
OCTOBER 16, 2023

**AGENDA ITEM 9
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for ScholarShare 529 and the California Kids Investment Development and Savings Program

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for ScholarShare 529 (Plan), has provided its “Q2 2023 Marketing Results” for the Plan. It includes an overview of the account and asset results for second quarter 2023 (Q2 2023) and outlines the budget and results for marketing activities completed in Q2 2023, which include:

- Q2 2023 Achievements
- Q2 2023 Business Results and New Accounts and Contributions
- E-Gifting
- New Account Growth and Tactical Results
- Q2 2023 Creative and Q3 2023 Campaign
- Public Relations and Media Relations
- Social Media
- Employer Outreach
- Outreach Events
- 2023 Marketing Budget

In addition, TFI includes details on various marketing efforts and results for the California Kids Investment and Development Savings Program (CaKIDS) for Q2 2023, which include:

- Q2 2023 Achievements
- Q2 2023 Marketing Summary
- Market Research
- Communications
- Paid Media
- Social Media
- 2023 Marketing Budget

Presenters

Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.
Yvette Haring, Director, TIAA-CREF Tuition Financing, Inc.



Q2 2023 Marketing Results

October 16, 2023

ScholarShare Marketing Plan – Q2 2023

Achievements

	Goal	Strategy	Achievements
1	Gain New Accounts/AUM	Strategically use technology and marketing resources to grow the plan. Contract goals for 2023: 42,019 new accounts and \$1.163 billion in contributions.	<p>YTD new accounts totaled 28,455, up 78% versus 2022 (68% of annual target), reflecting strong participation from the CalKIDS audience. YTD contributions totaled \$541 million, down 5% versus 2022 (47% of annual target).</p> <p>The 2023 529 Day campaign ran May 22-31 resulting in 2,195 new accounts – a 30% increase over 2022. A tiered bonus offer was tested – 96% of new accounts met the criteria for the \$100 bonus.</p>
2	Increase Account Owner Diversity	Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.	Significant growth over last year in participation among households with incomes <\$75,000 and of Hispanic heritage.
3	Grow plan via Employers/RIAs	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.	9 new WPS partnerships established in Q2.
4	Enhance College Countdown	Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.	New content posted regularly. Total visits as of 6/30/2023: 114,887.

ScholarShare 529 Business Results

Results

YTD 2023 New Account growth has been greatly stimulated by the CalKIDS program. Contributions in Q2 2023 matched those received in Q2 2022, helping the YTD figure to recover. As of 8/31/2023, YTD Contributions were down just 1.8%.

Accounts and Contributions	June 30, 2022	June 30, 2023	% Change
Total New Accounts Opened	16,035	28,455	77.5%
Total New Contributions Collected ¹	\$569.3 million	\$541.1 million	-5.0%

Growth Rate ²	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate excluding CalKIDS/Local CSAs	10.32%	10.61%	-0.29%
Annual Asset Growth Rate including CalKIDS/Local CSAs	19.69%	11.06%	8.63%

Rollovers		YTD 2023	% Change
% of Plan Accounts Closed Due to Rollovers	< 2.0%	0.04%	0.01%

Accounts and Assets	June 30, 2022	June 30, 2023	% Change
Total Open Accounts	381,331	409,812	7.5%
Assets excluding CalKIDS/Local CSAs	\$11.5 billion	\$12.7 billion	10.3%
Assets including CalKIDS/Local CSAs	\$11.5 billion	\$13.8 billion	19.7%
Market Share excluding CalKIDS/Local CSAs	4.84%	4.82%	-0.01%
Market Share including CalKIDS/Local CSAs	4.84%	5.21%	0.38%



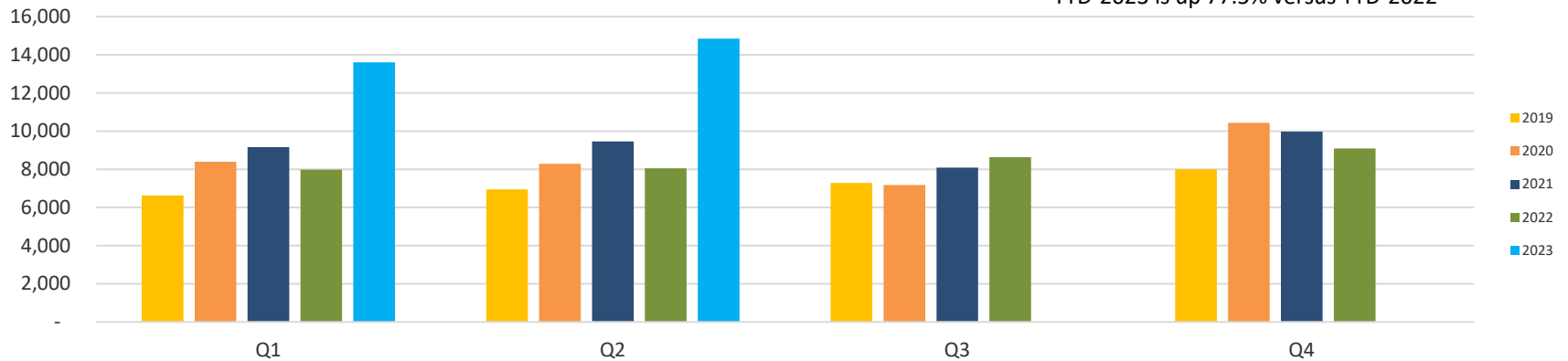
¹ Excludes CalKIDS.

² ISS Market Intelligence – Q2 2023. “Industry” represents all Direct Sold Plans.

New Accounts & Contributions

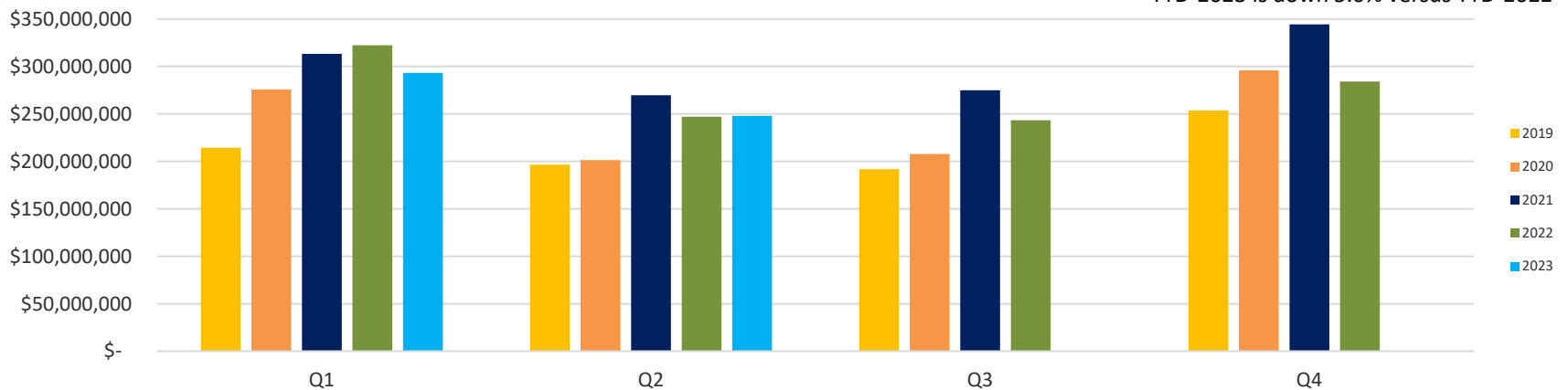
New Accounts

- Increased volume in 2023 associated with CalKIDS
- YTD-2023 is up 77.5% versus YTD-2022



Contributions

- Q2-2023 is up 0.3% versus Q2-2022
- YTD-2023 is down 5.0% versus YTD-2022

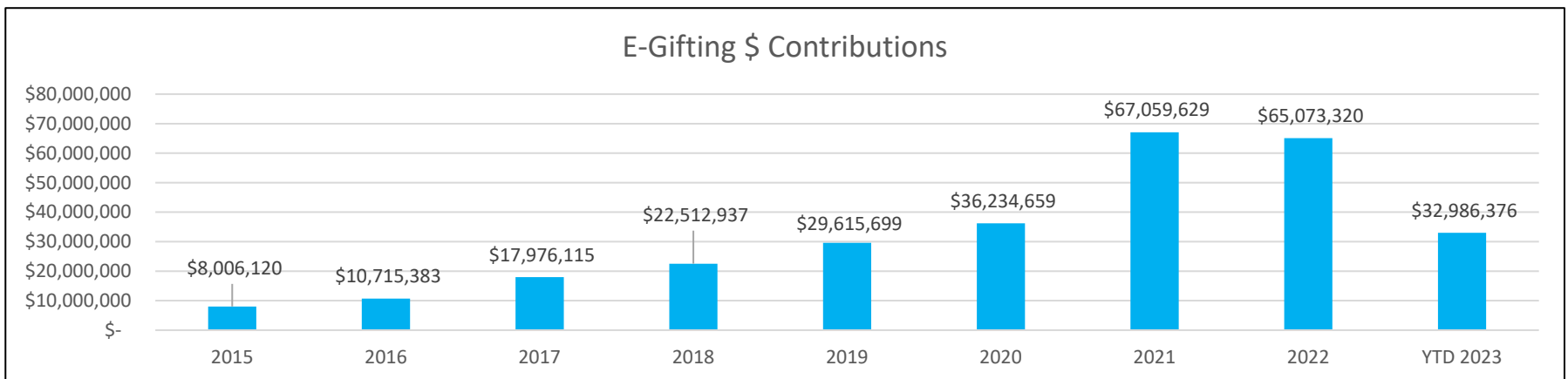
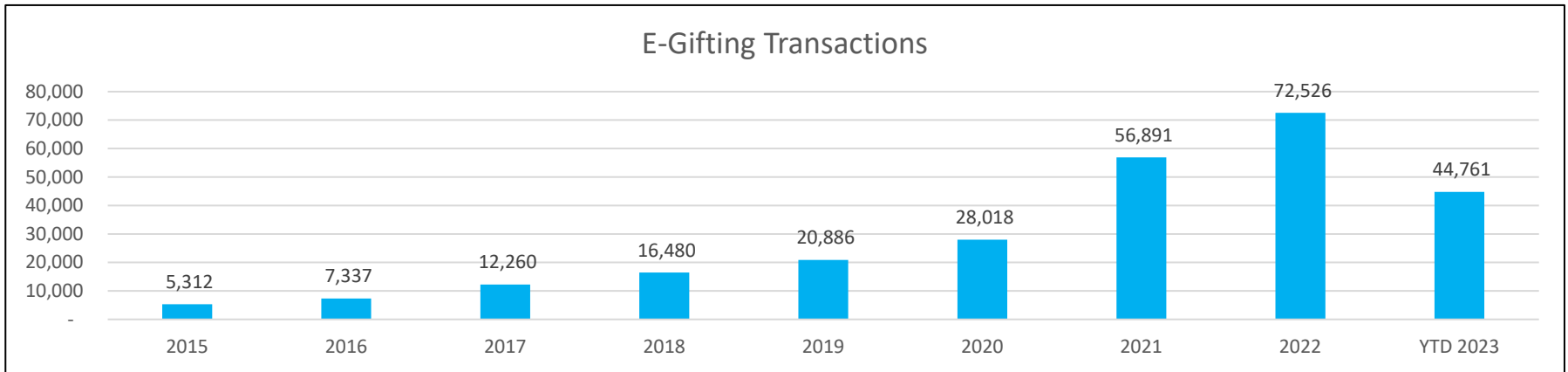


*Excludes CalKIDS assets.

E-Gifting



Use of e-gifting capabilities have grown significantly since the conversion from the DST recordkeeping system to Ascensus in 2020. YTD 2023 transactions are up 26% versus 2022. YTD 2023 \$ gifting contributions made up 5.3% of total contributions.



Driving New Account Growth

Gain New
Accounts/
AUM

Audience	Objective	Tactics and Channels	Cadence
Prospect	<ul style="list-style-type: none"> • Awareness • Interest • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email (EM) • Direct mail 	<ul style="list-style-type: none"> • Seasonal and evergreen
Inquirers	<ul style="list-style-type: none"> • Open new accounts 	<ul style="list-style-type: none"> • Search engine marketing • Web advertising • Email • Direct mail 	<ul style="list-style-type: none"> • Seasonal and evergreen
New AO's	<ul style="list-style-type: none"> • Fund and engage with account 	<ul style="list-style-type: none"> • Email 	<ul style="list-style-type: none"> • Evergreen
Account Owners	<ul style="list-style-type: none"> • Continued engagement and support • Fund accounts • Open additional accounts • New product engagement features 	<ul style="list-style-type: none"> • Primarily email and display • Limited direct mail • Web advertising 	<ul style="list-style-type: none"> • Seasonal and evergreen

Tactical Results YoY

Gain New
Accounts/
AUM

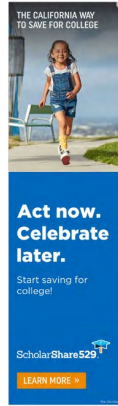
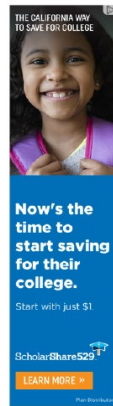
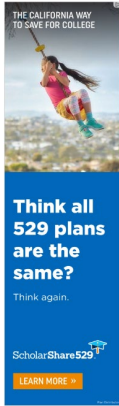
Audience	2023 Q2 Engagement and Conversion Highlights	2022 Q2 Engagement and Conversion Highlight	YoY Q2 Comparison
Prospect	<ul style="list-style-type: none"> 1,569 new accounts (of the 2,195 total) and 1,036 recurring contribution sign-ups were attributed to the 2023 529 Day campaign 	<ul style="list-style-type: none"> 1,033 new accounts (of the 1,682 total) and 541 recurring contribution sign-ups were attributed to the 2022 529 Day campaign 	<ul style="list-style-type: none"> Recurring contribution sign-up increased significantly YoY with the multi-tier offer.
Inquirers	<ul style="list-style-type: none"> 25% email unique open rate 8.4% conversion rate with 105 new accounts generated 	<ul style="list-style-type: none"> 25% e-mail unique open rate 7.7% conversion rate with 234 new accounts generated 	<ul style="list-style-type: none"> Q2 email engagement remained constant YoY. Q2 conversions rates went up YoY, but with less inquirer leads, the number of new accounts dropped.
New AO's	<ul style="list-style-type: none"> 36% email open rate 0.6% account upsell rate with 233 new accounts and 50% recurring contribution sign-up 	<ul style="list-style-type: none"> 41% email open rate 0.9% account upsell rate with 278 new accounts and 39% recurring contribution sign-up 	<ul style="list-style-type: none"> Q2 email engagement rates dropped YoY. Account upsell rate and new accounts dropped slightly YoY. Recurring contributions are up YoY.
Account Owners	<ul style="list-style-type: none"> 529 Day full campaign had a 60-day contribution rate of 60% and average contribution dollars of \$809 	<ul style="list-style-type: none"> 529 Day full campaign had a 60-day contribution rate of 50% and average contribution dollars of \$785 	<ul style="list-style-type: none"> AO contribution rate and average dollar amount increased YoY.

Q2 Creative Samples

Gain New Accounts/
AUM

Evergreen Creative

Prospect & Account Owner
• Banners



529 Day Campaign

Episodic:
Prospect & Account Owner
• Direct Mail
• Landing Page
• Banners
• Emails

Get up to \$100
when you open a new ScholarShare 529 account

Celebrate 529 Day with up to a \$100 bonus.*

*Terms & Conditions

Choose a college savings plan that fits your goals—and your child's future.

LEARN MORE

Start a college savings plan that can grow with them.

Open a new ScholarShare 529 account between 5/22-5/31 and receive up to an extra \$100 in your account!

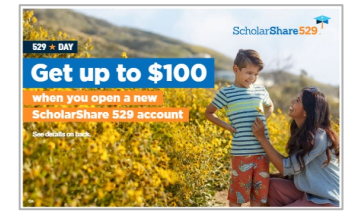
Why a ScholarShare 529 account?

- Enjoy 100% tax-deferred growth—on investments earnings and tax-free withdrawals for qualified expenses.
- Low cost—ScholarShare 529 charges less than half the average expenses of other 529 plans, which means more money for college.*
- It's fast and easy—ScholarShare 529 makes it easy to choose smart investments and opening an account only takes 15 minutes.

Act by 5/31/23 to take advantage of this offer.

LEARN MORE

Questions? Call **800-544-5248**



Emails
• New Account Owner Onboarding
• Inquirer Content Drip
• Account Owner Content Drip

OPEN AN ACCOUNT

- Continued education can help us over time helping maximize or boost your education savings.
- Any savings plan has federal tax breaks and state tax breaks.
- Withdraw fee has been used for qualified education expenses.

OPEN AN ACCOUNT

Work at the College Savings Series About ScholarShare 529

800-544-5248

Facebook Twitter LinkedIn

Simplify your life with automatic contributions.

Adding to your 529 savings plan is easy when you set up recurring contributions... just choose "recurring" from your account's electronic transfer option and choose a monthly amount to automatically deposit.

So many ways to fund your 529

- Automatic contributions** Set up recurring electronic transfers to consistently save to your account.
- Bill pay** Make regular contributions using your bank's bill pay option.
- Payroll direct deposit** Have a direct deposit from your paycheck. Ask your employer if it's an option.
- Electronic transfer** Add electronic savings to your account and make contributing even easier.

College Prep for 529 Parents

It's College 529 Month #1! Check out our special LIVE!2023.

Virtual event with a live Q&A on college prep. 5/23 at 10am PT / 12pm ET.

Webinar: Saving College. It's not as hard as you think!

The Parent Advisory Council (PAC) are 529 parents with children already using their College Savings. Watch a webinar and join the PAC, email collegesave@scholarshare529.com

CollegeSaverScholarShare529.com

ScholarShare 529 TIAA

Kids grow so fast... and their college savings can, too!

Get a bonus when you open a ScholarShare 529 account between 5/22/23-5/31/23.

Get a \$50 bonus!	Get a \$100 bonus!	
Open with a \$50 deposit	OR	Open with a \$100 deposit
and \$500 investment* for 15 months		and \$500 investment* for 15 months

*Offer good from 5/22/23 thru 5/31/23. Don't miss out!

See code or visit ScholarShare529.com/23offer to learn more. 800-544-5248

TIAA High School Savings Plan (529 Plan) for college and education. Proceeds risk \$1000. Governed by California's ScholarShare 529 College Savings Plan. It has more than 60 investment options. All fees, charges and expenses apply per the Plan documents at ScholarShare529.com. Read a carefully. Investments in the Plan are neither insured nor guaranteed and there is the risk of investment loss. This 529 Plan is not FDIC insured. TIAA is the distributor and administrator for ScholarShare 529.

Q3 Campaign

**Gain New Accounts/
AUM**

The 2023 College Savings Month is scheduled between September 1 – 30, 2023.

Target Audiences **Prospects, Inquirers, and existing AOs.**

Media

- Emails
- Direct mail
- Display
- Landing page
- Home page messages

COLLEGE SAVINGS MONTH

Get a \$100 bonus when you open a new ScholarShare 529 account*

[OPEN A NEW ACCOUNT](#)

*"Back-to-school" will be "back-to-college" before you know it. Open a new ScholarShare 529 account between 9/1–9/30 for a \$100 bonus!

Start with opening a new account with a \$1,000 Deposit (no recurring contribution needed)

[Get a \\$100 bonus](#)

*Taxes & Conditions

Benefits of a ScholarShare 529 account:

- Enjoy 100% tax-deferred growth—On investments earnings and withdrawals are tax-free for qualified expenses.
- Low cost—Investment expenses that are half the national average for all 529 plans.¹
- Go anywhere—ScholarShare 529 makes it easy to choose investments and opening an account only takes 15 minutes.

Don't miss this chance to get \$100 toward your child's college education.

[OPEN A NEW ACCOUNT](#)

Questions? Call 800-544-5248

ScholarShare 529 | TIAA

Get a \$100 bonus when you open a new ScholarShare 529 account.*

"Back-to-school" will be "back-to-college" before you know it. Open a new ScholarShare 529 account between 9/1–9/30 and receive a \$100 bonus!

[OPEN AN ACCOUNT](#)

Don't let the clock run out!
Get your bonus before the offer ends.

59 days 11 hours 03 minutes 40 seconds

Open a new account and get a \$100 bonus.

- Open a new account:** Start by opening a new account with a \$1,000 deposit or more.
- Take advantage of the offer:** Meet the eligibility requirements by funding your account within 10 days.
- Receive the bonus!** Your bonus will be credited to your account on or before January 31, 2024.

[OPEN AN ACCOUNT](#)

*Tax benefits apply. Contact a tax advisor.

BENEFITS OF A SCHOLARSHARE 529

Your contributions can go further with a ScholarShare 529 account.

- 100% tax-deferred growth:** No earnings grow tax-deferred. When you pay for tuition, you can withdraw and grow your account faster.
- Tax-free withdrawals for qualified expenses:** Withdraw funds tax-free for all qualified education expenses at accredited colleges, colleges or trade schools for tuition, fees and book costs, computers and more.
- Low fees:** Let the government do your hard work. Money to grow toward your college savings goals!

YOUR PLAN IS FINANCIAL AID FRIENDLY!
Your 529 account is viewed as a potential asset for financial aid purposes and counts less against aid eligibility than the same funds held in your child's name!

Why a ScholarShare 529 account?

YOUR CHILD HAS OPTIONS.

THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Get a \$100 bonus when you open a new ScholarShare 529 account!*

Offer valid between September 1 – 30, 2023

[SAVE TODAY >>](#)

ScholarShare 529

Public Relations: Q2 Recap

Outreach

Media relations initiatives through our PR agency drive coverage in print, online, and in broadcast. These mentions help prospects become familiar with our brand name and brand attributes.



Category	Q1 2023	Q2 2023	Insights
Mentions among top 10 direct-sold 529 plans	ScholarShare 529 was mentioned 57 times (8%) in the media nationally reaching over 337 million readers/viewers.	ScholarShare 529 was mentioned 262 times (22%) in the media nationally reaching over 86 million readers/viewers.	Coverage of new \$1 Million grant program for low-income families in the East San Jose area and coverage of the 529 Day launch. English and Spanish media outlets are covering the brand regularly.
Competition	The most frequently mentioned plan was Georgia's Path 2 College plan with 463 mentions (68% of mentions), followed by Utah's my529 plan with 107 mentions (16%) and ScholarShare with 57 mentions (8%).	The most frequently mentioned plan was Georgia's Path 2 College plan with 756 mentions (64% of mentions), followed by ScholarShare with 262 mentions (22%) and Utah's my529 plan with 81 mentions (7%).	Announcements from competing plans often trigger media coverage. Topics include investment line-up changes, fee changes, and consumer-focused promotions and sweepstakes.

Press Releases Distributed:

- May 22 - Celebrate 529 Day with a New ScholarShare 529 Account and Get Up to \$100

Interviews with Julio Martinez:

- Bonneville Sacramento
- iHeart Media LA
- iHeart Media SF
- ABC 10
- KOIT

Celebrate 529 Day with a New ScholarShare 529 Account and Get Up to \$100

Limited time offer valid between May 22 through May 31

May 22, 2023 11:00 AM Eastern Daylight Time

SACRAMENTO, Calif.--(BUSINESS WIRE)--Summer is fast approaching, and the excitement of graduations and educational achievements is in the air. During this festive season, higher education may be top of mind and ScholarShare 529, California's official college savings plan, can help you save for when the time comes with a special offer. In celebration of 529 Day, ScholarShare 529 is making saving for college as advantageous as possible by giving you a bonus up to \$100 when you open a new ScholarShare 529 account between May 22 through May 31.*

"The next school year will approach quickly, bringing students that much closer to graduation"

[Tweet this](#)

Recognized each year in May, 529 College Savings Day highlights the importance of 529 savings plans in helping families plan and pay for higher education. To take advantage of this limited-time 529 Day promotion and start your college savings journey today, you can visit [ScholarShare529.com/529offer](https://www.ScholarShare529.com/529offer) and choose one of two options. To get a \$50 bonus, start with a \$50 deposit and deposit \$50 per month into your account for six months. Or, to get a \$100 bonus, start with a \$100 deposit and deposit \$100

per month into your account for six months.

"The next school year will approach quickly, bringing students that much closer to graduation," said Julio Martinez, Executive Director of the ScholarShare Investment Board. "Whether your student is graduating from kindergarten, just transitioning to high school, or anywhere else in their educational journey, I encourage you to take advantage of this 529 Day offer and help lay the foundation for their future."

ScholarShare 529 has been helping California families save for college for more than two decades and is a tax-advantaged way to save for higher education. Withdrawals are free from state and federal taxes when used for qualified higher education expenses, such as tuition and fees, computer equipment, books, or certain room and board costs. ScholarShare 529 also provides 100% tax-deferred growth, which can mean more money for college.

"When it comes to increased wage potential for your kids and giving them the knowledge and skills to make a difference in our community, the common factor for success is access to higher education," said Fiona Ma, California State Treasurer. "So, take a few moments and take advantage of this exciting promotion and open a ScholarShare 529 account today."

Opening a ScholarShare 529 account and claiming the offer is simple and the entire process can be done online at [ScholarShare529.com/529offer](https://www.ScholarShare529.com/529offer). Accounts can be set up in as little as 15 minutes and can be easily managed online or by mail. Additionally, ScholarShare 529 provides a variety of helpful resources that fit your savings goals and support your child's path to a college education.

*Visit www.ScholarShare529.com/529offer or call 1-800-544-5248 for complete terms and conditions. Promotion ends 5/31/2023. Sponsored by ScholarShare 529.

Q2 2023 Social Media

Q2 Social media efforts included the established content buckets, with the inclusion of promotional content for 529 Day. Additional content that was published included: graduation pushes, WPS partners, College Countdown blog posts, and links that featured ScholarShare 529. Paid efforts were also placed behind promos, standard content, and Instagram reels to reach wider audiences to drive traffic to the website to open accounts.

Total

Followers - **73,788**

Reach - **1,126,138**

Impressions - **3,624,980**

Trackable Mentions – **284**

Trackable Website Visits - **13,070**



Facebook (English)

- Followers - 60,277
- Reach - 12,506
- Impressions - 10,383
- Trackable Mentions - 156
- Trackable Website Visits - 7,002



Facebook (Spanish)

- Followers - 12,315
- Reach - 939
- Impressions - 958
- Trackable Mentions - 19
- Trackable Website Visits - 12



LinkedIn

- Followers - 286
- Impressions - 2,293
- Trackable Mentions - 51
- Trackable Website Visits – 74



Instagram

- Followers – 910
- Reach - 1,112,693
- Impressions - 3,611,346
- Trackable Mentions - 58
- Trackable Website Visits - 5,982

CalKIDS Marketing Plan – Q2 2023 Achievements



	Goal	Strategy	Achievements
1	Elevate thought leadership strategies	Leverage thought leadership activities to increase brand awareness and program trust and credibility among target audiences.	Concluded market study to evaluate and optimize CalKIDS messaging. Initiated development of new website design and Year-Two creative campaign to reflect research learnings.
2	Increase account registrants, linked 529 accounts and disbursement requests	Employ direct-to-consumer methods to boost engagement and drive new account registrations, linked 529 accounts, and distributions.	<p>Completed three paid media campaigns and evaluated results to inform future opportunities. Continued paid social media strategy to boost brand awareness and promote CalKIDS eligibility letters. Provided creative support for paid media running in Q3-Q4 2023.</p> <p>Commenced efforts to develop strategy for use of a celebrity spokesperson for CalKIDS.</p>
3	Grow program through strategic partnerships	Strengthen and expand tactical partnerships to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.	<p>Provided ongoing support for outreach events and activities, including use of social media to share and promote partner content.</p> <p>Initiated revisions to CalKIDS collateral and partner and school toolkit pieces to reflect program changes and learnings from market survey.</p>
4	Increase financial literacy among registrants	Encourage early savings behaviors and financial awareness among CalKIDS participants and their families.	Facilitated system modifications to support the expanded use of the LifeCents financial wellness program to include participation by Local CSAs.

CalKIDS – Q2 2023 Marketing Summary



	Q2-2023
Public Website Visits	Q2 2023: 436,036 2023 to-date: 930,053 since launch: 1,458,993
Letters Mailed	2,207,223 in Q2 2023 1,411,975 in Q1 2023 15,000 in Q4 2022
Press Mentions / Audience	56 Mentions
	4.7 Million in Audience
Paid Advertising	Display Ads, Outdoor Signage, Digital School Newsletter Ads
Social Media	Paid Social Posts

- Quantitative study fielded to help evaluate messaging, claims, and language.
- Online/mobile survey format targeted to relevant audiences:
 - CalKIDS registrants
 - Unregistered eligible prospects
 - Purchased sample to include eligible new and low-income parents
- Gathered data-backed insights from stakeholder reactions, opinions and experience to:
 - Refine messaging strategy
 - Increase program engagement
 - Learn best practices
 - Share learnings with other CSA programs



- **Need for simplification**
 - Language usage – Consider adopting a 5th grade standard and “alternatives to prose”
 - User experience – Use tools and tech to replace need for explaining complex info
 - Promote program as easy/simple
- **Optimize CTA language** – Simple, more conversational language best to prevent barriers to registration.
- **Balance the needs of parents who cannot afford to save more**
 - Be intentional about how, when, and where we talk about adding to your savings
 - Communicate that small savings amounts make a difference
- **Be clearer that all newborns are eligible for the program, regardless of income status.**
- **Address the strong emotional responses of lower-income families** (empowerment, hope).

CalKIDS – Communications Evolution



Paid Media

July	August	September	October	November	December	January
← Create ad creative for September media flight →		Media Flight	←	Develop new campaign creative for launch in January →		Media Flight

Collateral & Toolkit Items

July	August	September	October	November	December	January
← Update collateral to reflect program changes and research learnings →			←	Develop collateral and toolkit items that coordinate with new campaign creative →		Begin Use

Website

July	August	September	October	November	December	January
← Make content updates to reflect program changes →		←	Develop new design for website to reflect research learnings →		Implement & test new website design	Launch new website design

CalKIDS – Q1-Q2 Paid Media Strategy



Continued focus on increasing CalKIDS brand recognition and program legitimacy among target audiences. Use a mix of communication channels to expand reach, amplify direct-to-consumer efforts, and drive website visits and new account registrations.

Media	Insights	Moving Forward
Newborn Display Ads	<ul style="list-style-type: none"> Display ads generated 7,163 website visits and an impressive 0.17% Click Thru Rate (CTR). 92% of visitors coming to the website from display advertising did so on mobile devices. The eligibility page was the key area of interest among campaign visitors. 	<ul style="list-style-type: none"> From an audience perspective, parenting/new parent websites align well with CalKIDS' new parent population, as nearly all placements exceeded respective benchmarks. Continue running proven units such as the Mobile Interscroller and IG Story Ad across these sites. All future display advertising efforts should be optimized for a "mobile-first" experience.
Digital School Newsletters	<ul style="list-style-type: none"> Increase in direct website traffic observed during campaign period in some locations. Majority of ads delivered to the right population, but suspect minimal engagement on this platform among CalKIDS' target audience. 	<ul style="list-style-type: none"> If considering similar platforms in the future, suggest implementing additional mechanisms for better performance tracking through website analytics.
Out Of Home (OOH)	<ul style="list-style-type: none"> Most observable engagement came from signage placed near elementary and middle schools (QR code scans). Outside of QR codes, website analytics cannot source visits from OOH efforts. 	<ul style="list-style-type: none"> OOH signage is best utilized as method for amplifying other media channels and creating awareness than can potentially lead to a website visit.

CaKIDS – Q2 2023 Social Media



Q2 CaKIDS social media focused on established content pillars. In addition, Q2 content featured Financial Literacy month promotions, partnerships, high school senior focused content, registrant milestones, as well as spotlighting accounts that shared about the CaKIDS program. Paid social media posts helped garner views, shares, mentions, and website visits. Paid posts also promoted letter drops to communities where letters were delivered.

Total

Followers - **1,494**

Reach - **674,510**

Impressions - **2,787,639**

Trackable Mentions - **1,044**

Trackable Website Visits - **29,284**



Facebook

- Followers – 205
- Reach - 10,665
- Impressions - 7,088
- Trackable Mentions - 34
- Trackable Website Visits - 10,194



LinkedIn

- Followers - 121
- Impressions - 1,246
- Trackable Mentions - 33
- Trackable Website Visits - 51



Instagram

- Followers – 920
- Reach - 630,731
- Impressions - 2,766,839
- Trackable Mentions - 977
- Trackable Website Visits - 19,039



YouTube

- Subscribers – 248
- Views - 33,114
- Impressions - 12,466

Employer Outreach – Q2 2023

New WPS Partners:

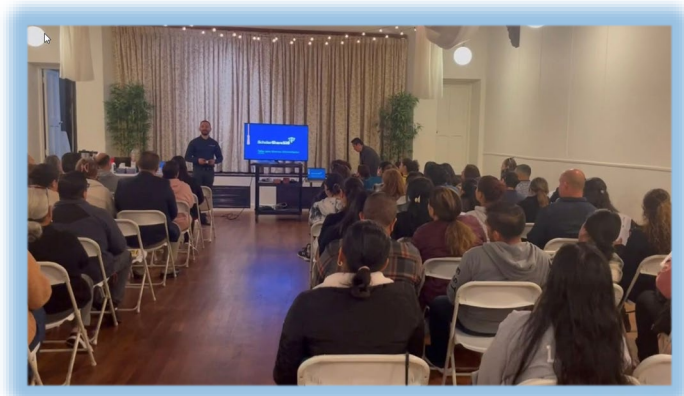
1. Yuba County
2. Chrysalis
3. Merchants Building Maintenance, LLC.
4. Merchants Landscape Services, Inc.
5. Guard Systems, Inc.
6. Santa Cruz County of Education
7. City of La Puente
8. Nevada City School District
9. CPS HR Consulting

Field Consultant Activity

WPS Introductory Meetings	12
WPS Employee Webinars	27
Benefits Fair	5
One-on-One Consumer Consultations	254
ScholarShare Consumer Webinars	12
ScholarShare HR Webinar	6
AUM Support Through Education	\$1,779,104

Spanish Presentation

Uncommon Good Org
Over 100 Spanish speaking parents – Huge CalKIDS Highlight



RIA Field Consultant Activity

Financial Planning Association networking events (Orange County, San Francisco and San Diego)	4
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Outreach Events Summary

SIB Staff attended the following events in Q2 to promote ScholarShare 529 and CalKIDS to California families.

Timing	Number of Events	Estimated Number of Attendees	List of Select Events
Second Quarter 2023	78	12,411	Fire Protection Agency Orange County, Chrysalis, Kaiser Los Angeles, City of Oceanside, Gavilan College, Youthful Savings, City of Morgan Hill, Lead Elementary School, City of Foster City, 4D Molecular Therapeutics, Turlock Unified School District, California Human Resources 2023 Annual Conference, Dixon May Fair, Children's Mercy Kansas City, Amador County Network of Care, The Episcopal School of Los Angeles, Fire Protection Agency San Diego, Sierra Child and Family Resources, Los Angeles Unified School District Family Academy, California Department of Motor Vehicles, Counseling & Guidance Center San Diego Unified School District, Pony Express Elementary School, Maternal and Child Health Access, San Diego Society for HR Management, California Special District Association General Manager Leadership Summit, Riverside County Office of Education Educational Services Summit, San Diego Fair



Appendix

2023 Marketing Budgets

Summary:

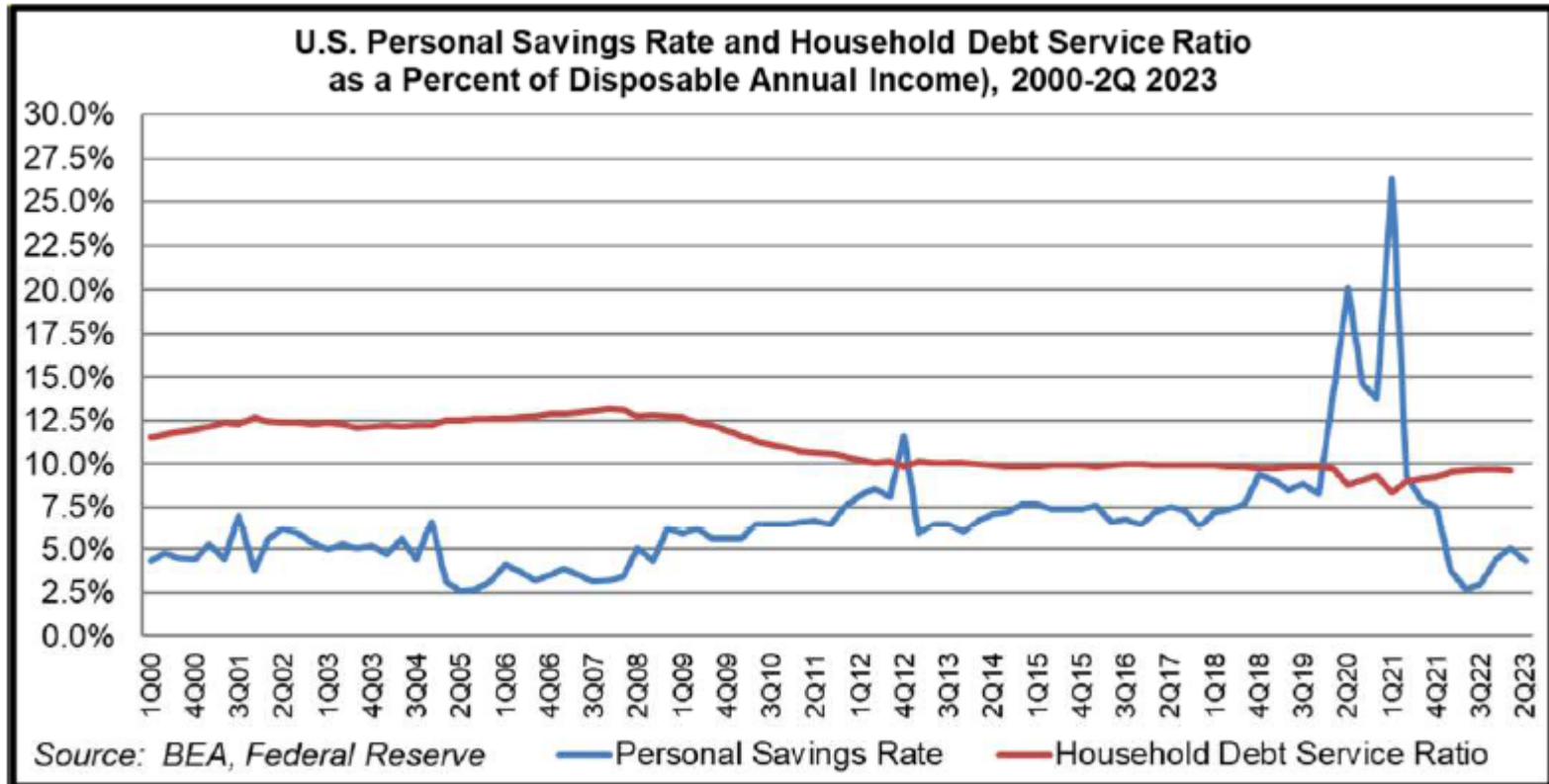
Category	2023 Budget	Spending thru 6/30/23
ScholarShare 529	\$10,000,000	\$5,175,719
CaKIDS	\$1,000,000	\$489,821
CaKIDS Incentives	\$450,000	\$675
Total	\$11,450,000	\$5,666,215

ScholarShare 529:

Category	Spending thru 6/30/23
Direct Marketing (DM, EM, Search, Display)	\$ 3,345,422
Mass Media/OTT	\$ 841,255
Agency Staff	\$ 606,827
Public Relations	\$ 129,329
Website	\$ 87,956
Research	\$ 45,500
Incentives	\$ 38,513
Fulfillment	\$ 31,154
Social Media	\$ 29,240
Giveaways	\$ 12,708
Field Consultant Events	\$ 7,000
Trademark	\$ 814
TOTAL	\$ 5,175,719

CaKIDS:

Paid Media	\$ 212,067
Agency/Staff - Creative & Project Management	\$ 156,042
Social Media	\$ 45,120
Legal Fees	\$ 32,649
Public Website Hosting	\$ 15,857
Pivot - Spokesperson	\$ 15,000
Events Supplies	\$ 6,832
Printed Collateral	\$ 4,704
Public Website & Parent Portal Design/Updates	\$ 1,550
TOTAL	\$ 489,821



Source: ISS 529 Quarterly Update 2Q 2023

ScholarShare 529: Q2 Facebook Samples

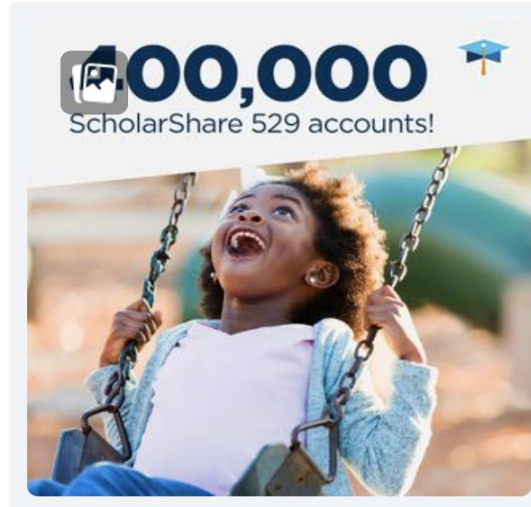


Performance

Reach

Total
1,150 Worst

This post reached more Accounts Center ac **90%** of your 50 most recent Facebook post stories.

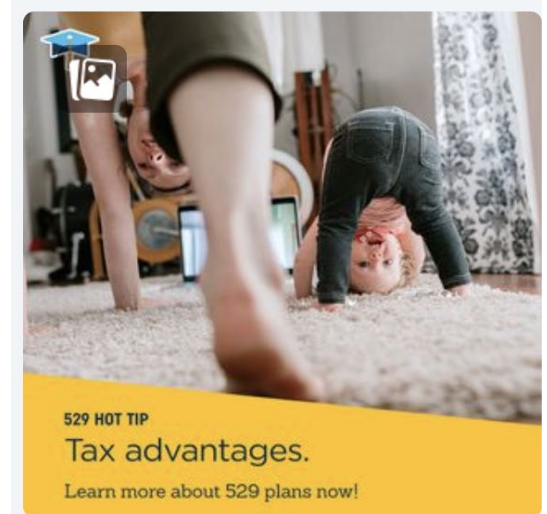


Performance

Reach

Total
569 Worst

This post reached more Accounts Center ac **49%** of your 50 most recent Facebook post stories.



Performance

Reach

Total
772 Worst

This post reached more Accounts Center ac **74%** of your 50 most recent Facebook post stories.

ScholarShare 529: Q2 Instagram Samples



scholarshare529
San Francisco Bay Area

529 HOT TIP
Tax advantages.
Learn more about 529 plans now!

View insights Boost again

121 likes

scholarshare529 When you contribute to a ScholarShare 529, any account earnings can grow income tax free until withdrawn. In addition, withdrawals are free from taxes. Learn more by visiting the link in our bio!

April 28

scholarshare529
California

400,000
ScholarShare 529 accounts!

View insights Boost post

9 likes

scholarshare529 We're celebrating a huge milestone with 400,000 ScholarShare 529 accounts! 🎉 Join those who are saving for college early by visiting ScholarShare529.com to learn more.

April 21

scholarshare529

Give the gift of education this grad season!

It's a simple account to manage.
ScholarShare 529
▶ 343

OPEN A NEW SCHOLARSHARE 529 ACCOUNT AND get up to \$100!
ScholarShare 529
▶ 412K

LEARN MORE ABOUT 529 qualifying education expenses
Visit ScholarShare529.com or follow the link in our bio to learn more!

Anyone can open and fund a ScholarShare 529 account!

tax-deferred growth and tax-free withdrawals
ScholarShare 529
▶ 443

ScholarShare 529
▶ 1M

ScholarShare 529
▶ 876K

ScholarShare 529: Q2 LinkedIn Samples



ScholarShare 529

286 followers

2mo • 🌐

We are happy to announce our new Workplace Savings partners: **City of Farmers Branch**, **Del Puerto Water District**, **Chico Area Recreation and Park District**, **County of Tulare**, and **Chrysalis**. We look forward to a grea ...see more



WELCOMING OUR NEW


Workplace Savings partners!



ScholarShare 529 reposted this

Patricia Roberts, J.D. • 2nd
Chief Operating Officer / Published Author & Keynote Speaker / Financial E...
1mo • 🌐


Have a loved one 🎓 heading off to their first year of college in the months ahead? My most recent ScholarShare 529 College Countdown piece can help you to prepare for this next phase of education spending. 📖👉 ...see more



Preparing for the Unanticipated Costs of Freshman Year - College Countdown

ScholarShare 529
286 followers
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Make sure your kids are set up for the future even if you don't know whether they will attend college. You can do this with a 529 plan from ScholarShare 529, California's only official college savings plan. Visit ScholarSha ...see more




WHAT IF YOUR CHILD DOESN'T GO TO COLLEGE?
Change the beneficiary to a family member

Make yourself a beneficiary | Use the funds to pay for an eligible | Pay off student loan debt

ScholarShare 529
286 followers
1mo • 🌐

Money named us to have one of the Best 529 Plans! Here's the article to see why we are one of the top picks.



Best 529 Plans
money.com • 1 min read

13 reposts

CalKIDS: Q2 Facebook Samples



Performance

Reach

Total
1,191

Worst

This post reached more Accounts Center accounts than **100%** of your 50 most recent Facebook post stories.



Performance

Reach

Total
1,043

Worst

This post reached more Accounts Center accounts than **98%** of your 50 most recent Facebook posts stories.



Performance

Reach

Total
206

Worst

This post reached more Accounts Center accounts than **85%** of your 50 most recent Facebook posts stories.

CalKIDS: Q2 Instagram Samples



calkidsprogram California

150 K registrants!

CalKIDS

CalKIDS is a program by the State of California.

View insights Boost post

13 likes

calkidsprogram We're excited to announce we've hit 150K registrants for CalKIDS! Follow the link in our bio or visit CalKIDS.org to learn more about how you can receive free money for college today.

View 1 comment

May 16

calkidsprogram Sacramento County

Receive free money for college!

CalKIDS

Check your mail now!

View insights Boost again

Liked by castudentaid and 15 others

calkidsprogram California's state program aims to increase access to higher education. Check your mail now to learn more about CalKIDS and how you can receive free money for college to jumpstart your child's college savings fund.

June 23

calkidsprogram

Check your eligibility today! Link in bio. 234K

Get free money for college! 213K

What can your CalKIDS funds be used for? 415K

CalKIDS can help make dreams come true. Get up to \$1,500 in free money for college! 177K

Make the connection today! Get extra money for college. 386

Receive an EXTRA \$50 when students link their CalKIDS and ScholarShare 529 accounts! 165K

CalKIDS can kickstart your newborn's future. 561

What can your CalKIDS funds be used for? 365K

That's up to \$100 in free money for college! 177K

CalKIDS: Q2 LinkedIn Samples



CalKIDS Program
121 followers
3mo • 🌐

It's Financial Literacy Month! From April 17-30, 2023, students receive an extra \$50 when they register their **CalKIDS Program** account and link it to a new or existing **ScholarShare 529** account. Listen to State Treasurer **Fiona** ...see more



California State Treasurer promotes CalKIDS' Link 50

youtube.com

CalKIDS Program
121 followers
2mo • 🌐

Register your newborn now at CalKIDS.org to receive up to \$100 in free money for college and help build your baby's college savings! CalKIDS awards all babies born in California on or after July 1, 2022,* an initial deposit | ...see more

For newborns...

\$25

Every baby will have a CalKIDS account created in their name, with an automatic initial deposit of \$25.

Plus \$25
Register on at CalKIDS.org to view your baby's account

Plus \$50
Open a ScholarShare 529 college savings account at ScholarShare529.com and link

That's up to \$100 in free money

CalKIDS Program
121 followers
2mo • 🌐

You can also use CalKIDS funds for these additional higher education expenses including tuition at eligible educational institutions nationwide and some abroad. Funds are sent directly to your eligible school of choice, wh ...see more

CalKIDS Your CalKIDS funds can be used for

CalKIDS Tuition and related fees

CalKIDS Books and required supplies

CalKIDS Certain room and board costs

CalKIDS Computer equipment