
MARCH 17, 2016

**AGENDA ITEM 5
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of 2015 Marketing Performance for the ScholarShare College Savings Plan

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for the ScholarShare College Savings Plan (Plan), has provided its “2015 Marketing Results” for the Plan. It includes an overview of the account and asset results for 2015 and how they measure against the marketing performance criteria adopted by the ScholarShare Investment Board.

The overview also outlines the budget and results for marketing activities completed in 2015 which include:

- Online, print, and radio advertising,
- Email and direct mail communications,
- Local marketing, sponsorships, and event strategy,
- Statewide initiatives, including employer and ethnic outreach, and
- Public relations and social media.

Presenter

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



Start small.

2015 Marketing Results
ScholarShare College Savings Plan
March 17, 2016



SCHOLARSHARE
CALIFORNIA'S 529 COLLEGE SAVINGS PLAN SM

ScholarShare Business Results



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MARKETING PERFORMANCE CRITERIA

Accounts and Contributions	2014	2015	% Change
Total New Accounts Opened	21,174	21,981	+3.8%
Total New Contributions Collected	\$599.3 million	\$625.1 million	+4.3%

Growth Rate	ScholarShare	Industry	% Difference
Annual Asset Growth Rate	3.7 %	4.4 % *	-0.7%

Rollovers	Performance Criteria	2015
% of Plan Accounts closed due to Rollovers	< 2%	0.66% **

ACCOUNTS AND ASSETS

Accounts and Assets	2014	2015	% Change
Total Open Accounts at year-end	259,227	270,135	+4.2%
Total Assets at year-end	\$6.2 billion	\$6.4 billion	+3.2%
Market Share at year-end**	5.2%	5.2%	No change

*Source: Financial Research Corp.

** \$42.1M in Rollovers



Financial Services

Advertising Results: Online Media Overview

Advertising Results: ScholarShare Banner and Search



Metrics	2014	2015
Spend	\$3,613,786	\$3,670,461
Impressions	287,894,137	280,829,972
Clicks	363,796	479,141
Click-Through-Rate (CTR)	.13%	.17%
Cost-Per-Click (CPC)	\$9.93	\$7.66
Transactions	34,950	37,280
Cost-Per-Transaction*	\$99.97	\$98.46

*Excludes all mobile results

Cost per transaction continues to be reduced and the number of transactions has increased.

Advertising Results: Online Display Media



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Banner (Top 5 Performing Sites by CTR)

Placement	Impressions	Clicks	CTR	CPC
GOOGLE Parents with Children	21,897,405	85,792	0.39%	\$ 1.02
Meredith	3,021,174	7,522	0.25%	\$ 8.86
GOOGLE Finance	25,573,973	61,561	0.24%	\$ 2.66
GOOGLE Parenting	41,362,550	84,284	0.20%	\$ 2.19
WhattoExpect	2,310,476	4,485	0.19%	\$ 8.03

Optimization

▪Google-Retargeting program allows you the chance to recapture potential customers after they leave your site. It has generated an additional 5,689 transactions.

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.

Mobile

Placement	Impressions	Clicks	CTR	CPC
Mobile	11,282,894	33,614	0.30%	\$ 3.57

Our top 5 performing sites continue to evolve as we optimize for performance.

Advertising Results: Online Search Media



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Search Engine Performance

Impressions	Clicks	CTR	Spend	CPC	Transactions
5,561,675	120,479	2.17%	\$826,500	\$6.86	10,701

CTR Benchmarks	
Google:	0.05%
MSN/Yahoo/Bing:	0.04%

Top 5 Keywords

Keywords	Clicks	Impressions
[ScholarShare]	18,828	67,459
529	6,185	293,298
+ScholarShare	4,272	25,030
CA 529	2,693	35,897
529 Plan	2,616	89,776

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
- [ScholarShare] alone and +ScholarShare included along with other words such as 529, CA, etc. was in the top 5 of keywords searched

Email Marketing

PROSPECTS

- 2,382,259 Emails Delivered

- 52,132 Emails Opened
- 2.1% Open Rate
- 4,214 Email Clicks
- 0.17% Click Rate
- Inbound Calls: 447
- Website Visits: 4,523
- Inquiry Rate: 0.20%
- 724 New Account Owners
- \$418K First Contribution Dollars

ACCOUNT OWNERS

- 556,880 Emails Delivered
- 995,319 eNewsletters Delivered
- 1,552,199 Total Quantity

- 414,578 Emails Opened
- 26.7% Open Rate
- 17,038 Email Clicks
- 1.1% Click Rate
- \$1.3MM Additional Contributions

Prospect Email campaigns include: February, May, August, and November New Parent Triggers, January, March Tax Time, May Post Tax Time, July Summer, September, and November Year End

Account Owner Email campaigns include: monthly eNewsletter and January, March Tax Time, May Post Tax Time, September, and November Year End

The screenshot displays the ScholarShare website interface. At the top right, the logo for 'SCHOLARSHARE CALIFORNIA'S 529 COLLEGE SAVINGS PLAN' is visible. Below it, the newsletter title 'THE SHARE REPORT' is prominently displayed in a green banner, with 'Volume 4 Issue 11' and the date 'November 2015' to its right. The main content area features an article titled 'Investing for College with Confidence' with a sub-headline 'While you don't need to be an expert investor to manage your 529 college savings plan, it's a smart idea to periodically review your investment strategy. Here are three simple ways to make sure your account is working for you:'. The article lists three numbered points: 1. Stay focused on the long term, 2. Pay attention to time horizons, and 3. Establish a budget. To the right of the article is a 'SHARE TIPS' section with three bullet points: 'Set up an Automatic Contribution Plan (ACP)', 'Periodically review your investment strategy', and 'Encourage your relatives and friends to open an account or contribute to your child's 529 plan'. Below the tips is a 'LINKS' section with links for 'Manage My Account', 'Community Events', 'Saving for College Tips', 'eGift', and 'Enroll in ACP'. At the bottom of the page, there is a 'New Money-Saving Thanksgiving Traditions' banner featuring an image of a basket of red cranberries and a link to 'will make your wallet thankful here'.

Direct Mail

PROSPECTS

- 2,046,231 DM Pieces Delivered

- 689 Website Visits
- 522 Inbound Calls
- Inquiry Rate 0.08%
- 1,833 New Account Owners
- \$1.1M First Year Contributions

ACCOUNT OWNERS

- 59,626 DM Pieces Delivered

- 74 Website Visits
- 171 Inbound Calls
- \$20K In Additional Contributions

Prospect Campaigns include: February, May, August, and November New Parent Triggers, March Tax Time, May Post Tax Time, and November Year End

Account Owner Campaigns include: March Tax Time, May Post Tax Time, and November Year End

She'll outgrow that holiday sweater. But she'll never outgrow a college education.



Give the gift of a college education with a 529 plan account today.

Sample A, Sample
123 Main Street, Suite 456
Anytown USA 12345-6789

Dear Sample A, Sample,

You've carefully crafted your holiday shopping budget, but there's another important part of your financial plan to think about this season: your college savings strategy.

Opening a ScholarShare 529 College Savings Plan account this year can be a great way to support your child's education and help you make the most of the tax advantages that come with a 529 account, like the opportunity for tax-free growth. Even withdrawals are federal and California income tax-free when used for higher education expenses.

Your holiday shopping list may be full of the latest toys and gadgets. But remember, you can't beat a gift that could mean a brighter future for your child. Call 866-220-1812 or visit ScholarShare.com/get529 to open an account.

An education is a gift they'll never outgrow—open an account with as little as \$25 today.

ScholarShare has received a Silver rating from Morningstar, *App*, making it one of the best-rated plans in the nation.

Morningstar Fund Research, 2015 529 College Savings Plan Industry Survey, April 20, 2015. Morningstar awarded 64 total plans in the relevant class—Process, Performance, Price, Payout, and People—to assign an Analyst Rating for an 829 plan. Analyst Ratings are assigned on a five-star scale ranging from Gold to Negative. ScholarShare received a Silver rating, which is awarded to plans with notable advantages across several, but perhaps not all, of the five pillars—strengths that give the analysis a high level of conviction. Past performance is not indicative of future results.

Open your ScholarShare 529 College Savings Plan account today.

866-220-1812
ScholarShare.com/get529

SCHOLARSHARE
CALIFORNIA 529 COLLEGE SAVINGS PLAN

Open an account today at ScholarShare.com/get529 or call 866-220-1812.

Local Marketing Update



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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
 - The Tech Museum of Innovation
 - Fairytale Town
 - Los Angeles Zoo and Botanical Gardens
- Developed new partnerships
 - Zimmer Children's Museum
 - Pretend City Children's Museum
 - UC Santa Barbara Alumni
- Improved utilization of sponsorship benefits by utilizing our PR firm Rogers Finn Partners
- Social Media component required in all partnerships

ScholarShare Speaks

- Hosted events on the following subjects: Internet & Technology Safety, The Philosophical Baby, Developing A New Generation of Innovators, Sacramento Play Summit
- Over 678 attendees

Employer Outreach

- 5 New Payroll Deduction Employers
- 120 Workshops, Seminars, Webinars
- 293 Corporate Benefit Fairs, Expos, Association Meetings

Summer Reading Program

- Over 3,850 entries received in our promotion, 40 Student winners and 40 Library winners

Free School Materials Program

- Public / Private elementary schools throughout CA numbering 7,850+
- Orders received for Friday folders from 503 schools, K-3rd grade, for 246,000 folders

2015 Sponsorship and Event Strategy

- Focused on sponsorships targeting families with children in the 0-9 years age range where parents are a captive audience and focused on what is beneficial to their children
- Utilized PR firm to promote ScholarShare's participation in special events and activities through sponsorships of various venues including museums, science centers, zoo, etc.
- Assigned Field Consultants to manage sponsorships in their respective geographic area and participated in and attended events with ScholarShare staff to answer questions and provide information
- Focused 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
- Developed branding elements throughout the sponsored venues, and utilized newsletters, website and email campaigns
- Approached top employers in CA to encourage participation and promote payroll deduction to ScholarShare accounts and to provide educational workshops and counseling on saving for college.

Statewide Initiatives



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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"> 5 New Payroll Deduction Employers 120 Workshops, Seminars, Webinars 293 Corporate Benefit Fairs, Expos, Association Meetings
Ethnic Outreach	All Year	Spanish & Chinese speaking: Parents Grandparents Employers	Spanish language website Spanish and Chinese Print materials Telemundo Univision Chinese New Year/Lunar New Year events	On-site workshops and on-air Linea de Ayuda (Help Line) BRC Collection at events
Free School Supply	April	Elementary School: Principals/Teachers Parents	Microsite Direct mail Collateral materials	<ul style="list-style-type: none"> Outreach to 7,850 Schools 503 Schools Participating 246,000 Folders
Summer Reading Program	June	Libraries Student Readers Families	Microsite Collateral Kits Sweepstakes PR promotion	1,185 Libraries 3,850+ Entries

Public Relations Initiatives



Program	Month		Results
<ul style="list-style-type: none"> A New Year's Resolution You Can Keep: Saving for College 	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"> Celebrate Good Fortune with ScholarShare's 'Lunar New Year' Sweepstakes 	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"> Score Big with ScholarShare's College Savings Madness Sweepstakes 	March	SEO Release	SEO Release: Picked up by 128 outlets, reaching an audience of 9,039,962 ; Total views: 2,563
<ul style="list-style-type: none"> Treasurer Chiang Announces ScholarShare Matching Promotion for National 529 College Savings Day 	May	Press Release	Press Release: Picked up by 128 outlets, reaching an audience of 7,036,100 Total views: 1,659
<ul style="list-style-type: none"> ScholarShare Partners With California Public Libraries for 2015 Summer Reading Program 	July	SEO Release	SEO Release: Picked up by 166 outlets, reaching an audience of 52,823,271 ; Total views: 1,379
<ul style="list-style-type: none"> ScholarShare Announces Winners of the Read to the Rhythm Summer Reading Promotion 	September	SEO Release	SEO Release: Picked up by 167 outlets, reaching an audience of 48,549,658; Total views: 3,085
<ul style="list-style-type: none"> ScholarShare Launches College Savings Pledge to Raise Awareness About State's 529 Plan 	September	SEO Release	SEO Release: Picked up by 167 outlets, reaching an audience of 50,855,416 ; Total views: 3,339
<ul style="list-style-type: none"> ScholarShare Doubles the Joy This Holiday Season With Matching Promotion 	December	Press Release	N/A <i>*STO distributed the press release.</i>

Social Media



Twitter	Facebook
<ul style="list-style-type: none">• 2,707 followers• Added 317 New Follows in 2015• 371 Tweets• 1,622 Engagements• 1,761 Mentions• 3,148,732 Total Impressions <ul style="list-style-type: none">• Utilized Platform to enhance event sponsorship (Dad 2.0)• “RT to Win” increased participation and awareness of promotions• Top Tweet: Lilybee promo Tweet on #AprilFools, RT to Win (42 Retweets)• Top Categories: Parenting and Educational	<ul style="list-style-type: none">• 65,826 Fans• Added 1,186 New Page Likes in 2015• 156 Brand Posts• 22,814 Engagements• 3,329,474 Reach• 4,016,623 Impressions <ul style="list-style-type: none">• “Shares” up 32% YOY, aiding in message virality• Began testing AO-targeted posts• Implemented conversion tracking• Top Post: 4th of July (1,080 Engagements)• Top Content Categories: Parenting, Holidays and Culture

Bloggers

Blogger Program

Results

2015 Blogger Ambassador Program

In 2015, the Blogger Ambassador Program generated 60 blog posts, with a total reach of 1,207,440.



It's A Lovely Life!®



Someday I'll Learn



DESIGN
MOM



Cookies & Clogs
FAMILY TECH TRAVEL



SUNSHINE

2015 Blogger Blitz

In 2015, the PR team executed one blogger blitz to support ScholarShare's "You Start It, We Match It" promotion. As a result, the blogger blitz generated 11 blog posts, with a total reach of 229,586.



Moms Blog
@ MOMMY
ENTERPRISES



savvy
sassy MOMS



breezymama



A Spectacled Owl

Radio Advertising

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

21,688,079 Impressions - 2015

Print Advertising

Publication	Frequency	Audience per Issue
Comstocks	12 months	85,000
San Diego Family	2x per year	170,000
Roll Call	varies	375,000

Start small.

A little body goes a long way. With tax-deferred saving opportunity and compound interest potential, a ScholarShare 529 College Savings account can grow over time. Start early. You can do this.

SCHOLARSHARE
COLLEGE SAVINGS
scholarshare.com | 800.544.5248

Consider the investment objectives, risks, charges and expenses before investing in the ScholarShare College Savings Plan. Your ScholarShare can be a Tax-Deferred Account containing the risk of loss. Read the prospectus for more information. Investment is for those who can bear the risk of loss. TIAA-CREF Investment Services, LLC, member FINRA, is the broker and administrator for ScholarShare. Tax information contained herein is not intended to be used, and cannot be used, to support or oppose any position or to provide tax advice. Taxpayers should seek advice from an independent tax advisor based on their own particular circumstances. This qualified withdrawal may be subject to federal and state taxes and the additional federal 10% tax. This qualified withdrawal may also be subject to an additional 2.1% administrative charge. Before investing in a 529 plan, consider whether the state where your beneficiary resides has a 529 plan that offers favorable state tax benefits that are available to investment in that state's 529 plan. ©2019

2015 Marketing Budget



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Activity	Spend	Allocations
Online Advertising	\$ 3,917,724	\$4,000,000
Promotions / Community Outreach	\$ 1,591,982	\$1,400,000
Fulfillment, Printing & Postage	\$ 765,012	\$800,000
Direct Marketing (Prospect and Account Owner)	\$ 2,101,285	\$2,100,000
Print Ads	\$ 379,144	\$400,000
Radio & Television	\$ 402,428	\$500,000
Public Relations – PR, Events, Marketing, Social Media	\$ 611,666	\$600,000
Promotional Items	\$ 251,219	\$200,000
Total	\$ 10,020,460	\$10,000,000

As of 12/31/2015

2015 ScholarShare Outreach Events Summary



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Timing	Number of Events	Number of Attendees	Events
First Quarter	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
Second Quarter	177	301,000	Los Angeles Zoo's Big Bunny's Spring Fling, Univision's Festival de los Ninos, Fairytale Town's Spring Extravaganza, CalPERS Benefits Education Events, Sacramento State University's College Making it Happen, Baby & Kidz Expo, LeaLA, Tehama County Children's Fair, Los Angeles Natural History Museum's Bug Fair, Parents Education League of L.A. Kindergarten Workshop, Aquarium of the Pacific's Pacific Islander Festival, CalSHRM State legislative & HR Conference, California State Parent Teacher Association Convention, OC Boy Scouts "Scout-O-Rama," Parker Aerospace Health & Lifestyle Expo
Third Quarter	163	153,640	CalPERS Benefits Education Events, Aquarium of the Pacific "Saturday Family Fun," The Lawrence Hall of Science "ScholarShare Science Future Fun Day," CSEA Annual Conference - Benefits Fair, Sun City Roseville "Grandparents Day," Sacramento Zoo "Ice Cream Safari," Fresno Chaffee Zoo "Dia de la Familia," Telemundo "Cuenta Conmigo," Natural History Museum of Los Angeles County "Grandes Maestros," Sacramento Play Summit, Bay Area Discovery Museum "Grandparents Day," Univision Fresno "Fiestas Patrias," College Quest
Fourth Quarter	159	435,480	CHP Transportation & Wellness Fair, CSU Monterey Bay Benefits & Wellness Fair, UC Berkeley Homecoming, 12th Annual Orange County Children's Book Festival, Parents Education League of Los Angeles - Westside Preschool Admissions Panel, Oceanside Museum of Art - Stroller Tours, Department of Health Care Services "Saving for College" Workshop, 14th Annual Cash for College - College and Career Convention, Pretend City Children's Museum - "Dia de los Muertos," South County Cal-SOAP "College Night"