
OCTOBER 2, 2014

**AGENDA ITEM 6
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update for the ScholarShare Plan

Background

TIAA-CREF Tuition Financing, Inc. has provided its “Marketing Update” for the ScholarShare College Savings Plan. This update outlines marketing results through the second quarter of 2014 and the marketing activities planned for the remainder of the year. The update includes an overview of the account and asset results, annual 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.



2014 Marketing Update
ScholarShare College Savings Plan
October 2, 2014



SCHOLARSHARE

CALIFORNIA'S 529 COLLEGE SAVINGS PLAN



ScholarShare Business Results



MARKETING PERFORMANCE CRITERIA

Accounts and Contributions	June 30 2013	June 30 2014	% Change
Total New Accounts Opened	8,704	10,704	+23.0%
Total New Contributions Collected	\$260.1 million	\$297.2 million	+14.3%

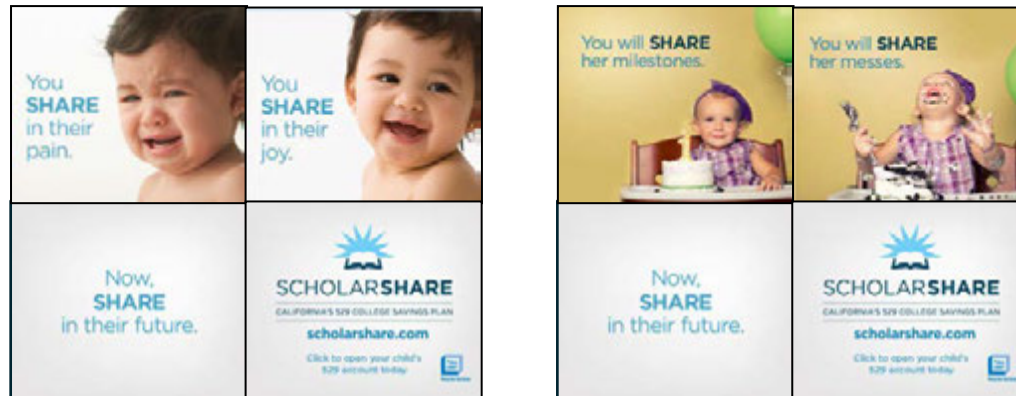
ACCOUNTS AND ASSETS

Accounts and Assets	June 30 2013	June 30 2014	% Change
Total Open Accounts	245,427	254,591	+3.7%
Total Assets	\$5.05 billion	\$6.02 billion	+19.2%
Market Share*	5.4%	5.3%	-0.1%

* Source: Financial Research Corp.
All results in this report are for the period ending June 30, 2014 unless noted.

Advertising Results: Online Media Overview

Advertising Results: ScholarShare Banner and Search



Metrics	2014
Spend	\$1,871,527
Impressions	144,844,615
Clicks	196,020
Click-Through-Rate (CTR)	0.14%
Cost-Per-Click (CPC)	\$9.50
Transactions	16,993
Cost-Per-Transaction*	\$106.60

*Excludes all mobile results

Advertising Results: Online Display Media



Banner (Top 5 Performing Sites by CTR)

Placement	Impressions	Clicks	CTR	CPC
PreRoll	4,774,594	41,824	0.88%	\$ 2.71
Evite	8,267,527	22,732	0.27%	\$ 7.09
SavingForCollege.com	1,178,974	2,000	0.17%	\$ 27.30
Patch.com	4,473,896	4,694	0.10%	\$ 21.56
Sacramento Bee NYTIMES	2,804,922	2,442	0.09%	\$ 14.86

Mobile

Placement	Impressions	Clicks	CTR	CPC
Mobile	6,377,065	30,088	0.47%	\$1.99

Optimization

- Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 1,213 transactions.
- PreRoll program plays a short ScholarShare video prior to viewing the video you selected. A ScholarShare banner ad is placed to the right of the video playing. This method of banner promotion has received the highest click through rate during the second quarter of 2014.

Implications

- Maintain heavy presence on top performing sites and test new opportunities.
- Optimize site mix and continue to use retargeting to increase back-end performance.

Advertising Results: Online Search Media



Search Engine Performance

Impressions	Clicks	CTR	Spend	CPC	Transactions
1,727,443	41,527	2.40%	\$306,000	\$8.57	3,106

CTR Benchmarks

Google: 0.05%

MSN/Yahoo/Bing: 0.04%

Top 5 Keywords

Keywords	Clicks	Impressions
ScholarShare	9,921	66,236
College Savings Plan	2,534	157,347
529 Plan	1,570	40,480
529 Plan California	1,080	16,276
California 529	1,353	14,459

Observations

- Maximized search presence across the engines and optimize to drive results
- 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

Email Marketing

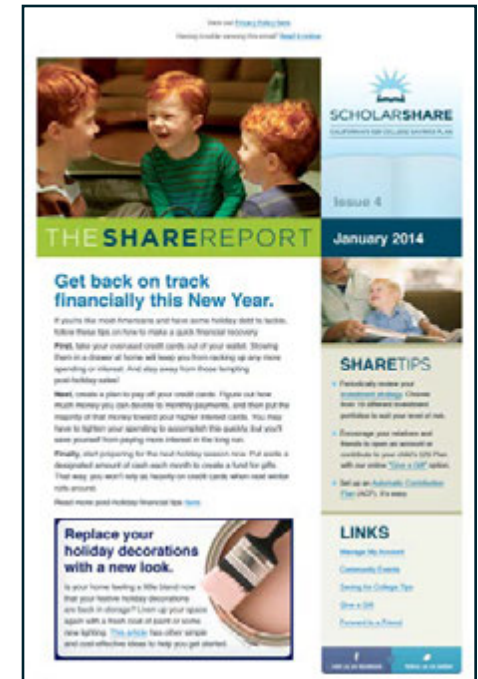
PROSPECTS

Q 1	•1,282,530 Emails Delivered	<ul style="list-style-type: none"> •15,477 Emails Opened; 1.21% Open Rate •600 Email Clicks; 0.05% Click Rate • Inbound Calls: 298 • Website Visits: 475 • Inquiry Rate: 0.06%
Q 2	•470,297 Emails Delivered	<ul style="list-style-type: none"> •17,145 Emails Opened; 3.6% Open Rate •1,327 Email Clicks; 0.3% Click Rate • Inbound Calls: 8 • Website Visits: 1,011 • Inquiry Rate: 0.22%

ACCOUNT OWNERS

Q 1	•667,366 Emails Delivered	<ul style="list-style-type: none"> •193,321 Emails Opened; 28.9% Open Rate •10,768 Email Clicks; 1.61% Click Rate • Inbound Calls: 144 • Website Visits: 20,023 • Inquiry Rate: 3.0%
Q 2	•598,663	<ul style="list-style-type: none"> •183,016 Emails Opened; 30.6% Open Rate •14,835 Email Clicks; 2.5% Click Rate • Inbound Calls: 129 • Website Visits: 18,666 • Inquiry Rate: 3.14%

* Q2 results are not final and still in progress



Direct Mail



PROSPECTS		
Q 1	•855,756 DM Pieces Delivered	<ul style="list-style-type: none"> •418 Website Visits •288 Business Reply Cards • 355 Inbound Calls •503 New Account Owners
Q 2	•1,067,800 DM Pieces Delivered	<ul style="list-style-type: none"> •145 Website Visits •228 Business Reply Cards • 279 Inbound Calls
ACCOUNT OWNER		
Q 1	•24,001 DM Pieces Delivered	<ul style="list-style-type: none"> •12 Website Visits •24 Inbound Calls
Q 2	•20,071 DM Pieces Delivered	<ul style="list-style-type: none"> •18 Website Visits •60 Inbound Calls

Local Marketing Update



2014 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
 - Telemundo
 - Natural History Museum
 - USC Alumni Association
- Developed new partnerships
 - San Diego Padres
 - Zimmer Children's Museum
 - Turtle Bay Exploration park
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships
- New ScholarShare Family Packs offered
 - San Jose State
 - UC Davis
 - Sacramento State

ScholarShare Speaks

- No ScholarShare Speaks events were held in the Q 2
- 1 event is scheduled for Q 3

Employer Outreach

- 3 New Payroll Deduction Employers
- 32 Workshops, Seminars, Webinars
- 78 Corporate Benefit Fairs, Expos, Association Meetings
- Sacramento Metro Fire; San Diego Zoo; San Diego Unified Port District

Family Packs

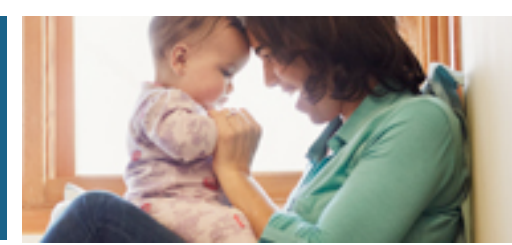
- Cal Berkeley: 94
- Fresno State Bulldogs: 23
- Sacramento River Cats: 765
- San Diego Padres: 1,768
- Stockton Ports: 26
- Bakersfield Blaze: 67
- Stanford: 51
- SDSU Aztecs: 17

2014 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
- 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
Employer Outreach	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"> ▪ 3 New Payroll Deduction Employers ▪ 32 Workshops, Seminars, Webinars ▪ 78 Corporate Benefit Fairs, Expos, Association Meetings ▪ CASBO; City of Lancaster; 2014 CA State PTA Conference; Arena Pharmaceutical; Falken Tire; Viasystems
Ethnic Outreach	All Year	Spanish speaking: Parents Grandparents Employers	Spanish language website Print materials Telemundo El Clasificacado	On-site workshops and on-air Linea de Ayuda (Help Line) -Planned for Fall 2014
Friday Folders	April	Elementary School: Principals/Teachers Parents	Microsite Direct mail Collateral materials	8,289 Schools Invited to Participate 799 Participating (to date)
Summer Reading	May	Libraries Student Readers Families	Microsite Collateral Kits News 10 Reading Connects Sweepstakes PR promotion	1,189 Libraries 1,150 Participating 3,129 Entries

Public Relations Initiatives



Program	Month	Results
<ul style="list-style-type: none"> Celebrate Valentine's Day with ScholarShare's 'Show the Love' Sweepstakes 	February	SEO Release: Picked up by 182 outlets, reaching an audience of 6,649,710 ; Total views: 2,303
<ul style="list-style-type: none"> ScholarShare Encourages Tax payers to Do More With Their Tax Refunds 	March	SEO Release: Picked up by 180 outlets, reaching an audience of 6,761,544; Total views: 2,390
<ul style="list-style-type: none"> ScholarShare Offers e-Delivery Option for Account Holders 	April	SEO Release: Picked up by 183 outlets, reaching an audience of 6,849,938 ; Total views: 2,049
<ul style="list-style-type: none"> ScholarShare Celebrates National 529 Day with "529 Day" Sweepstakes 	May	SEO Release: Picked up by 182 outlets, reaching an audience of 7,355,414; Total views: 2,321
<ul style="list-style-type: none"> ScholarShare Partners With California Public Libraries for 2014 Summer Reading Program 	June	SEO Release: Picked up by 176 outlets, reaching an audience of 7,023,267 ; Total views: 2,049
<ul style="list-style-type: none"> Celebrate Aunt & Uncle's Day with a 529 College Savings Plan 	July	SEO Release: Picked up by 177 outlets, reaching an audience of 7,273,434 ; Total views: 3,110

Social Media



Twitter	Facebook	Bloggers
<ul style="list-style-type: none">•1,850 followers• Creative Campaign Feature• Partnerships<ul style="list-style-type: none">•News• Events	<ul style="list-style-type: none">• 45,895 Fans•7,773,483 Daily Impressions•3,302,448 Daily Total Reach•529 Day Sweepstakes•Creative Campaign Feature<ul style="list-style-type: none">•411 on 529 Facts	<ul style="list-style-type: none">•Our blogger outreach is focused on Q2 –Q4 <p>Blogger Ambassador Program Type A Blogger Show BlogHer Show Blogger Dinners/Engagement Quarterly Information Drip</p>

Radio Advertising



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

Spot Radio

Adults 25-44 HHI \$75K+, Children in HH, :30-Sec. announcements

Fresno												
Los Angeles												
Sacramento												
San Diego												
San Francisco												

12.3 million Impressions – Q2 2014

Print Advertising

Publication	Frequency	Audience per Issue
Comstocks	12 months	85,000
LA Parent	6x per year	360,000
Inland Empire Family	6x per year	170,000
San Diego Family	6x per year	170,000
Roll Call	varies	375,000
Jewish Journal	12 months	39,500
CALCPA	6 Months	42,046



Appendix

He will remember what you **SHARE.**

THE WORLD IS AT HIS FEET. ANYTHING IS POSSIBLE.
 Help him get a head start on his future by opening a ScholarShare 529 College Savings Plan account. With a wide variety of investment portfolios and low fees, ScholarShare is here to help you invest for his future. Tax-free growth will increase his future. Besides some income and dividend reinvestment, you can use it for college, vocational and trade schools.

SCHOLARSHARE
 COLLEGE SAVING PLAN
scholarshare.com

Facebook icon Twitter icon

© 2014 TIAA-CREF. All rights reserved. TIAA-CREF is a registered service mark of TIAA-CREF Group, Inc. All other trademarks are the property of their respective owners. TIAA-CREF is a registered service mark of TIAA-CREF Group, Inc. All other trademarks are the property of their respective owners. TIAA-CREF is a registered service mark of TIAA-CREF Group, Inc. All other trademarks are the property of their respective owners.

You have a **SHARE** in her future.

THE WORLD IS AT HER FEET. ANYTHING IS POSSIBLE.
 Help her get a head start on her future by opening a ScholarShare 529 College Savings Plan account. With a wide variety of investment portfolios and low fees, ScholarShare is here to help you invest for her future. Tax-free growth will increase her future. Besides some income and dividend reinvestment, you can use it for college, vocational and trade schools.

SCHOLARSHARE
 COLLEGE SAVING PLAN
scholarshare.com

Facebook icon Twitter icon

© 2014 TIAA-CREF. All rights reserved. TIAA-CREF is a registered service mark of TIAA-CREF Group, Inc. All other trademarks are the property of their respective owners. TIAA-CREF is a registered service mark of TIAA-CREF Group, Inc. All other trademarks are the property of their respective owners.

2014 Marketing Budget



Activity	Allocations	Spend
Online Advertising	\$3,800,000	\$ 2,253,041
Promotions / Community Outreach	\$1,200,000	\$ 1,129,675
Fulfillment, Printing & Postage, Disclosure	\$1,000,000	\$ 872,465
Direct Marketing (Prospect and Account Owner)	\$2,500,000	\$ 1,375,862
Print Ads	\$400,000	\$ 354,206
Radio TV	\$400,000	\$ 276,014
Public Relations – PR, Events, Marketing, Social Media, Research	\$600,000	\$ 483,242
Promotional Items	\$200,000	\$ 140,140
Total	\$10,000,000	\$ 6,884,645

As of 6/30/2014

2014 ScholarShare Outreach Events Summary



Timing	Number of Events	Number of Attendees	Events
First Quarter	132	339,000	CalPERS Retirement Planning Fair in Redding, “Jedi Nights” at The Tech Museum of Innovation in San Jose, “Internet and Technology Safety” ScholarShare Speaks lecture in Rancho Palos Verde, East Bay Moms Preschool & Childhood Resource Fair in Oakland, “Pi Day” at The Exploratorium in San Francisco, “Tools Conference” in Long Beach, Sacramento Baby & Toddler Expo, “Enchanted Garden Member Morning” at the Natural History Museum in Los Angeles, “College: Making It Happen” at CSU Sacramento
Second Quarter	155	100,000+	“Member Carnival” at Exploratorium, Boy Scouts of Orange County’s “Scout O Rama,” College OPTIONS’ “KinderCollege Day,” “Big Bunny’s Spring Fling” at Los Angeles Zoo, “Bug Fair” at Natural History Museum of Los Angeles, Fresno Grizzlies “ScholarShare Fireworks Night,” Parents Education League of Los Angeles’ “Education and Enrichment Fair,” Plaza De La Raza Health & Lifestyle Expo, Pretend City “Family Fun & Wellness Fair,” “Cal Day” at UC Berkeley and “UCLA Alumni Day.”