



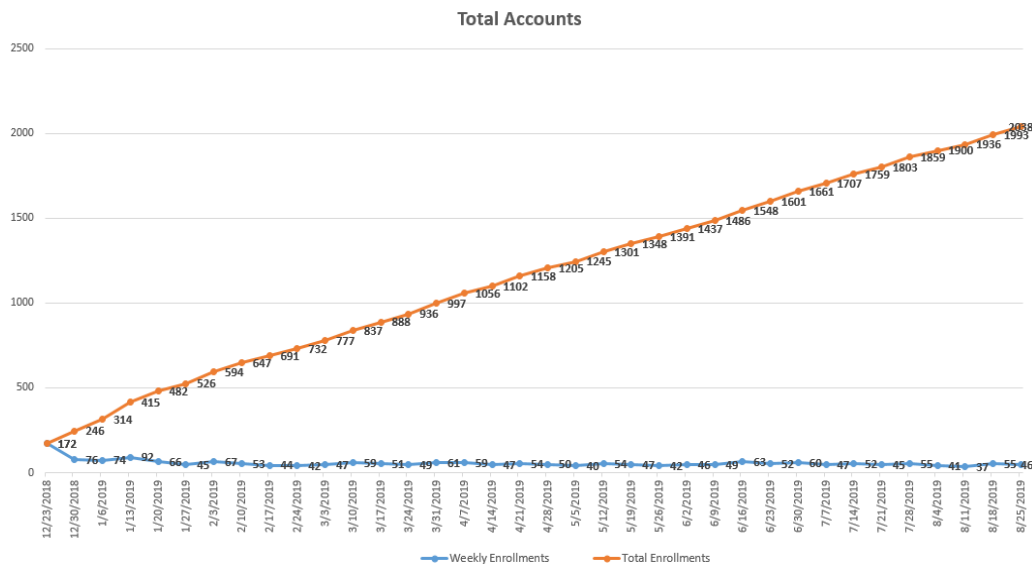
# CALABLE ACT BOARD

Monthly Update

August/September | 2019 |

## Accounts / Assets

As of August 26, 2019, total enrollments in CalABLE reached 2,038 accounts opened, with over \$77,235,599.27 in assets under management. Since July 15, 2019 CalABLE has seen an increase in 279 accounts and \$1,123.27, in assets.



## Operations

- Anne Osborne to join CalABLE staff** Longtime State Treasurer’s Office (STO) employee Anne Osborne will join the CalABLE staff as Staff Services Manager I in September. Anne has been with the STO for the last five years where she served as a program analyst with the California School Finance Authority (CSFA) where she was responsible for coordinating the SB 740 grants program. Prior to her role at STO, Anne served in a similar role with Covered California. Anne comes highly recommended and will bring a high level of program management skills and organization to the CalABLE team. One of her top priorities will be to launch the CalABLE Ambassador Program for account holders who are interested in promoting the program among their networks. We are very proud to have Anne join us and are looking forward to all that she will bring to the team.
- Strategic Planning RFP**—in August CalABLE staff issued Request for Proposals (RFP) No. ABLE 01-19 for Strategic Planning Consulting Services. The selected bidder will support the development of CalABLE’s second strategic planning effort covering the next five years of the program as we move from startup mode to self-sustainability. We hope to have an executed contract and work underway in October.

- **CalABLE Advertising**—Sagent Marketing, CalABLE’s contracted marketing services provider is putting the finishing touches on CalABLE’s first strategic marketing effort, including internet banner ads. The messaging strategy focuses on the aspirational opportunities that CalABLE inspires. This first effort will target two key CalABLE audiences, parents of children with disabilities, and working age adults with disabilities. Each ad concludes with a tag line encouraging opening a CalABLE account as a way of protecting government benefits. Sagent will provide a full update regarding this campaign and other marketing activities at the October 2, CalABLE Act Board Meeting.
- **CalABLE to Launch Pilot Program with National Disability Institute (NDI)** —In September, CalABLE and NDI will begin a new program to bring financial literacy education to current and potential CalABLE account holders. The AchievABLE Corner will provide information and advice on how to use a CalABLE account as an opportunity to maintain health, independence, quality of life and maximize savings without putting public benefits at risk. The AchievABLE Corner also addresses broader issues including how to open and use a CalABLE account and offers ABL account owners the opportunity to improve money management skills to save regularly to maximize their financial well-being. This program is the first of its kind to address the need for financial resources and tools for current and potential ABL account holders to help them make informed decisions about how their funds will be used to pay for disability-related expenses. The National Disability Institute, one of the nation’s most respected disability advocacy organizations will also directly promote CalABLE enrollment through outreach events held across the state to extend the reach of our current promotional efforts. CalABLE Executive Director Dante Allen will present this new program at two upcoming national meetings focused on the ABL industry. The first will be at Strategic Insight’s 529 Conference, September 23-25 in Florida. Dante will be part of a panel discussion with NDI Executive Director Michael Morris. The second conference will be the National Association of State Treasurers Annual Conference October 6-9, also in Florida.
- **CalABLE Visa Prepaid Card Launch**—CalABLE staff is gearing up to launch the CalABLE Visa card for CalABLE account holders in September. As the card vendor completes its remediation of accessibility issues that resulted in a delay to the July launch, CalABLE staff is developing a communications plan to inform current and potential enrollees regarding the new level of convenience the card will bring. Once the card is available, account owners or their Authorized Legal Representatives can log into their ABL account, request an electronic funds transfer to the reloadable card, and then use the card wherever Visa cards are accepted. Disbursements made to the CalABLE Visa Prepaid Card are tax protected and won’t impact SSI resource limits when used to pay for Qualified Disability Expenses (QDEs) just like making a standard withdrawal from an ABL account. New deliverables in development as part of the communications plan include a CalABLE fact sheet that explains how the card works. Addition of the policies and fees associated with the card to the program disclosure statement, and media and stakeholder outreach to promote the card’s availability

## Outreach

CalABLE staff are actively engaging in informational discussions regarding program enrollment. Here is a snapshot of our activity and reach since the previous board update:

Approximately 610 prospective account holders, family members, service providers, and disability advocates attended CalABLE presentations offered throughout Sacramento, Fresno, Los Angeles, Hayward, Clovis and San Jose. CalABLE gained 115 followers/subscribers to its social media platforms and email listserv. Staff has completed the online application and is working on format of a paper application. We have 80 people who have expressed interest in becoming an Ambassador. *Upcoming events and presentations*

- **Sept 13 at 10:45 a.m.** - CalABLE staff to present at CalEPA headquarters for the Association of California State Employees with Disabilities.
- **Sept 25 at 6:00 p.m.** - CalABLE staff to present at My Ears 2 Hear Support Group in Roseville, CA
- **Oct. 11 at 3:00 p.m.** – Dante Allen will present CalABLE at the Supported Life Annual Conference in Sacramento, CA.
- **Oct. 19 from 10:00 to 2:00** CalABLE staff will present at the Lanterman Regional Center’s Housing Fair in Los Angeles.

## Next CalABLE Act Board Meeting

The next CalABLE Act Board Meeting will take place October 2, 2019, 2019| 1:30 p.m. |915 Capitol Mall Room 587. This meeting was rescheduled from September 24 to accommodate my travel schedule on behalf of CalABLE to attend and present at Strategic Insight's 529 Conference: *Uncovering the most effective strategies for 529 growth*. Thank you for your responses to the inquiry that was sent out to get the best time for this new date.

### Proposed Agenda Items

- Q2 Operations Report
- Marketing Plan and Creative
- ABLE Industry Update

*This report is produced by CalABLE staff as an informational update for the California Achieving a Better Life Experience Act Board. It is intended to provide snapshot updates on informational items and is distributed in months in which no CalABLE Board Meeting occurs. If you have questions or concerns about this report, or any other issues related to CalABLE, please contact CalABLE Executive Director, Dante Allen at (916) 653-4046, or [dante.allen@treasurer.ca.gov](mailto:dante.allen@treasurer.ca.gov).*