Collected	\$244.5 million	\$214.3 million	-12.3%

Growth Rate	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate	7.46%	8.70% *	-1.24%

Rollovers	Performance Criteria	YTD 2019	% Change
% of Plan Accounts Closed Due to Rollovers	< 2.0%	0.12% **	-0.02% **

Accounts and Assets	March 31, 2018	March 31, 2019	% Change
Total Open Accounts	305,297	321,089	5.2%
Total Assets	\$8.36 billion	\$8.98 billion	7.5%
Market Share*	5.02%	4.97%	-0.05%

* Source: Strategic Insight –Direct Sold 529 Plans – Q1 2019.

** YTD 2019 (as of 3/31/19) versus Q1 2018.

All results in this report are for the period ending March 31, 2019.

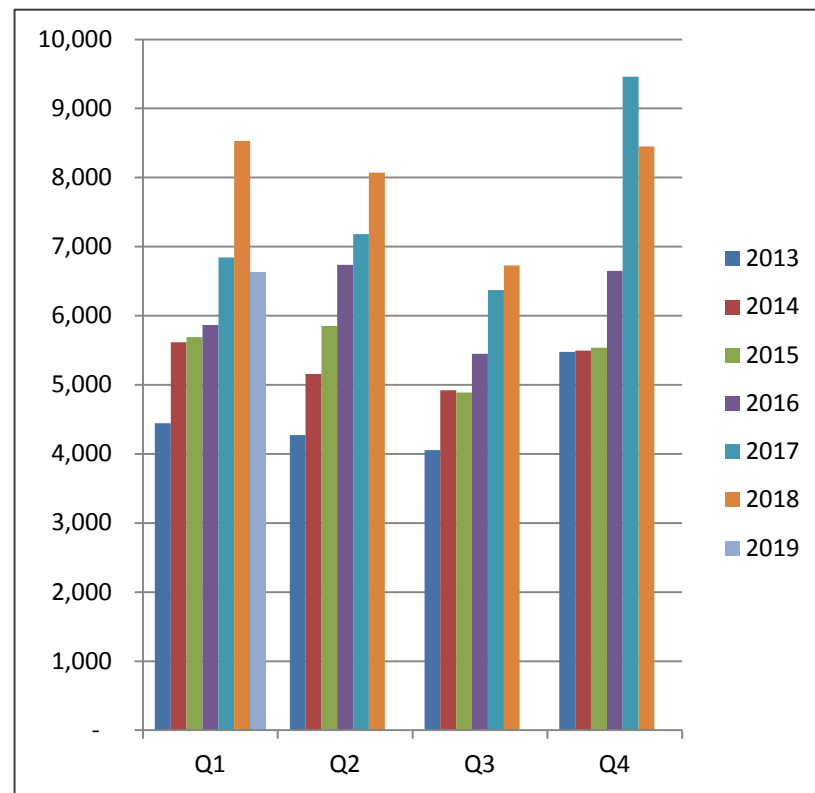
Gross New Accounts Opened in Q1 2019 were down 22% versus Q1 2018. As of 5/31/19, YTD 2019 are down 17% versus YTD 2018, and down just 3% versus YTD 2017.

Nationally, 529 savings plan gross sales were down 9.6% overall from \$9.6 billion in Q1 2018 to \$8.7 billion in Q1 2019 with the advisor-sold channel reporting a 10.7% decrease and the direct-sold channel reporting an 8.8% decrease.

Factors commonly cited for the decline include:

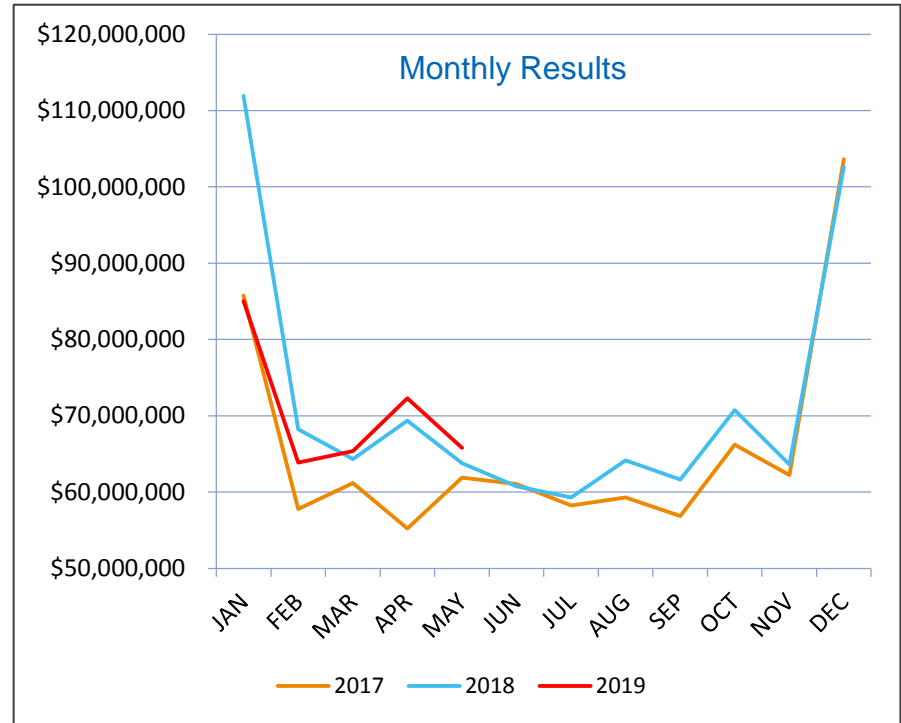
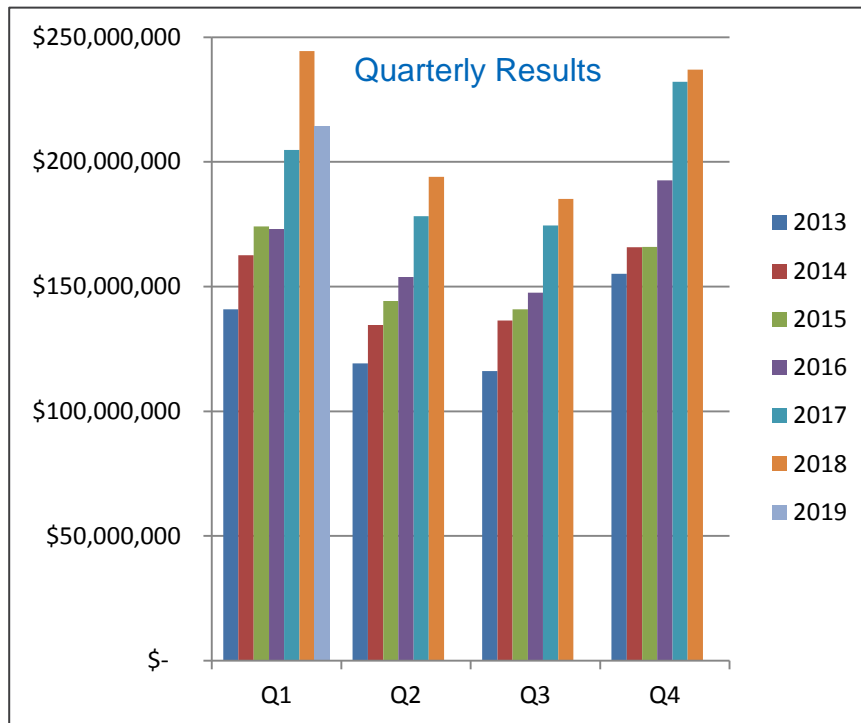
1. Market volatility peaks in December 2018.
2. Government shutdown.
3. Strong media coverage of shutdown drove pessimism nationwide; and increased demand for liquidity, and hence an increase in college savings with cash (as opposed to 529s).
4. The slowdown in momentum carried over from December 2018 to January 2019.
5. Vehicle usage of savers shifted to more using bank accounts and other liquid vehicles.

Source: Strategic Insight.



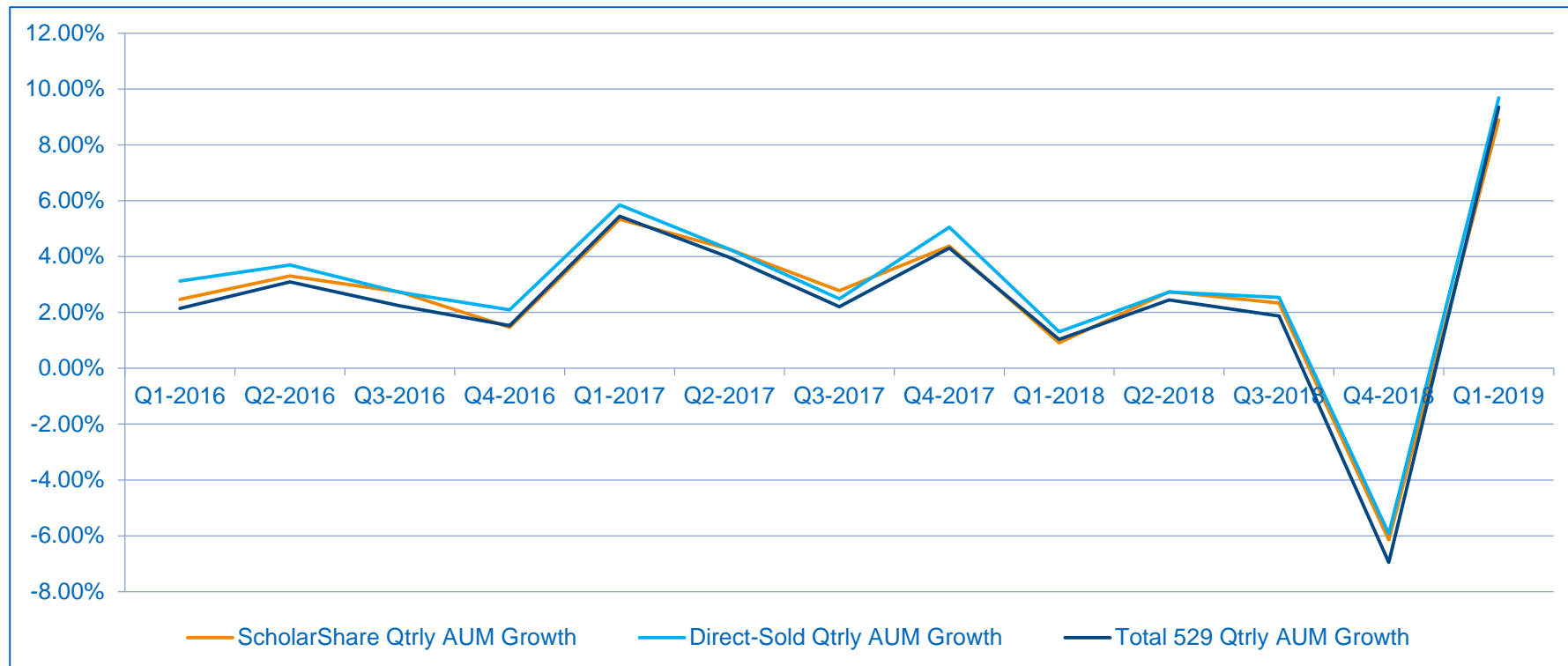
	Q1-2013	Q1-2014	Q1-2015	Q1-2016	Q1-2017	Q1-2018	Q1-2019
TOTAL YTD	4,443	5,615	5,692	5,867	6,845	8,531	6,632

Gross Contributions for Q1 2019 were down 12% versus Q1 2018. However, March, April and May 2019 contributions have exceeded prior years. As of 5/31/19, YTD 2019 contributions are down 7% versus YTD 2018, and up 9% versus YTD 2017.



	Q1-2013	Q1-2014	Q1-2015	Q1-2016	Q1-2017	Q1-2018	Q1-2019
TOTAL	\$ 140,899,632	\$ 162,512,039	\$ 174,090,696	\$ 173,064,767	\$ 204,748,501	\$244,476,810	214,338,092

ScholarShare 529's AUM growth/loss rates over time track with the industry as a whole.



	Q1-2016	Q2-2016	Q3-2016	Q4-2016	Q1-2017	Q2-2017	Q3-2017	Q4-2017	Q1-2018	Q2-2018	Q3-2018	Q4-2018	Q1-2019
ScholarShare	2.46%	3.31%	2.73%	1.47%	5.33%	4.27%	2.78%	4.37%	0.92%	2.74%	2.34%	-6.14%	8.90%
Direct-Sold Plans	3.12%	3.70%	2.72%	2.09%	5.85%	4.27%	2.49%	5.06%	1.30%	2.73%	2.54%	-5.92%	9.69%
All 529 Plans	2.14%	3.10%	2.23%	1.53%	5.44%	3.97%	2.20%	4.30%	1.03%	2.45%	1.87%	-6.95%	9.36%

2019 Marketing Plan tactical execution is going very smoothly. However, market conditions negatively impacted business results in Q1.

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Educate families about ScholarShare 529 and the importance of saving for college.	Ensure ScholarShare 529 brand is well-known and understood among key target audiences.	Drive new account growth and increased AUM through initiatives that reflect the target market characteristics.	Harness employer endorsements and RIA partnerships to build business.	Engage Latino households on college savings topics.	Drive Account Owner subsequent contributions through engagement initiatives and personalized communications.
<ul style="list-style-type: none"> Launched 2019 Scholar Dollars Grant Program Launched 2019 Matching Grant Program 	<ul style="list-style-type: none"> Used OTT (Highly targeted “TV” advertising on streaming platforms) to promote brand Initiated third wave of Brand Health research 	<ul style="list-style-type: none"> New Year’s and Tax-Time seasonal campaigns executed Created robust marketing campaign for 529 Day for implementation in May 	<ul style="list-style-type: none"> Formalized outreach tactics established to engage employers participating in the Workplace Savings Program Created employer-targeted materials to support 529 Day campaign 	<ul style="list-style-type: none"> Launched new Spanish language website focused on account acquisition Spanish social media continues 	<ul style="list-style-type: none"> Onboarding program for new AOs (Account Owners) continues. Content drip communications continues to keep AOs engaged.

Scholar Dollars

Lay the
Foundation

2019 program was successfully planned and executed, building on successes from 2017 and 2018.

Strategy	Heighten awareness of college savings and ScholarShare 529 through school grant program
Offer	20 awards totaling more than \$300,000 distributed to schools that registered and garnered the most votes
Timing	January – May 2019
Media Mix	Direct Mail, Email, Social Media, Press Release, Award Ceremonies, Local media outreach
Results	<ul style="list-style-type: none">• 377 schools registered (-21% versus 2018)• 291,961 votes received from verified email addresses.• Treasurer Ma's road trip to present checks to schools was very well received and generated strong social media coverage.



Matching Grant Program

Lay the
Foundation



Program was successfully launched on February 1, 2019 and will run the entire calendar year. Local nonprofits and community based organizations continue to partner with us, and we promote the program through social media and PR.

Offer: \$200 dollar-for-dollar match for qualifying accounts opened in 2019. \$25 bonus for ACP set-up.

Target Audience: Low to Moderate-Income California Families

Qualifications:



Be a resident of California



Open an account for a beneficiary who will be 14 years or younger on December 31, 2018. The beneficiary cannot have an existing ScholarShare account



Be the parent or legal guardian of the beneficiary



Have a household annual adjusted gross income of \$75,000 or less



Have a Social Security number or a federal tax identification number. Your beneficiary must as well

Results as of 3/31/19:

- 129 Applications Received
- 95 New Accounts
- \$53,100 in Contributions
- \$8,800 in Projected Matching Grants

Results as of 6/1/19:

- 275 Applications Received
- 185 New Accounts
- \$189,350 in Contributions
- \$20,868 in Projected Matching Grants

Note: These are total figures. Eligibility has not been fully determined at this point.

Background:

Children's Savings Accounts (CSA) aim to level the educational and economic playing field for youth in targeted communities or certain segments of a population. Often these programs provide long-term savings incentives that help children (ages 0-18)—especially those from low- to moderate-income households—build both assets and aspirations for a post-secondary education. CSA programs are typically run by community based organizations, foundations, school districts, local municipalities, and states. To encourage savings, CSA programs offer various financial incentives such as seed amounts and matching contributions.

Our role:

As a partner, ScholarShare 529 will support CSA programs through VistaShare's Outcome Tracker, an online platform designed for nonprofits and government agencies. In addition to recordkeeping and reporting capabilities for CSA programs, Outcome Tracker will provide CSA administrators and families the ability to view both a child's CSA and ScholarShare 529 account information – all in one convenient place.




Steps taken:

Beyond the systems integration with VistaShare, web content and printed collateral have been developed to help inform groups on our capabilities. A targeted marketing plan is also in development.

Brand Health Study – Year 3

Manage the Brand

- Third annual brand health survey conducted to gain insights on ScholarShare 529's brand health.
- New this year are break-outs by generation to help refine our messaging for the core audiences of Millennials and Generation Z.

			
	MILLENNIALS	GEN X	BOOMER
Birth Years*	1981 - 1996	1965 - 1980	1946 - 1964
Age	23 – 38	39 - 54	55 - 73
Focal Points	Internet Social Media 9/11 Terror Attacks / War Death Of Princess Diana Columbine Shootings 2008 Recession	MTV AIDS Gulf War 1987 Crash Fall Of Communism/ Berlin Wall Challenger Explosion	Watergate Civil & Women's Rights JFK/MLK Assassinations Vietnam War Moon Landings Woodstock

- Overall the research reconfirmed our core strategies
 - College savings intent very high
 - 529 Plan marketplace is solid
- Our messaging mix remains on point
 - Tax messages particularly well-received (consider increased focus)
 - Opportunity to build more awareness of the scale of the savings
- Brand perceptions are strong
 - Top-rated (or tied) on multiple attributes
- Doing well with Millennials
 - Significant brand gains in some key metrics
 - Also identified some insights that may allow further enhancements (impact on mindset of economic & college funding experiences)
- There is a potential growth opportunity to target college assets in banks
- Ample new inputs for new content / claims



Parent Attitudes & Emotions: Recap

Every Generation

Web & Social Users

Mixed Outlook About Future
Anticipate Another Financial Crisis
Not Aggressive Investor

Expect Children To Go To College
Expect To Help Pay For It
Plan To Save

Passionate About Helping
Know It Is Expensive
Consider Cost A National Issue
Not Expecting Change

Saving Or Planning To

Especially Millennials

Web & Social Leaders

Values & Transparency

Slammed By Their Own Student Loans
Struggled / Sacrificed To Repay
Especially Not Aggressive Investor

Expect To Have To Do More To
Help Their Children Attend
(Repay Loans, Delay Retirement)

Worried About Their Children's Debt
Confident In Their Plans

Saving More & Earlier

Q1 Seasonal Campaigns

Gain New
Accounts /
AUM

These two campaigns successfully contributed to our Q1 acquisition efforts.

New Year's

Tax Time

Strategy Drive account openings/contributions with seasonal, topically relevant communications that highlight the program's benefits.

Target Audiences Prospects (New Year's) / Prospects (Tax Time) / Account Owners (Tax Time)

Offer No monetary incentive offered (New Year's) / No monetary incentive offered (Tax Time) / No monetary incentive offered (Tax Time)

Timing Drop date: January 9, 2019
Performance measured for 60 days, results complete (New Year's) / Email drop date: March 5, 2019
Direct Mail drop date: March 18, 2019
Display: March 15 – April 15, 2019
Results still maturing (Tax Time) / Drop date: March 18, 2019
Display: March 15 - April 15, 2019
Results still maturing (Tax Time)

Media Email (New Year's) / Email, Direct Mail, Display Banners (Tax Time) / Email, Display Banners (Tax Time)

Results

<p>743,213 emails delivered 237 new accounts 109 enrolled in ACP (46.0%) Initial contributions totaled \$624k</p> <p>New accounts for this campaign were 17% lower than in 2018 when 286 accounts were opened. January 2019 was very challenging overall.</p>	<p>Direct Marketing</p> <ul style="list-style-type: none"> • 27,653 emails sent • 299,968 pieces mailed • 186 new accounts • 73 enrolled in ACP (39.3%) • Initial contributions totaled \$701k <p>Display Banners (thru 3/31)</p> <ul style="list-style-type: none"> • 22,527,309 impressions • 7,835 clicks (0.035% CTR) 	<p>Email</p> <ul style="list-style-type: none"> • 112,993 emails delivered • 166 new accounts • Initial contributions totaled \$264k • Prompted \$26M in contributions to existing accounts <p>Display Banners (thru 3/31)</p> <ul style="list-style-type: none"> • 1,546,640 impressions • 539 clicks (0.035% CTR)
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Evergreen Campaigns

Gain New
Accounts /
AUM

Display and search support “always-on” messaging in-market throughout the year. Display plays a dual role in promoting both special offers and brand attributes.

	Display	Search
Strategy	Utilize advanced targeting methods to establish awareness and build consideration among Prospect audiences and to drive additional account openings and contributions among Account Owners; display banners play a role throughout the Consumer Decision Journey.	Use paid media to intercept audiences performing online searches for information relevant to college saving; a variety of keywords and ad copy are used to increase relevance among audiences at different points in the Consumer Decision Journey.
Offer	No monetary incentive offered Segmented messaging by audience: <ul style="list-style-type: none"> • “Tax-free growth” and “Low fees” 	No monetary incentive offered Ad copy refreshed to include approved marketing claims
Timing	January 1 – March 14, 2019 <i>Lead-in to Tax Time seasonal campaign</i>	Annual
Media	Digital display banners delivered to three audience segments: Prospects, Account Owners, and previous site visitors.	Text ads appearing on Google.
Results	165,245,719 impressions 66,071 clicks (0.04% CTR) 2,803 conversions were attributed to the Q1 Evergreen campaign, including display and search	262,106 impressions 31,918 clicks (12.18% CTR) Search ad engagement increased dramatically from 4.24% during Q1 2018 to 12.18% in Q1 2019.

529 Day 2019 Campaign

Gain New
Accounts /
AUM

The 2019 529 Day Campaign yielded 1,867 new accounts openings, versus 1,924 in 2018 (down 3%).



New Digital Info Kit launched to engage prospects with key facts

529 Day

Strategy	Drive account openings and contributions with popular incentive offer.
Target Audiences	Prospects and Existing AOs.
Offer	\$50 match for new accounts opened 5/28 – 5/31 with an initial deposit of \$50 and \$25 ACP for 6 months+.
Timing	Paid media ran 5/23 to 5/31.
Media	Email, Direct Mail, Display, Social Media, Streaming Service Video Ads, State Employee Payroll Stuffer, Partner Marketing Initiatives.

Our 2019 social media strategy continues to leverage social platforms as scalable advertising channels and takes advantage of the inherent nimbleness the channels offer. Facebook's recent restriction on using Household Income as a targeting characteristic caused Click-Thru-Rates on display banners to drop in Q1. The team is experimenting with new audience profiles to increase engagement.

Goals & Objectives

- Trigger awareness and increase relevance among mass affluent parents
- Drive traffic to scholarshare529.com; build a retargeting pool
- Capture sales proxy data resulting from organic and promoted content
- Drive engagement with organic and promoted content

Key Strategies

- Utilize social channels as ad platforms
- Develop focused editorial calendar that closely follows larger marketing themes
- Support STO/SIB activities by distributing messaging, as needed

KPIs

- Impressions
- Clicks / Click-through Rate
- Video Views
- Social Engagements

Results

Paid Social Display

- 1,567,572 Impressions
- 6,135 Link Clicks / 0.39% CTR
- 65,343 Video Completes – 92.5% with sound on
- 321 Social Engagements

Organic / Published Content

- 57,571 Impressions
- 362 Social Engagements
- 2,064 Video Views

Social Display Ads

- Paid ads target parents of young children living in Top DMAs and who show interest in financial and investment topics.
- Ads drive to campaign landing pages to help build retargeting pool.
- Adults 25-44 (female skew) account for 88% of the click volume.

ScholarShare California's 529 College Savings Plan
Sponsored · 🌐

When it comes to your kid's college savings account, performance is important. You should check out our performance!

WINNER WINNER chicken dinner

Performance

0.46% CTR
Claim expired in February

ScholarShare California's 529 College Savings Plan
Sponsored · 🌐

Unnecessary fees? No thank you. Keep more of what you save for college when you open a ScholarShare 529 Savings account. Learn more here:

LOW FEES. Sweet savings.

Fees

0.40% CTR

ScholarShare California's 529 College Savings Plan
Sponsored · 🌐

Our New Year's Resolution? To help more families maximize their college savings! Enjoy the benefit of 100% tax-free growth all year long by opening a ScholarShare 529 account today.

Tax-free growth is SWEET.

Tax-free

0.35% CTR

ScholarShare California's 529 College Savings Plan
Sponsored · 🌐

When you don't pay taxes on your college savings, your account can grow faster — giving your child an even bigger head start. Learn more about how tax-free growth can mean more money for college today.

Tax-free growth means you get more of the GOOD STUFF.

Tax Time

0.31% CTR

Top Social Posts

ScholarShare California's 529 College Savings Plan ***
Published by Hootsuite [?] · March 10 ·

Is your school registered for our Scholar Dollars Program? Mark your calendars... voting starts tomorrow! Through your votes, your school can win thousands of dollars to help fund extracurricular activities.
<http://www.myscholardollars.com>



Scholar Dollars, Voting
117 Social Engagements
23 Link Clicks

ScholarShare California's 529 College Savings Plan ***
Published by Victoria Spillman [?] · February 6 ·

Thank you to 10News – ABC San Diego KGTV news for breaking down how qualifying families can take advantage of our Matching Grant Program and get up to \$225 to jumpstart their college savings. We're passionate about helping all families send their kids to college and know that having a ScholarShare 529 savings account can establish an expectation and a sense of optimism that there is a plan to achieve higher education.
<https://www.10news.com/.../state-offers-money-to-help-boost-c...>



MGP, Earned Media
72 Social Engagements
137 Link Clicks

ScholarShare California's 529 College Savings Plan ***
Published by Victoria Spillman [?] · February 1 ·

California State Treasurer Fiona Ma knows how challenging it has become for families to save for college. We're excited to announce that our Matching Grant Program is back starting February 1! Through this program you can get up to \$225 towards your child's college savings.
Register today: <https://www.scholarshare529.com/mgp>



MGP, 2019 Launch
61 Social Engagements
45 Link Clicks
880 Video Views

ScholarShare California's 529 College Savings Plan ***
Published by Victoria Spillman [?] · March 21 ·

It's no secret that college is expensive. Learn how ScholarShare 529's Workplace Savings Program can help employees save for their children's college expenses with 100% tax-free growth at no cost to the employer: www.scholarshare529.com/employer/



Workplace Savings
52 Social Engagements
3 Link Clicks
665 Video Views

ScholarShare California's 529 College Savings Plan ***
Published by Hootsuite [?] · February 12 ·

Parents, did you know K-8 schools in CA could receive up to a \$30,000 award through our Scholar Dollars Program? Ask your principal to register your school today!
<http://www.myscholardollars.com/>



Scholar Dollars, Registration
42 Social Engagements
23 Link Clicks

- New Spanish website launched in April to better engage prospective account owners with critical, relevant, and culturally sensitive content.
- Calls to action include: Spanish webinars, Call Center conversations, and online account opening.

ScholarShare 529 

[ABRIR UNA CUENTA](#)
¿Necesita ayuda? Llame al 1-800-544-3248
Solicitar Kit de Inscripción Por Correo

[Inicio](#) [¿Qué es un plan 529?](#) [Plan Para Todos](#) [Preguntas Frecuentes](#) [Seminario Virtual](#) [INGRESAR](#) [INFORMACIÓN EN INGLÉS](#)

Ahorrar Para La Educación Superior Es Posible. Estamos Para Ayudarle.

ScholarShare 529 es el plan de ahorros universitarios del estado de California. Los ahorros en una cuenta de ScholarShare 529 se pueden usar para gastos calificados como la matrícula, alojamiento y comida, libros, computadoras y más.

Es un plan familiar donde todos pueden aportar a la educación superior de su hijo, y el dinero crece libre de impuestos – esto resulta en hasta 25 por ciento más dinero en su cuenta.

[ENVIAR MÁS INFORMACIÓN A MI CORREO ELECTRÓNICO](#)



¿Por Que Ahorrar Para La Universidad Con ScholarShare 529?

Aunque los latinos son el grupo étnico que más valoran la educación superior, solo el 8% de ellos ahorran para este propósito en California. Se espera que el costo de asistir a una universidad seguirá aumentando, y muchos no entienden que, aunque califiquen para ayuda financiera (o financial aid), parte de esa ayuda viene de forma de un préstamo y sus hijos se podrán graduar con una deuda de préstamos estudiantiles. Ahorrando para la educación superior con un plan de ahorros de ScholarShare 529 es una manera de reducir esa carga, y de asegurar que el sueño de que su hijo asista a una universidad se convierta en una realidad.

[¿Tiene preguntas?
\(Nosotros tenemos las respuestas\)](#) [PREGUNTAS FRECUENTES](#) [¿Listo para abrir una cuenta?
Empiece con tan solo \\$25](#) [ABRIR UNA CUENTA](#)

Onboarding communications and persistent content delivery to AOs is proving to drive increased engagement and continued investment by existing account owners.

Onboarding

Strategy	Welcome new account owners and encourage early adoption of good saving behaviors such as enrolling in ACP, engaging family and friends in saving for a child's higher education, making one-time contributions throughout the year as funds are available, etc.
Offer	No monetary incentive offered.
Timing	Monthly, ongoing.
Media	Direct Mail Email
Results	<ul style="list-style-type: none"> • 7,181 communications delivered • Average 40.2% ACP enrollment rate • Average 63.1% contribution rate • Aided in \$9.4M in account contributions

ScholarShare 529 [View Online](#)
[Plan](#) [Research](#) [Manage](#) [Gift](#) [Help](#)

Help achieve your college savings goals with an Automatic Contribution Plan.

You've made a great start, so keep the momentum going by growing your account with convenient automatic contributions. That's the easiest way to establish a regular routine, and you can change the contribution amount as needed.

When it comes to saving for college, time is one of your most valuable assets. The earlier you start — and the more you invest — the more opportunity your money has to grow with compounding earnings.

The Advantages of an Automatic Contribution Plan (ACP)

Time Period	Initial Contribution	\$25 Weekly Contribution	Earnings	Total Value
1 Yr.	\$5,000	\$0	\$0	\$5,000
5 Yrs.	\$5,000	\$1,250	\$0	\$6,250
10 Yrs.	\$5,000	\$2,500	\$1,000	\$8,500
15 Yrs.	\$5,000	\$3,750	\$4,000	\$12,750
18 Yrs.	\$5,000	\$4,500	\$11,840	\$31,340
18 Yrs. (Total)	\$5,000	\$45,000	\$9,240	\$59,240

Our custom content reminds AOs of the many benefits of the ScholarShare 529 plan.

Content Drip

Strategy	Enrich relationships with Account Owners through contextually relevant content and regularly timed cadence.
Offer	No monetary incentive offered.
Timing	January February (performance data still being collected)
Media	Email
Results	<ul style="list-style-type: none"> • 224,527 emails sent / 123,930 opens (55.2% Open Rate) • 6,148 website clicks (2.74% Click Thru Rate) • 546 additional accounts opened • Initial contributions totaled \$1.7M • Prompted \$63.7M in contributions to existing accounts

[View Online](#)

ScholarShare 529 [Plan](#) [Research](#) [Manage](#) [Gift](#) [Help](#)

The concept of money is changing. Make sure your child is keeping pace.

Make Money Funny

For younger kids, there are several interactive games such as **ABCYa! and Keep the Change Kids** that not only keep them entertained, but help them understand the basic concepts of money and saving. They're great for helping kids learn that money isn't necessarily something physical.

Get Smart With Smartphones

There are several mobile apps like **Bankaroo and iAllowance** that not only allow you to digitally pay your child's allowance, but also let you help them track their savings. Best of all, the apps do some of the work for you by offering kids fun, interactive lessons on how to budget.



Our long-term commitment to the employer market continues to pay off.

- **Employer Outreach Activities: 114**

- Employee Presentations: 35
- Meetings with HR: 51
- Onsite Employee Enrollment meetings; 6
- Benefits & Wellness Fairs: 22

- **New employers participating in the WPS: 11**

Wealth Central Credit Union
Eagle Community Credit Union
Spireon, Inc.
Shady Canyon Golf Club
Ocho Candy
Asian Pacific Health Care Venture, Inc.
Emerson Ecologics
Shasta Mosquito & Vector Control
Universal Waste Systems, Inc.
CytomX Therapeutics, Inc.
Blur Studio

- **HR Assoc. Meetings/Conferences: 10**

- HR West
- PIHRA Legal Updates
- HR Star Conference
- Employee Benefits Summit

- **Multicultural Events: 3**

- Latino Tax Pro's FB Live/Webinars
- Sweetwater High School Parent Presentation
- Colton unified School District Parent Presentation

- **RIA Events/Meetings: 15**

- Meetings – 10
- Events - 5

Outreach Events Summary

SIB Staff attended the following events in Q1 to promote ScholarShare 529 to California families.

Timing	Number of Events	Estimated Number of Attendees	List of Select Events
First Quarter 2019	52	42,538	Redding Health Expo, CalPERS Benefit Education Event, City of Gardena Benefit Fair, San Diego Children's Discovery Museum, African American Student Leadership Conference, 2019 Annual CSPCA Conference, Hawthorne Business Expo, Colton Unified School District Benefits Fair, Watermark Women's Conference, Mega Family Expo, Financial Planning Association of Orange County, Fairytale Town Celebrates Dr. Seuss' Birthday, Girls World Expo, County of Sacramento, CPCA Annual Training Symposium, Big City Moms Biggest Baby Shower Ever, 2019 CalGovHR Conference, Orange County Largest Mixer, National Consumer Protection Week, Bay Front Chamber Kids Expo, OC Kickoff Business Expo, Central Coast Financial Inclusion Summit.



Appendix

2019 Marketing Budget

- 2019 Marketing Budget: \$10 million
- Q1 Spending totaled \$2.3 million

ACTUALS AS OF 3/31/19	Spending	%
Direct Marketing (Search, Display, DM, EM)	\$ 1,357,178	60%
Promotions / Community Outreach	\$ 201,478	9%
Radio	\$ 222,406	10%
Fulfillment, Printing & Postage	\$ 30,865	1%
Agency Staff	\$ 270,901	12%
Public Relations	\$ 59,551	3%
Promotional Items	\$ 82,132	4%
Research	\$ 43,046	2%
TOTAL	\$ 2,267,556	100%

