
SEPTEMBER 12, 2013

**AGENDA ITEM 5
ACTION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Resolution to Approve Changes to the ScholarShare Outreach and Public Education Plan

Recommendation

Staff recommends that the Board adopt Resolution No. 2013-05 approving changes to the ScholarShare Outreach and Public Education Plan (SCOPE Plan).

Background

In June 2008, the ScholarShare Investment Board (SIB or Board) adopted the SCOPE Plan. The main goal of the SCOPE Plan is to raise awareness of the ScholarShare College Savings Plan (Plan) and to promote the benefits of investing in a 529 college savings plan and attending institutions of higher education.

As part of its annual review, SIB staff is proposing changes to the SCOPE Plan. The changes, which are included in the revised SCOPE Plan (Exhibit A), are minor updates to the current landscape, the types of partnerships and the addition of recent initiatives. SIB staff continues to take into consideration what they have learned when further developing its existing and future efforts and partnerships.

Presenter

Arlene Greene, Deputy Director, ScholarShare Investment Board

RESOLUTION NO. 2013-05

**RESOLUTION OF THE SCHOLARSHARE INVESTMENT BOARD
APPROVING CHANGES TO THE SCHOLARSHARE
OUTREACH & PUBLIC EDUCATION PLAN**

WHEREAS, the ScholarShare Investment Board (the “SIB” or “Board”) was created under the provisions of Article 19 of the California Education Code commencing with Section 69980 and as amended by Chapter 318, Stats. 2005 (AB 961) (the “Golden State ScholarShare Trust Act” or “Act”); and

WHEREAS, Section 69992 of the Education Code provides that the Board shall aggressively market this program to the citizens of the State of California, and that the Board shall include in its marketing efforts information designed to educate citizens about the benefits of saving for higher education, and that the Board shall also develop a mechanism to keep participants in this program motivated about their current and future academic endeavors; and

WHEREAS, the Board adopted goals and sponsorship selection criteria to the ScholarShare Outreach & Public Education Plan (the “SCOPE Plan”) at the June 19, 2008 Board meeting and recognized that the SCOPE Plan, goals and criteria were the first large-scale effort in furthering ScholarShare outreach, and as such will be amended from time to time, and

WHEREAS, as part of its annual review, SIB staff has reviewed the SCOPE Plan and is proposing minor updates to the current landscape and types of partnerships, and addition of recent initiatives to provide a more defined outline of the marketing and outreach in which SIB participates.

NOW, THEREFORE, BE IT RESOLVED that the Board approves changes to the SCOPE Plan, as proposed by SIB staff and as shown in the revised SCOPE Plan (Exhibit A).

BE IT FURTHER RESOLVED that this Resolution becomes effective immediately upon its adoption.

Attest:

Chairperson

Date of Adoption: _____