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**FEBRUARY 6, 2018**

**AGENDA ITEM 5  
INFORMATION ITEM**

**CALIFORNIA ABLE ACT BOARD**

***2018 Marketing Plan for the California ABLE Program***

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***Information Item***

The Board's 529A program manager, The Nottingham Company, Inc. ("Nottingham"), has provided its 2018 Marketing Plan for the California ABLE Program.

***Background***

The marketing plan outlines specific objectives and strategies for this year and provides an overview of the marketing efforts developed to meet these objectives.

***Attachments***

- Attachment #1 – Draft CalABLE Marketing Plan by Nottingham