

**MINUTES
SCHOLARSHARE INVESTMENT BOARD**

DECEMBER 14, 2022

Chair Juan Fernandez called the meeting to order at 1:30 PM.

ScholarShare Investment Board Members Present:

- Juan Fernandez for Fiona Ma, State Treasurer, Chair
- Gayle Miller for Joe Stephenshaw, Director, Department of Finance (via teleconference)
- Lisa Constancio for Brooks Allen, Executive Director, State Board of Education (via teleconference)
- Angela Acosta-Salazar, Senate Rules Committee Appointee (via teleconference)
- Hal Geiogue, Governor Appointee (via teleconference)
- Paul Martin, Governor Appointee (via teleconference)

ScholarShare Investment Board Members Absent:

- David Lizarraga, Speaker Appointee

ScholarShare Investment Board Staff Members Present:

- Julio Martinez, Executive Director
- Stanley Zeto, Deputy Executive Director
- Lori Mattson, Manager
- Noah Lightman, Manager, CSA Initiatives (via teleconference)
- Diane Lim, Data Analyst
- James Millward, Outreach Specialist
- Theodore Ballmer, Senior Attorney, State Treasurer's Office (via teleconference)

ScholarShare Investment Board Consultants Present:

- Eric White, Principal, Meketa Investment Group (via teleconference)
- Andrea Feirstein, Managing Director, AKF Consulting Group (via teleconference)

ScholarShare 529 Plan Manager, TIAA-CREF Tuition Financing, Inc., Staff Present:

- Chris Lynch, President
- Vivian Tsai, Head of Relationship Management (via teleconference)
- Jeremy Thiessen, Senior Director, Investment Strategies of Education Savings (via teleconference)
- Linda English, Senior Director
- Doug Harrison, Senior Director, Marketing
- Yvette Haring, Director
- Kristin Murphy, Director
- Carrie Fisher Stone, Consultant (via teleconference)
- Jordan Jones, Investment Analyst (via teleconference)

Chair Fernandez declared a quorum present.

Agenda Item No. 1
Approval of Minutes from September 13, 2022 ScholarShare Investment Board Meeting

The minutes for the September 13, 2022 ScholarShare Investment Board (SIB or Board) meeting were presented to the Board.

Chair Fernandez asked for public comment. There was none.

Board Action

Motion to approve the minutes for the September 13, 2022 SIB meeting.

MOTION:	Member Constancio	SECOND:	Member Fernandez
AYES:	Members Constancio, Acosta-Salazar, Geiogue, Martin, Fernandez		
NOES:	None		
ABSTAIN:	None		
ACTION:	MOTION PASSED		

Agenda Item No. 2
Executive Director's Report

Mr. Stanley Zeto, SIB, provided updates on accounts, contributions, and assets for ScholarShare 529 (Plan), as well as updates on recent contracts and purchase orders. Mr. Julio Martinez, SIB, provided general program updates including SIB staff updates, Morningstar annual rating for 2022, and federal and state legislation. Ms. Lori Mattson, SIB, provided marketing and outreach highlights, including updates on new partnerships, statewide outreach and education activities, and the holiday promotion.

Member Miller joined the meeting at 1:37 PM.

Chair Fernandez asked for public comment. There was none.

Agenda Item No. 3
Update on the California Kids Investment and Development Savings Program

Mr. Noah Lightman, SIB, provided an update on the California Kids Investment and Development Savings Program (CaKIDS) including an overview of activities and data for third quarter 2022, such as participation results, registrations, distributions, ScholarShare 529 account linkages, marketing and outreach, and call center and chatbot analytics, as well as goals for 2023.

Chair Fernandez asked for public comment. There was none.

Agenda Item No. 4

Resolution to Issue Request for Proposals for Marketing Services for the California Kids Investment and Development Savings Program

Mr. Zeto presented SIB staff's recommendation to adopt Resolution No. 2022-19 authorizing the Executive Director to issue a request for proposals (RFP) for marketing services for the CalKIDS.

Chair Fernandez asked for public comment. There was none.

Board Action

Motion to adopt Resolution No. 2022-19 authorizing the Executive Director to issue a RFP for marketing services for CalKIDS

MOTION:	Member Geiogue	SECOND:	Member Miller
AYES:	Members Miller, Constancio, Acosta-Salazar, Geiogue, Martin, Fernandez		
NOES:	None		
ABSTAIN:	None		
ACTION:	MOTION PASSED		

Agenda Item No. 5

Review of 2023 Asset Allocation Recommendations for ScholarShare 529

Mr. Jeremy Thiessen, TIAA-CREF Tuition Financing, Inc. (TFI), presented TFI's Asset Allocation Recommendation for 2023 for the Plan, providing an overview of its analysis and recommendation for no changes to the Plan's asset allocation in 2023, as well as details on some operation items for 2023. Mr. White presented Meketa's analysis and stated that Meketa and SIB staff concur with TFI recommendation for no additional changes to the Plan's asset allocation.

Chair Fernandez asked for public comment. There was none.

Agenda Item No. 6

Review and Analysis of Investment Performance for ScholarShare 529

Mr. Thiessen presented TFI's Quarterly Investment Performance Report for the Plan for third quarter 2022 comparing each underlying fund allocated to the portfolios in the Plan to applicable benchmarks.

Mr. White presented Meketa's Investment Performance Status Report and its Watch Review memo for the Plan for third quarter 2022.

Chair Fernandez asked for public comment. There was none.

Agenda Item No. 7
Marketing Update and 2023 Marketing Plan for ScholarShare 529

Mr. Doug Harrison, TFI, presented TFI's Q3 2022 Marketing Results for the Plan, highlighting marketing results for the third quarter of 2022 and outlining the marketing activities planned for the remainder of the year. Ms. Yvette Haring, TFI, presented an update on employer outreach efforts including new Workplace Savings Program partners and recent field consultant activities. Mr. Harrison responded to Chair Fernandez's inquiry regarding the impact of paid media, stating that an increase in web visitors and portal registrations was observed as a result of paid media for CalKIDS.

Mr. Harrison also presented TFI's 2023 Marketing Plan for the Plan outlining the goals and strategies for the upcoming year, and an overview of the marketing budget and the efforts planned for 2023.

Chair Fernandez asked for public comment. There was none.

Agenda Item No. 8
Review of Administrative Performance for ScholarShare 529

Ms. Linda English, TFI, presented TFI's Administrative Performance Report for the Plan for third quarter 2022 relative to pre-established performance criteria and reported that TFI did not underperform in any of the performance areas.

Chair Fernandez asked for public comment. There was none.

Public Comment

Chair Fernandez called for public comment. Comments were made by Mr. Martinez and Mr. Chris Lynch, TFI, congratulating the Plan on accomplishments achieved during this successful year.

There being no further business before the Board, the Chair adjourned the meeting at 3:17 PM.