
MARCH 24, 2021

**AGENDA ITEM 6
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Review of Marketing Performance for ScholarShare 529

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for ScholarShare 529 (Plan), has provided its “Q4 2020 Marketing Results” for the Plan. It includes an overview of the account and asset results for 2020 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 2020 which include:

- Q4 2020 Achievements
- 2020 Matching Grant Program
- 2020 Campaigns Recap
- Public Relations
- Social Media
- Employer Outreach
- Outreach Events
- 2020 Marketing Budget

Presenter

Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.



Q4 2020 Marketing Results

March 24, 2021

2020 Marketing Plan



1. Brand Management	2. Gain New Accounts/AUM	3. Engage Underserved Families	4. Mature AO Relationships	5. Employers	6. Financial Professionals
Ensure ScholarShare 529 brand is well-known and understood among key target audiences.	Drive new account growth and increased AUM through initiatives that reflect the target market characteristics.	Educate families about ScholarShare 529 and the importance of saving for college.	Drive Account Owner subsequent contributions through engagement initiatives.	Harness employer endorsements to build business.	Engage RIAs and other financial professionals to endorse ScholarShare 529 as the program of choice.
All Audiences S M C	Middle/Affluent M C	Struggling/Middle S M 	All Audiences S M C	All Audiences S M C	Financial Professionals C
A. Refresh brand campaign to support greater audience breadth, leveraging claims (like Morningstar Gold rating), California state sponsorship, and consumer research insights.	A. Leverage data-driven marketing techniques to efficiently attract and convert prospect leads.	A. Develop platform for Treasurer to speak to the challenges of less affluent families.	A. Leverage content marketing techniques to further engage Account Owners and drive subsequent purchases and retention.	A. Support TIAA Field Consultants and SIB Staff in gaining employer partnerships through public relations and HR Professional outreach initiatives.	A. Define engagement model and strengthen communications tailored for this audience.
B. Through paid media, public relations, and social media, strengthen ScholarShare 529's brand identity to ensure tactical marketing initiatives deliver desired results.	B. Strengthen our content to better engage prospects with varied mindsets and at different stages of the purchase journey to drive sales.	B. Support Matching Grant Program (Year 3) to instill the idea that a college education is attainable.	B. Continue to demonstrate how gifting can help families to reach college savings goals collectively.	B. Promote employee utilization via various engagement techniques.	
C. Continue to monitor ScholarShare 529's brand health.	C. Address prospect concerns related to COVID-19.	C. Deliver Children's Savings Account (CSA) programs—directly and through partners to engage underserved families.	C. Effectively communicate recordkeeping platform change and Enrollment Year Investment Portfolios launch in January 2020.	C. Assure employers promote ScholarShare 529 as a benefit for all income tiers of employees.	
			D. Address account owner concerns related to COVID-19.		

ScholarShare 529 Business Results

Results

- Very strong results versus prior periods.
- ScholarShare 529 is now 5th largest Direct-Sold Plan by assets.

Accounts and Contributions	December 31, 2019	December 31, 2020	% Change
Total New Accounts Opened	28,864	34,300	18.8%
Total New Contributions Collected	\$856.3 million	\$980.8 million	14.5%

Growth Rate	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate	14.98%	16.47% *	-1.49%

Rollovers	Performance Criteria	% Change
% of Plan Accounts Closed Due to Rollovers	< 2.0%	0.47% **

Accounts and Assets	December 31, 2019	December 31, 2020	% Change
Total Open Accounts	332,423	352,398	6.0%
Total Assets	\$9.88 billion	\$11.36 billion	15.0%
Market Share*	4.899%	4.846%	-1.08%

* Source: ISS Market Intelligence—Direct Sold 529 Plans—Q4 2020. Q4 Quarterly Growth Rate for ScholarShare 529 was 9.22%, versus 10.41% for Direct Sold Plans.

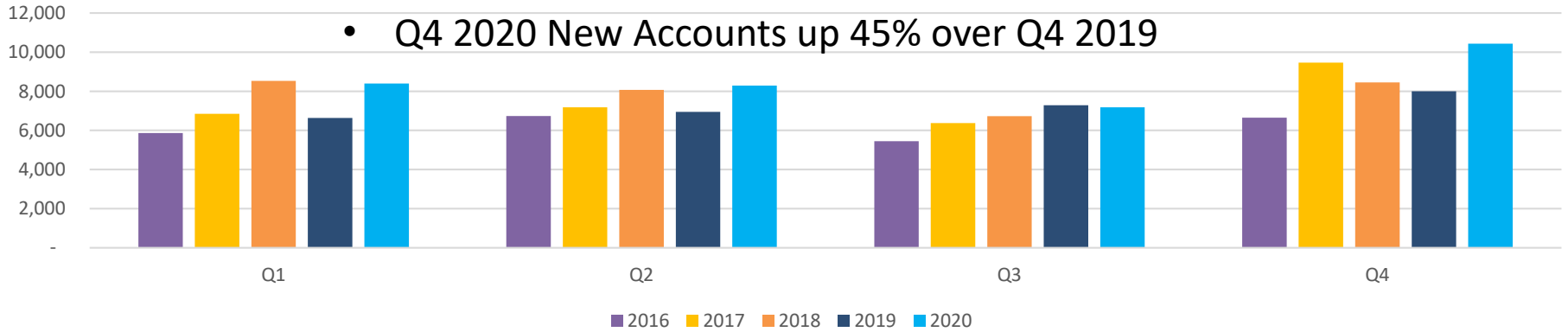
** YTD 2020 (as of 12/31/20) versus YTD 2019.

All results in this report are for the period ending December 31, 2020.



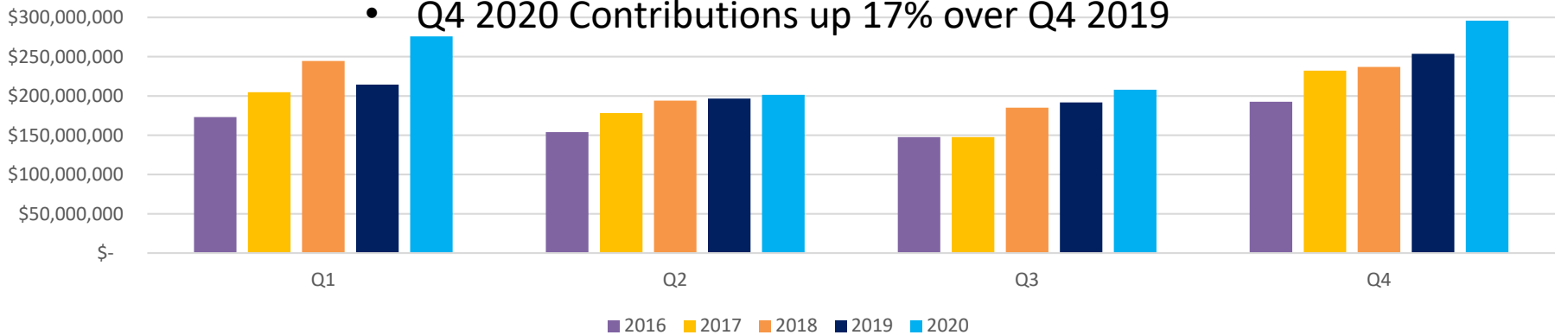
New Accounts

- Q4 2020 New Accounts up 45% over Q4 2019



Contributions

- Q4 2020 Contributions up 17% over Q4 2019



Marketing Plan—Q4 2020 Achievements

Results

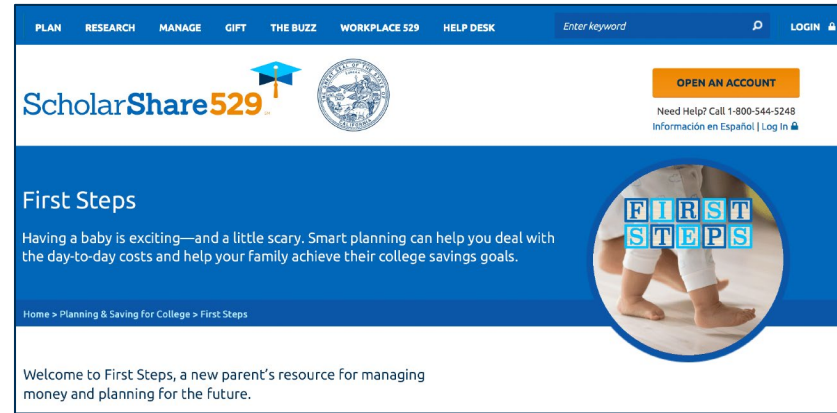
The 2020 Marketing Plan was successfully implemented with record results in terms of new accounts and contributions.

1. Brand Management	2. Gain New Accounts/AUM	3. Engage Underserved Families	4. Mature AO Relationships	5. Employers	6. Financial Professionals										
<p>Ensure ScholarShare 529 brand is well-known and understood among key target audiences.</p> <ul style="list-style-type: none"> PR Success: In 2020, ScholarShare 529 was mentioned 283 times in the media reaching 783 million readers/viewers. Among the top 10 direct-sold 529 plans by AUM, ScholarShare 529 was mentioned most frequently in the media. Plans completed for annual brand health study to be fielded in Q1 2021. 	<p>Drive new account growth and increased AUM through initiatives that reflect the target market characteristics.</p> <ul style="list-style-type: none"> December's Holiday Promotion drove 3,035 new accounts, up 30% over 2019. December's new account growth was unprecedented with a monthly total of 5,942, up 42% over December 2019. <div data-bbox="359 991 620 1215"> <p>December New Accounts</p> <table border="1"> <caption>December New Accounts</caption> <thead> <tr> <th>Year</th> <th>New Accounts</th> </tr> </thead> <tbody> <tr> <td>2017</td> <td>4,813</td> </tr> <tr> <td>2018</td> <td>4,203</td> </tr> <tr> <td>2019</td> <td>4,196</td> </tr> <tr> <td>2020</td> <td>5,942</td> </tr> </tbody> </table> </div>	Year	New Accounts	2017	4,813	2018	4,203	2019	4,196	2020	5,942	<p>Educate families about ScholarShare 529 and the importance of saving for college.</p> <ul style="list-style-type: none"> Logo designs and materials developed for CalKIDS. The 2020 Matching Grant Program concluded with: <ul style="list-style-type: none"> 1,065 applications 770 new accounts \$804,401 in contributions \$108,023 in projected grants. New content for underserved students/families, including a 40-minute panel discussion video, posted on College Countdown. 	<p>Drive Account Owner subsequent contributions through engagement initiatives.</p> <ul style="list-style-type: none"> Account Owners were targeted as part of December's Holiday Promotion. College Countdown – 16,000 visitors in first 4 months. 	<p>Harness employer endorsements to build business.</p> <ul style="list-style-type: none"> Supported TIAA Field Consultants and SIB Staff in gaining employer partnerships. Workplace Savings Video produced and webpages updated to feature partner logos. Work began to support SIB Staff's 2021 focus on growing municipal employer participation in Workplace Savings Program. 	<p>Engage RIAs and other financial professionals to endorse ScholarShare 529 as the program of choice.</p> <p>Revised RIA presentation materials.</p>
Year	New Accounts														
2017	4,813														
2018	4,203														
2019	4,196														
2020	5,942														

2021 Marketing Plan—Q1 Initiatives

Initiatives in development now:

- Matching Grant Program launch - Feb. 1
- Tax Time Campaign – Feb/March
- Brand Health Study – In the field in Q1
- Spanish PR initiative kicked-off for 2021
- Expanding content resources for families:
 - College Countdown – Continue content build-out and promotion
 - New Parent Content Program in development called “First Steps”
 - New videos: 1) 529 Basics; 2) Web Account Opening Tutorial; 3) Children Savings Accounts
- Workplace Savings Program – Municipal market support



2020 Matching Grant Program

Engage
Underserved
Families

Program Summary

Timing: February 1 – December 31, 2020

Offer: \$200 dollar-for-dollar match for qualifying accounts opened in 2020. \$25 bonus for ACP set-up.

Target Audience: Low to moderate-income California families.

Results as of 12/31/20:

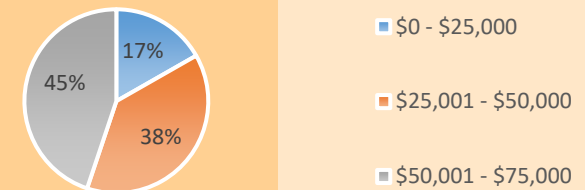
- 1,065 applications received
- 770 new accounts
- \$804,401 in contributions
- \$108,023 in projected Matching Grants

Demographic insights among approved grantees for 2018, 2019, and 2020 include:

Grantees...

- Have a smaller household size than typical Account Owners
- Are more often Hispanic and less often Western European than typical Account Owners
- Are younger than typical Account Owners
- Are less likely to be married compared to typical Account Owners
- Are much less likely to have a college degree than typical Account Owners
- Have lower average household incomes
- Live less affluent lives versus typical Account Owners, with lower home values, lower investment resources, and lower net worth

Approved 2020 Grantees' Federal AGI



	Grantees				Overall AO's	New AO's (Last 12 Mos.)
	2018	2019	2020	2018-2020 Total		
Ethnicity						
African American	1%	1%	1%	1%	1%	1%
Hispanic	21%	14%	14%	17%	9%	9%
East Asian	10%	10%	9%	10%	12%	12%
Western European	25%	26%	21%	24%	38%	31%
Eastern European	2%	2%	1%	2%	2%	2%
Other	41%	47%	54%	47%	38%	44%
Education						
Some High School	8%	8%	3%	6%	1%	1%
Completed High School	16%	17%	16%	16%	5%	6%
Some College	39%	38%	32%	37%	20%	24%
Completed College	33%	33%	34%	33%	62%	61%
Attended Graduate School	2%	1%	2%	2%	9%	8%



Program Qualifications: 1) CA Resident, 2) New Account opened in 2020 for a beneficiary 14 years or younger, 3) Parent or legal guardian, 4) Household annual AGI of \$75,000 or less, and 5) Owner and beneficiary must have SSN or TIN.



Driving New Account Growth

Gain New
Accounts/
AUM

Leverage data-driven marketing techniques to efficiently attract and convert leads.

Audience	Objective	Tactics and Channels	Cadence
Prospects	<ul style="list-style-type: none"> Awareness Interest Open new accounts 	<ul style="list-style-type: none"> Search engine marketing Web advertising Email (EM) Direct mail (DM) In-person 	<ul style="list-style-type: none"> Seasonal and evergreen
Inquirers	<ul style="list-style-type: none"> Open new accounts 	<ul style="list-style-type: none"> Search engine marketing Web advertising Email Direct mail 	<ul style="list-style-type: none"> Evergreen
New AO's	<ul style="list-style-type: none"> Fund and engage with account 	<ul style="list-style-type: none"> Email 	<ul style="list-style-type: none"> Evergreen
Account Owners	<ul style="list-style-type: none"> Continued engagement and support Fund accounts Open additional accounts 	<ul style="list-style-type: none"> Primarily email Limited direct mail Limited web advertising 	<ul style="list-style-type: none"> Seasonal and evergreen

2020 Campaigns Recap by Audience Segment

Gain New
Accounts/
AUM

Advertising spending produced higher than usual response levels leading to above average business results for the year.

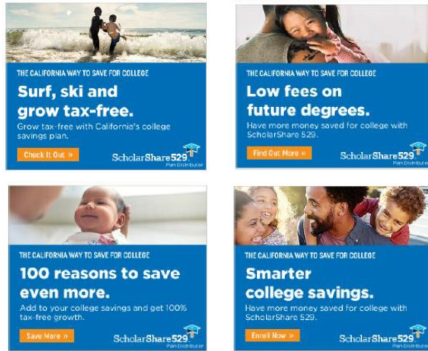
Audience	Campaigns Measured	Audience Reach Highlights	Engagement and Conversion Highlights
Prospect	<ul style="list-style-type: none"> February Tax Time DM/EM, May 529 Day DM/EM, College Savings DM/EM, Holiday DM/EM Episodic Programmatic Display Search 	<ul style="list-style-type: none"> Over 3.2MM Prospects Reached via DM Over 4.4MM Prospects Reached via EM Over 375MM Digital Impressions Served 	<ul style="list-style-type: none"> Holiday promotion generated 3,035 new accounts, up 30% over 2019.
Inquirers (Rolling 12 months)	<ul style="list-style-type: none"> Monthly DM and EM Inquirer Content Drip Stream for new leads 	<ul style="list-style-type: none"> Over 2.7K unique individuals reached 	<ul style="list-style-type: none"> 31% e-mail unique open rate 9.3% conversion rate with 255 new accounts generated
New AO's (Rolling 12 months)	<ul style="list-style-type: none"> New Account Onboarding program 	<ul style="list-style-type: none"> Over 26K unique new AOs reached 	<ul style="list-style-type: none"> 49% email open rate 0.9% account upsell rate with 288 new accounts and 40% recurring contributions sign-up
Account Owners	<ul style="list-style-type: none"> February Tax Time EM, May 529 Day EM, College Savings DM/EM Content Drip Episodic/Evergreen Targeted Online Display 	<ul style="list-style-type: none"> Over 161K mail pieces delivered Over 1.8MM e-mails delivered Over 47MM Digital Impressions Served 	<ul style="list-style-type: none"> Holiday EM campaign generated 1,206 new accounts and \$75MM+ in contributions through 12/31/20

Creative Samples

Gain New Accounts/
AUM

Evergreen Campaigns

Prospect & Account Owner Banners



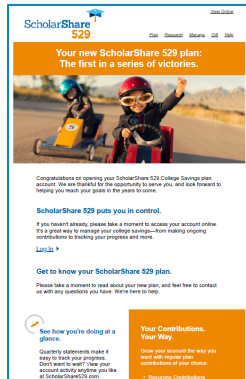
THE CALIFORNIA WAY TO SAVE FOR COLLEGE
Surf, ski and grow tax-free.
Grow tax-free with California's college savings plan.
[Check It Out >](#)

THE CALIFORNIA WAY TO SAVE FOR COLLEGE
Low fees on future degrees.
Have more money saved for college with ScholarShare 529.
[Find Out More >](#)

THE CALIFORNIA WAY TO SAVE FOR COLLEGE
100 reasons to save even more.
Add to your college savings and get 100% tax-free growth.
[Save More >](#)

THE CALIFORNIA WAY TO SAVE FOR COLLEGE
Smarter college savings.
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Emails: New Account Owner Onboarding, Inquirer Content Drip, Account Owner Content Drip



Your new ScholarShare 529 plan:
The first in a series of victories.

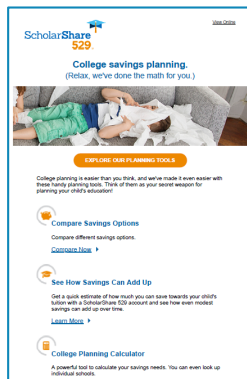
Congratulations on opening your ScholarShare 529 College Savings plan account. We are thankful for the opportunity to serve you, and look forward to helping you reach your goals in life to come.

ScholarShare 529 puts you in control.
If you haven't already, please take a moment to access your account online. It's a great way to manage your college savings—then making ongoing contributions to track your progress and more.

Get to know your ScholarShare 529 plan.
Please take a moment to read about your new plan, and feel free to contact us with any questions you have. Learn more to help.

See how you're doing at a glance.
Quarterly statements make it easy to track your progress. Don't worry—we'll have your account ready whenever you're at ScholarShare529.com.

Your Contributions, Your Way.
Once your account for any you want will cover the contributions of your choice.
* Repeating Contributions

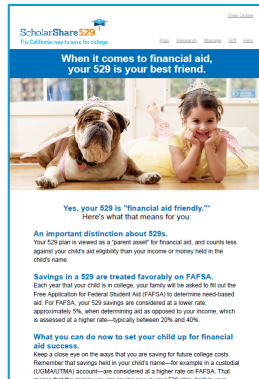


College savings planning.
(Relax, we've done the math for you.)

EXPLORE OUR PLANNING TOOLS

College planning is easier than you think, and we've made it even easier with these handy planning tools. Think of them as your secret weapon for saving your child's education!

- Compare Savings Options**
Compare different savings options.
[Compare Now >](#)
- See How Savings Can Add Up**
Get a quick estimate of how much you can save towards your child's tuition with a ScholarShare 529 account and how new investment savings can add to that total.
[Learn More >](#)
- College Planning Calculator**
A powerful tool to calculate your savings needs. You can even look up individual schools.
[Learn More >](#)



When it comes to financial aid, your 529 is your best friend.

Yes, your 529 is "financial aid friendly."
Here's what that means for you:

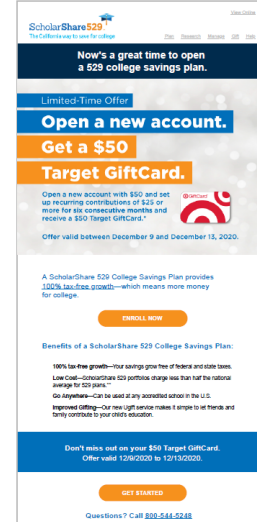
An important distinction about 529s.
Your 529 plan is viewed as a "trust asset" for financial aid, and counts less against your child's aid eligibility than your income or money held in the child's name.

Savings in a 529 are treated favorably on FAFSA.
Each year that your child is in college, your family will be asked to fill out the Free Application for Federal Student Aid (FAFSA) to determine need-based aid. For FAFSA, your 529 savings are considered at a lower rate, approximately 2%, when determining aid as opposed to your income, which is assessed at a higher rate—typically between 20% and 40%.

What you can do now to set your child up for financial aid success.
Keep a close eye on the ways that you are saving for future college costs. Remember that savings held in your child's name—for example in a custodial (UGMA/UTMA) account—are considered at a higher rate on FAFSA. That means that the more you can save in your 529 account, the better off you'll be.

Episodic Core Campaigns

Prospect Direct Mail, Prospect/Account Owner Banners, and Emails



Now's a great time to open a new 529 college savings plan.

Limited-Time Offer
Open a new account. Get a \$50 Target GiftCard.*

Open a new account with \$50 and set up recurring contributions of \$25 or more for six consecutive months and receive a \$50 Target GiftCard.*

Offer valid between December 9 and December 13, 2020.

ENROLL NOW

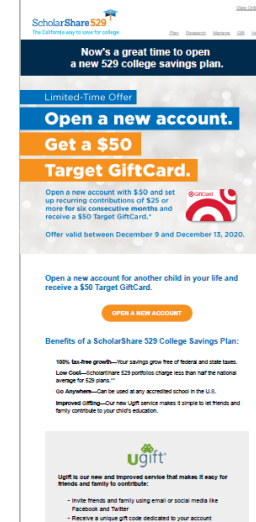
Benefits of a ScholarShare 529 College Savings Plan:

- 100% tax-free growth**—Your savings grow free of federal and state taxes.
- Low Cost**—ScholarShare 529 portfolio charge less than half the national average for 529 plans.**
- Go Anywhere**—Can be used at any accredited school in the U.S.
- Improved Gifting**—Our new Gift Service makes it simple to let friends and family contribute to your child's education.

Don't miss out on your \$50 Target GiftCard.
Offer valid 12/9/2020 to 12/13/2020.

GET STARTED

Questions? Call 800-588-5228



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Light it up your new and improved service that makes it easy for friends and family to contribute:

- Invite friends and family using email or social media like Facebook and Twitter
- Receive a unique gift code dedicated to your account
- Provide gift codes for any occasion
- Anyone can contribute electronically or by mail

[Learn More >](#)

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GET STARTED



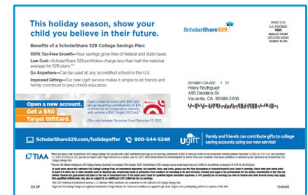
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This holiday season, show your child you believe in their future.

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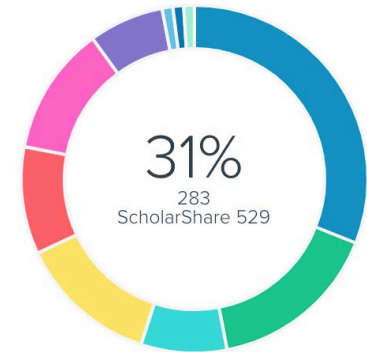
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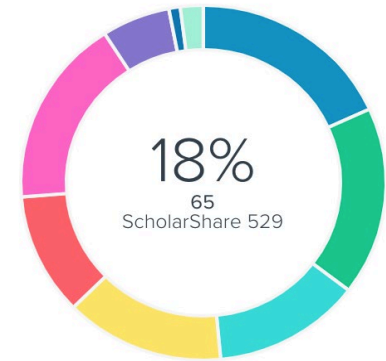
Media relations initiatives through our PR agency drive coverage in print, online and in broadcast. These mentions help prospects become familiar with our brand and attributes.

- In 2020, ScholarShare 529 was mentioned **283 times** in the media reaching **783 million readers/viewers**
- Among the top 10 direct-sold 529 plans by AUM, ScholarShare 529 was mentioned most frequently in the media.
 - 31% of the Share of Voice (SOV).
 - The next closest plan is CollegeAdvantage 529 (Ohio) with 16% SOV.



● ScholarShare 529	31%
● CollegeAdvantage 529 (Ohio)	16%
● UNIQUE 529 (New Hampshire)	8%
● Maryland 529	13%
● Utah's My529	10%
● MESP (Michigan)	12%
● BrightStart 529 (Illinois)	7%
● NY 529 Direct	1%
● Vanguard 529 (Nevada)	1%
● MEFA U.FUND (Massachusetts)	1%

- In Q4 2020, ScholarShare 529 was mentioned 67 times in the media reaching more than 114 million readers/viewers.
- Among the top 10 direct-sold 529 plans by AUM, ScholarShare 529 was mentioned most frequently in the media.
 - 18% of the Share of Voice (SOV).
 - The next closest plans are CollegeAdvantage 529 (Ohio) and MESP (Michigan) with 17% SOV.
- The most impactful article in Q4 was Treasurer Fiona Ma's opinion piece, "Why college savings is more important than ever this holiday season," which was published in San Francisco Examiner and reached approximately 134,000 readers.



ScholarShare 529	18%
CollegeAdvantage 529 (Ohio)	17%
UNIQUE 529 (New Hampshire)	13%
Maryland 529	14%
Utah's My529	11%
MESP (Michigan)	17%
BrightStart 529 (Illinois)	6%
NY 529 Direct	< 1%
Vanguard 529 (Nevada)	1%
MEFA U.FUND (Massachusetts)	2%

Social Media: 2020 Recap



Social media served as an effective communications platform in 2020, communicating timely resources and announcements, reinforcing ScholarShare 529's "Made in California" brand, and addressing customer inquiries.

Key Performance Indicators - Total Results	<ul style="list-style-type: none">• 66,202 Total Followers (1,034 New Fans across all Social Media channels)• 4,229,544 Impressions• 36,888 Social engagements• Took in 746 messages, 640 which warranted responses.• Average cross-channel engagement rate: .5%
Paid Promotion	<p>Facebook:</p> <ul style="list-style-type: none">• 529 Day Campaign:<ul style="list-style-type: none">- 13,183 website visits- 2,446 engagements- 2,839,457 impressions <p>LinkedIn:</p> <ul style="list-style-type: none">• Holiday Offer Campaign<ul style="list-style-type: none">- 307 website visits- 60,261 impressions• LinkedIn Brand + Feature Videos Campaign<ul style="list-style-type: none">- 125,522 video views with 10.38% view completion- 247 website visits

Social Media: Q4 Summary




In Q4, we resumed running paid ads on select social media platforms to engage core audiences in the Holiday Offer in December, and to promote new video content.

Goals & Objectives	<ul style="list-style-type: none"> • Aligned PR and social media efforts and strategies. • Provide social care to current and prospective customers. • Engaged core audiences through sharing of helpful resources and information. • Audited and begin planning for potential integration of Spanish and official Facebook pages.
Key Strategies	<ul style="list-style-type: none"> • Tailoring messages and hashtags across social platforms. • Support STO/SIB activities by distributing and liking tagged messaging, as needed. • Complete transition to “Made in California” brand. • Navigate #StopHateForProfit Facebook advertising boycott. • Test LinkedIn sponsored posts and videos
Total KPI Results	<ul style="list-style-type: none"> • 64,719 Impressions (15.4% increase in organic impressions from Q3) • 3,219 Social engagements (69.69% increase in organic engagements from Q3) • Engagement rate increased to 2.1% (increase of 9.3% from Q3)
Paid Promotion (LinkedIn)	<ul style="list-style-type: none"> • Holiday Offer Campaign: \$1,221.20 spent <ul style="list-style-type: none"> - 307 website visits at \$3.98 cost per visit - 60,261 impressions • LinkedIn Brand + Feature Videos Campaign: \$8,000 spent <ul style="list-style-type: none"> - 125,522 video views with 10.38% view completion rate at \$.06 per video view - 247 website visits

Social Media—2020 Samples



Holiday Offer

 **ScholarShare 529** @ScholarShare529 · Dec 9, 2020
 Start celebrating by opening a tax-free ScholarShare 529 college savings account from Dec. 9-13 and you will receive a \$50 @Target GiftCard. #529Plans #529CollegeSavings #529Planning

scholarshare529.com/holidayoffer/



 **ScholarShare 529** @ScholarShare529 · Dec 7, 2020
 Open a ScholarShare 529 college savings account from Dec. 9-13 and receive a \$50 @Target GiftCard. Learn more.



529 Day

 **ScholarShare 529** @ScholarShare529 · May 20, 2020
 California families - don't miss your chance to kickstart your college savings! Open a new ScholarShare 529 account between May 26-31 and earn an additional \$50. #529Day #CollegeSavings

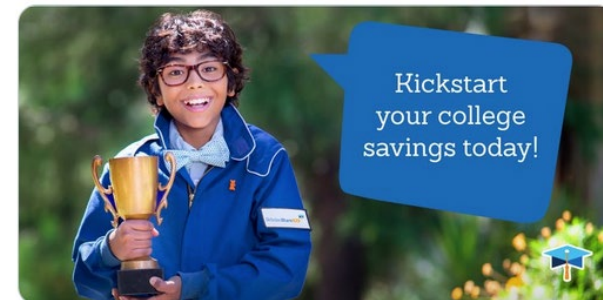
cnbc.com/2020/04/10/how...



  1  2 

 **ScholarShare 529** @ScholarShare529 · May 25, 2020
 529 Day is almost here! Open a new ScholarShare 529 account between May 26-31 and earn an additional \$50. #529Day #CollegeSavings

scholarshare529.com/buzz/529day-of...




   



Social Media—2020 Samples



Savings Trends and Matching Grant Program


 **ScholarShare 529** @ScholarShare529 · Aug 12
Despite the current challenges, California parents are still saving for college: 76% said in a recent ScholarShare 529 survey that nothing would make them prouder than to help their kids afford college.
[#CollegeSavings](#) [#SavingForCollege](#) [#CA529](#)
scholarshare529.com

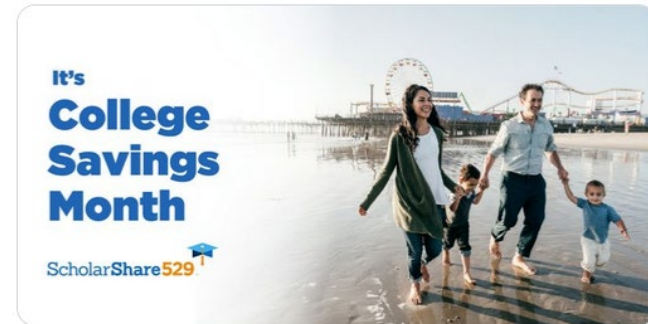



 **ScholarShare 529** @ScholarShare529 · Aug 25
For a limited time, California's qualifying families can get up to \$225 to help kickstart their college dreams with ScholarShare 529's tax-free college saving plan. [#SavingForCollege](#) [#CA529](#) [#529Plans](#)
scholarshare529.com/buzz/matching-...



College Savings Month

 **ScholarShare 529** @ScholarShare529 · Sep 11
September is [#CollegeSavingsMonth](#)! Open a ScholarShare 529 college savings account today and feel good all year about putting California's tax-free plan to work for you. Learn more. [#529Plans](#) [#CaliforniaCollegeSavings](#) scholarshare529.com



 **ScholarShare 529** @ScholarShare529 · Sep 17
Watch [@CalTreasurer](#) [@fionama](#) talk with [@Tonymsuniverse](#) and [@Araksya](#) on [@FOXLA](#) show [@GDLA](#) about [#CollegeSavingsMonth](#) and how you can help your child prepare for college with a [@ScholarShare529](#) account here: foxla.com/video/851465 [#529plans](#)



  2  2 

Employer Outreach continued in Q4 despite COVID-19 distractions.

New WPS Partners: 5

- The City of Chico
- City of Moreno Valley
- Ore-Cal Resource Conservation and Development Counsel
- University Studies Abroad Consortium
- Deep Blue Builders

WPS: Employee Education: 27

Webinars: 21

Virtual Benefits Fair: 6



WPS HR Introductory Meetings: 10

HR Conferences/Webinars: 2

Consumer consultation meetings: 324

Consumer webinars: 6

Outreach Events Summary

ScholarShare 529 participated in the following events in Q4 to promote the Plan to California families.

Timing	Number of Virtual Events	Estimated Number of Virtual Attendees	List of Select Virtual Events
Fourth Quarter 2020	39	1,000	San Jose State University Benefit Fair, CalHR Healthier U Workgroup, State Employee Webinars (CHP, CalSTRS, CalPERS, DMV, CA Earthquake Authority), First 5 LA Employee Webinar, Be an HR Hero Employer Webinar, Nevada County Employee Webinar, KQED, USAC Lunch and Learn Webinar, USC - Understand 529 Plans Webinar, Long Beach City Employees Federal Credit Union Member Webinar, City of Chico Employee Webinar, Trinity SF Open Enrollment

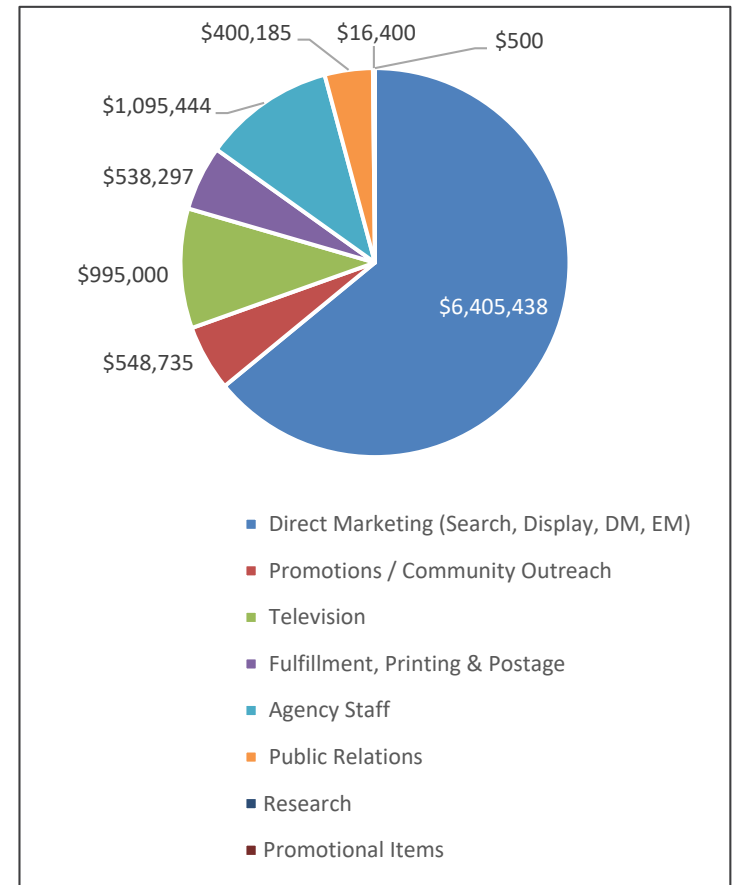


Appendix

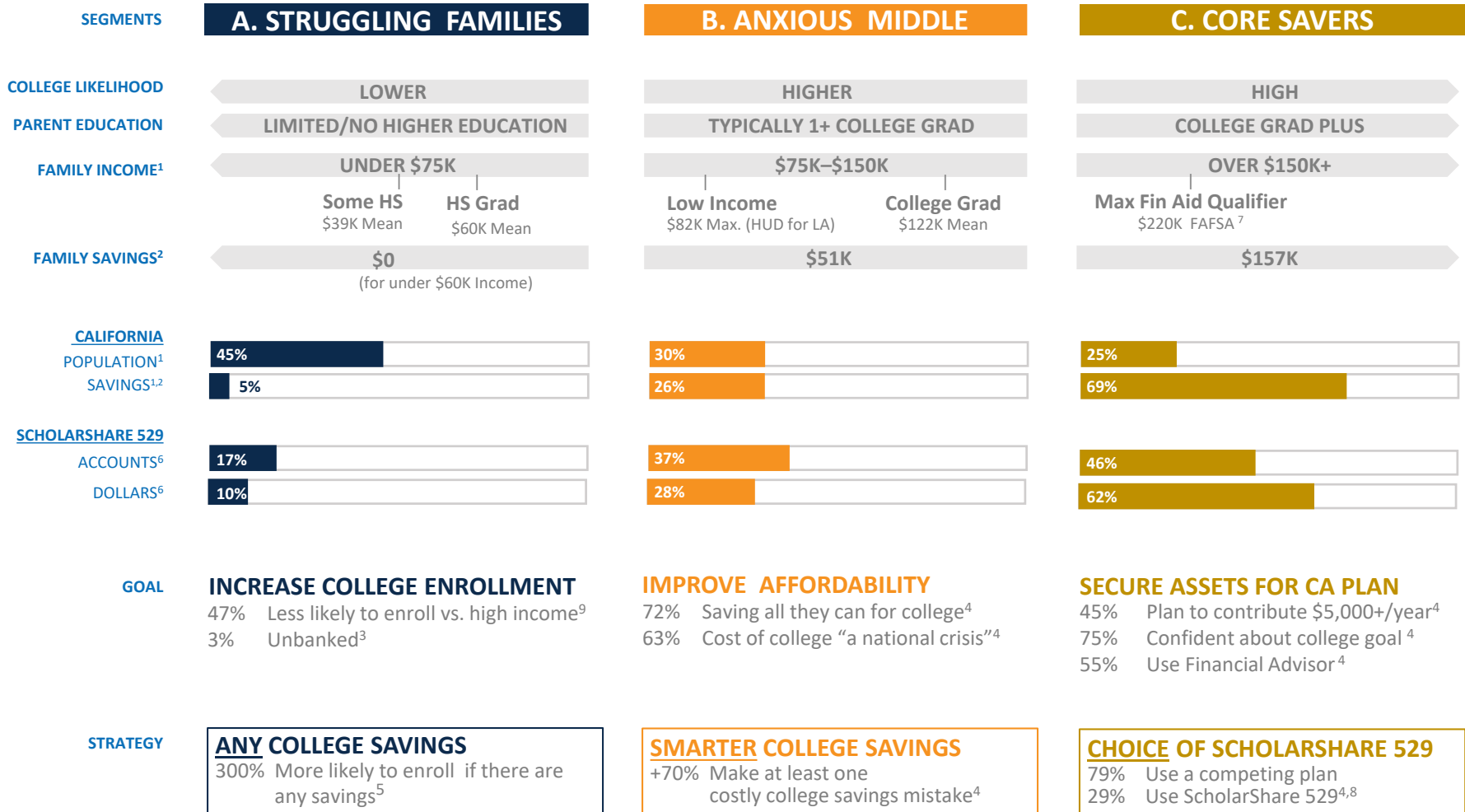
2020 Marketing Budget

- 2020 Marketing Budget: \$10 million

ACTUALS AS OF 12/31/2020	Spending	%
Direct Marketing (Search, Display, DM, EM)	\$ 6,405,438	64%
Promotions / Community Outreach	\$ 548,735	5%
Television	\$ 995,000	10%
Fulfillment, Printing & Postage	\$ 538,297	5%
Agency Staff	\$ 1,095,444	11%
Public Relations	\$ 400,185	4%
Research	\$ 16,400	0%
Promotional Items	\$ 500	0%
TOTAL	\$ 10,000,000	100%



OVERALL CORE AUDIENCE: CA FAMILIES WITH YOUNGER CHILDREN



1. Census Bureau data and calculations based on Census Bureau data including calculations by DHYDJ. Family income based on family of four. HUD figures based on HUD data for LA. 2. Source: Federal Reserve, FDIC, and Magnify Money estimates, March 2019. All savings goals. Cohorts with median balance of \$0 indicate more than 50% of these households have no savings. 3. 2017 National Survey of Unbanked, (Oct 2018) FDIC. 4. ScholarShare 529 Parent Emotions Study, 2019 of over 1,000 CA FAMILIES. 5. The Center For Social Development, Brown School Of Social Work, Washington University in St. Louis, 2018. 6. TFI ScholarShare 529 sales data 2018. 7. Forbes/Troy Onink 2017, for 4-year private school. 8 Among those with a 529 Plan. 9. 78% vs. 46%. Includes non-H.S> grads. Pell Institute Indicators of Higher Education Equity 2018.