

---

**JUNE 18, 2015**

**AGENDA ITEM 6  
INFORMATION ITEM**

**SCHOLARSHARE INVESTMENT BOARD**

*Marketing Update for the ScholarShare College Savings Plan*

---

***Background***

TIAA-CREF Tuition Financing, Inc. has provided its “Marketing Update” for the ScholarShare College Savings Plan. This update outlines marketing results for the first quarter of 2015 and the marketing activities planned for the remainder of the year. The update includes an overview of the account and asset results, 2015 budget, and marketing activities, such as online, print, radio, employer, and ethnic outreach advertising, customer direct marketing and communications, social media, public relations, and local marketing.

***Presenter***

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

# 2015 Marketing Update

## ScholarShare College Savings Plan

June 18, 2015



**SCHOLARSHARE**

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN

# ScholarShare Business Results



## MARKETING PERFORMANCE CRITERIA

Accounts and Contributions	March 31 2014	March 31 2015	% Change
<b>Total New Accounts Opened</b>	5,615	5,694	+1.3%
<b>Total New Contributions Collected</b>	\$162.5 million	\$174.1 million	+7.1%
Growth Rate	ScholarShare	Industry	% Difference
<b>Annual Asset Growth Rate</b>	3.7 %	3.4 % *	+0.3 %
Rollovers	Performance Criteria	2014	2015
<b>% of Plan Accounts closed due to Rollovers</b>	< 2%	0.08% **	0.017% **

## ACCOUNTS AND ASSETS

Accounts and Assets	March 31 2014	March 31 2015	% Change
<b>Total Open Accounts</b>	251,978	262,375	+4.1%
<b>Total Assets</b>	\$5.7 billion	\$6.4 billion	+12.3%
<b>Market Share*</b>	5.3%	5.2%	-.01%

• Source: Financial Research Corp.

\*\* \$10.9M

All results in this report are for the period ending March 31, 2015 unless noted.

# Advertising Results: Online Media Overview

## Advertising Results: ScholarShare Banner and Search



Metrics	2015
<b>Spend</b>	\$787,000
<b>Impressions</b>	62,444,015
<b>Clicks</b>	55,323
<b>Click-Through-Rate (CTR)</b>	0.09%
<b>Cost-Per-Click (CPC)</b>	\$14.23
<b>Transactions</b>	10,461
<b>Cost-Per-Transaction*</b>	\$72.36

The 10,461 transactions resulted in 2,319 new accounts, 1,573 signed up for ACP, and 6,569 made additional contributions into existing accounts.

\*Excludes all mobile/facebook results

# Advertising Results: Online Display Media



## Banner (Top 5 Performing Sites by CTR)

Placement	Impressions	Clicks	CTR	CPC
Meredith	1,716,696	5,922	0.34%	\$ 6.72
What to expect	613,229	839	0.14	\$ 14.30
Savingforcollege.com	884,333	1,203	0.14%	\$ 58.14
Evite	733,827	854	0.12%	\$ 23.42
Sacramento Bee	901,506	611	0.07%	\$ 21.52

## Mobile & Facebook

Placement	Impressions	Clicks	CTR	CPC
Mobile	2,315,241	7,895	0.34%	\$3.80

## Optimization

- Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 2,451 transactions which included 933 new accounts and 1,340 additional contributions.

- All banners generated the following results of 8,271 total transactions of which 1,808 new accounts, 1,204 signed up for ACP and 5,259 made contributions to existing accounts.

## Implications

- Maintain heavy presence on top performing sites and test new opportunities. Last year our top 5 sites were Pre-roll, Evite, Savingforcollege.com, Search Retargeting and Patch Network. As a result of optimization and monitoring of results, the mix of top 5 sites has changed. More dollars went toward sites with better results.

# Advertising Results: Online Search Media



## Search Engine Performance

Impressions	Clicks	CTR	Spend	CPC	Transactions
458,332	19,250	4.20%	\$164,000	\$8.52	2,190

## CTR Benchmarks

Google: 0.05%

MSN/Yahoo/Bing: 0.04%

## Top 5 Keywords

Keywords	Clicks	Impressions
<b>ScholarShare</b>	4,086	18,683
<b>College Savings Plan</b>	873	48,441
<b>529 Plan</b>	757	18,256
<b>California 529</b>	670	6,107
<b>California ScholarShare</b>	602	11,968

## Observations

- Maximized search presence across the engines and optimize to drive results. Resulted in generating 2,190 transactions made up of 511 new accounts, 369 signed up for ACP and 1,210 made contributions to existing accounts.
- 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

# 2015 Q1 Highlights - Email



## PROSPECTS

- 808,897 Emails Delivered

- 11,705 Emails Opened
- 1.44% Open Rate
- 358 Email Clicks
- 0.04% Click Rate
- Inbound Calls: 37
- Website Visits: 302
- Inquiry Rate\*: 0.04%
- 75 New Accounts

## ACCOUNT OWNERS

- 217,158 Emails Delivered
- 219,404 eNewsletters Delivered
- 436,562 Total Quantity

- 124,256 Emails Opened
- 28.5% Open Rate
- 5,239 Email Clicks
- 1.2% Click Rate
- \$482K Additional Contributions

- 2015 Q1 Email Campaigns dropped 3/3/2015 and 1/11/2015 are 10% complete and 50% complete respectively
- The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities
- \*Our primary campaign dropped in early March and the inquirer rate is expected to increase significantly in Q2

# 2015 Q1 Highlights – Direct Mail



## PROSPECTS

- 709,765 DM Pieces Delivered

- 167 Website Visits
- 155 Business Reply Cards
- 136 Inbound Calls
- Inquiry Rate 0.06%\*
- 133 New Accounts

## ACCOUNT OWNER

- 19,667 DM Pieces Delivered

- 7 Website Visits
- 10 Inbound Calls
- Additional Contributions

- Q1 Direct Mail Campaigns dropped 3/33/2015 and are 10% complete
- The inquirer rate is defined as (website visits+ Business Reply Cards + Inbound Calls)/total Quantities
- \*Our primary campaign dropped in early March and the inquirer rate is expected to increase significantly in Q2

# Local Marketing Update



## 2015 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
  - Cal Athletics, Aquarium of the Pacific, Lawrence Hall of Science and Parents Education League of Los Angeles
- Developed new partnerships
  - Fresno Chaffee Zoo, Univision
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships

### ScholarShare Speaks

- Hosted 2 events on the following subjects: Internet and Tech Safety Seminar for Parents & The Neuroscience of Learning Differences
- Over 450 attendees

### Employer Outreach

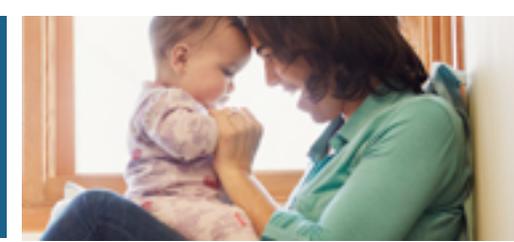
- 8 New Payroll Deduction Employers
- 52 Workshops, Seminars, Webinars
- 112 Corporate Benefit Fairs, Expos, Association Meetings
- Center for Early Education, City of Palmdale, Castaic lake Water Agency, Crossroads, St. James Episcopal School, KCET, Windward School

# 2015 Sponsorship and Event Strategy



- Focus on sponsorships targeting families with children in the 0-9 years age range where parents are a captive audience and focus on what is beneficial to their children
- Utilize PR firm to promote ScholarShare's participation in special events and activities through sponsorships of various venues including museums, science centers, zoo, etc.
- Assign Field Consultants to manage sponsorships in their respective geographic area and participate in and attend events with ScholarShare staff to answer questions and provide information
- Focus 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. Diploma Dog brings the children to our table which results in the parent coming to the table as well.
- Develop branding elements throughout the sponsor venues, and utilize newsletters, website and email campaigns
- Approach top employers in CA to encourage participation and promote payroll deduction to ScholarShare accounts

# Statewide Initiatives



Program	Launch	Audience	Deliverables	Results
<b>Employer Outreach</b>	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"> <li>8 New Payroll Deduction Employers</li> <li>52 Workshops, Seminars, Webinars</li> <li>112 Corporate Benefit Fairs, Expos, Association Meetings</li> </ul>
<b>Ethnic Outreach</b>	All Year	Spanish speaking: Parents Grandparents Employers	Spanish language website Print materials Online webinar Univision Lunar New Year Sweepstakes	21 Spanish presentations 391 entries to Lunar New Year Sweepstakes
<b>Free School Supplies</b>	April	Elementary School: Principals/Teachers Parents	Microsite Direct mail Collateral materials	7,321 Schools Invited to Participate 282 Participating (to date)
<b>Summer Reading Program</b>	June	Libraries Student Readers Families	Microsite Collateral Kits Sweepstakes PR promotion	1,117 Libraries
<b>529 Day Promotion</b>	May	Account Owners Employers Sponsorship Partners CAPTA Television   Radio CA Legislature Social Media	Website Email   Direct Mail Rack Cards   Flyers   Videos Social Media posts   Images Legislative Resolution Onsite Event	TBD

# Public Relations Initiatives



Program	Month	Description	Results
<ul style="list-style-type: none"> <li>A New Year's Resolution You Can Keep: Saving for College</li> </ul>	January	SEO Release	SEO Release: Picked up by 127 outlets, reaching an audience of 7,736,795; Total views: 1,739
<ul style="list-style-type: none"> <li>Celebrate Good Fortune with ScholarShare's 'Lunar New Year' Sweepstakes</li> </ul>	February	SEO Release	SEO Release: Picked up by 127 outlets, reaching an audience of 7,628,870; Total views: 2,461
<ul style="list-style-type: none"> <li>Score Big with ScholarShare's College Savings Madness Sweepstakes</li> </ul>	March	SEO Release	SEO Release: Picked up by 128 outlets, reaching an audience of 9,039,962 ; Total views: 2,563

# Social Media

## Twitter

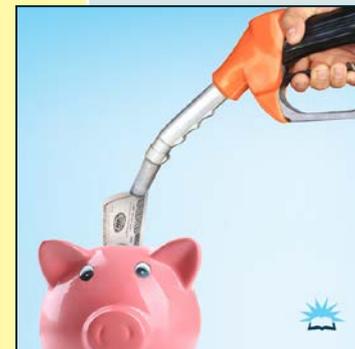
- 2,585 followers (248 new)
- 997 Engagements (Retweets, Replies, Favorites)
- 1,280,003 Potential Reach
- 3,889,463 Potential Impressions
- Live activation around Dad2Summit
  - Awareness
  - Topical Information
  - Events

## Facebook

- 65,745 Fans (1,104 new)
- 4,718 Engagements (Shares, Comments, Likes)
  - 776,824 Reach (Actual)
  - 993,743 Impressions (Actual)
- Good Fortune Giveaway Sweepstakes
- College Savings Madness Sweepstakes
- AO Targeted Programs (eNewsletter Prompts)
  - Lifestyle Topics
  - Creative Images -Share
  - Financial Information
  - Video

## Bloggers

- 3 blog Posts
- Some day I'll learn
- Mom smack
- Playground Dad
- General blogger Engagement
- Blogger Ambassador Program
  - Dad2Summit Sponsorship
- #WeAllGrowSummit (Latina Bloggers)
  - Quarterly Information Drip



# Radio Advertising



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

**16.2 million – Q1 2015**

# Print Advertising

Publication	Frequency	Audience per Issue
<b>Comstocks</b>	12 months	85,000
<b>San Diego Family</b>	6x per year	170,000
<b>Roll Call</b>	varies	375,000

**The more she grows, the more you SHARE.**

Her bright future is coming fast. Share more by investing with ScholarShare, California's 529 College Savings Plan. You'll take advantage of 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**  
scholarshare.com

**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**  
scholarshare.com



# 2015 Marketing Budget



Activity	Allocations	Spend
Online Advertising	\$4,200,000	\$ 1,190,435
Promotions / Community Outreach	\$1,200,000	\$ 445,505
Fulfillment, Printing & Postage	\$800,000	\$ 361,840
Direct Marketing (Prospect and Account Owner)	\$2,500,000	\$ 489,431
Print Ads	\$400,000	\$ 159,177
Radio	\$500,000	\$ 60,125
Public Relations – PR, Events, Marketing, Social Media	\$600,000	\$ 161,789
Promotional Items	\$200,000	\$ 148,424
<b>Total</b>	<b>\$10,000,000</b>	<b>\$ 3,016,726</b>

As of 3/31/2015

# 2015 ScholarShare Outreach Events Summary



Timing	Number of Events	Number of Attendees	Events
Q1 2015	156	47,000	CalPERS Benefits Education Events, Sutter Children's Center Wellness Festival at Fairytale Town, Babies 'R' Us Super Baby Expo, Sierra Moms Children's Activity & Preschool Expo, SF Great Baby Romp, "College: Making It Happen" at CSU Sacramento, Big Bunny's Spring Fling at the Los Angeles Zoo, Intel's Money Matters Workshop, California GEAR UP Regional Conference, Parent Institute for Quality Education Workshop

# 2014 Q3 Results Update - Email



## PROSPECTS

- 824,347 Emails Delivered

- 13,544 Emails Opened
- 1.64% Open Rate
- 1,153 Email Clicks
- 0.14% Click Rate
- Inbound Calls: 37
- Website Visits: 620
- Inquiry Rate: 0.08%
- 130 New Accounts

## ACCOUNT OWNERS

- 108,604 Emails Delivered
- 442,875 eNewsletters Delivered
- 551,479 Total Quantity

- 310,408 Emails Opened
- 56.3% Open Rate
- 7,487 Email Clicks
- 1.4% Click Rate
- \$826K Additional Contributions

Q3 Email Campaigns dropped 7/15/2014 and 9/23/2014 are 100% complete

# 2014 Q4 Results Update - Email



## PROSPECTS

- 417,563 Emails Delivered

- 6,606 Emails Opened
- 1.6% Open Rate
- 199 Email Clicks
- 0.05% Click Rate
- Inbound Calls: 6
- Website Visits: 118
- Inquiry Rate: 0.03%
- 110 New Accounts

## ACCOUNT OWNERS

- 223,758 Emails Delivered
- 328,178 eNewsletters Delivered
- 551,936 Total Quantity

- 153,853 Emails Opened
- 27.9% Open Rate
- 7,973 Email Clicks
- 1.4% Click Rate
- \$1.5MM Additional Contributions

2014 Q4 Email Campaign dropped 11/16/2014 and is 60% complete

# 2014 Q2 Results Update – Direct Mail



## PROSPECTS

- 794,355 DM Pieces Delivered

- 211 Website Visits
- 505 Business Reply Cards
- 379 Inbound Calls
- Inquiry Rate 0.13%
- 734 New Accounts

## ACCOUNT OWNER

- 20,711 DM Pieces Delivered

- 20 Website Visits
- 167 Inbound Calls
- \$4,000 Additional Contributions

Q2 Direct Mail Campaigns dropped 5/14/2014 and are 100% complete

# 2014 Q4 Results Update – Direct Mail



## PROSPECTS

- 572,073 DM Pieces Delivered

- 280 Website Visits
- 172 Business Reply Cards
- 178 Inbound Calls
- Inquiry Rate 0.11%
- 378 New Accounts

## ACCOUNT OWNERS

- 19,028 DM Pieces Delivered

- 21 Website Visits
- 28 Inbound Calls
- \$1,000 Additional Contributions

Q4 Direct Mail Campaigns dropped 11/16/2014 and are 60% complete