
DECEMBER 19, 2023

**AGENDA ITEM 11
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

Marketing Update and 2024 Marketing Plan for ScholarShare 529 and the California Kids Investment Development and Savings Program

Background

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for ScholarShare 529 (Plan), has provided its “Q3 2023 Marketing Results” (Exhibit A) for the Plan and the California Kids Investment and Development Savings Program (CalKIDS or Program). This update outlines marketing results for the third quarter of 2023 and the marketing activities planned for the remainder of the year. The update includes results for:

- ScholarShare 529 - Achievements; business results and new accounts and contributions; College Savings Month campaign; new account growth and tactical results; creative; Q4 2023 campaign; public relations and media relations; social media; employer outreach; outreach events; and 2023 marketing budget.
- CalKIDS – Achievements; marketing summary; website redesign; creative evolution and communications strategy; 1-year anniversary; social media; and 2023 marketing budget

In addition, Gleeson Digital Strategies, the firm executing paid media efforts for CalKIDS, has provided its paid media campaign summary (Exhibit B), which outlines results for the targeted CalKIDS campaign completed in September-October 2023.

TFI has also provided its “2024 Marketing Plan” (Exhibit C) for the Plan. The marketing plan provides a reflection on the 2023 marketing plan, reviews the 529 marketplace, outlines the Plan’s goals and strategies for the upcoming year, and provides an overview of the marketing efforts developed to meet these objectives, the proposed 2024 budget, and the 2024 CalKIDS marketing plan including key goals and strategies and proposed 2024 budget.

Presenters

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

Yvette Haring, Director, TIAA-CREF Tuition Financing, Inc.

Carol Gleeson, President/CEO, Gleeson Digital Strategies

Otilia Bretan, Media Director, Gleeson Digital Strategies



Q3 2023 Marketing Results

December 19, 2023

ScholarShare Marketing Plan – Q3 2023

Achievements

	Goal	Strategy	Achievements
1	Gain New Accounts/AUM	Strategically use technology and marketing resources to grow the plan. Contract targets for 2023: 42,019 new accounts and \$1.163 billion in contributions.	<p>YTD new accounts totaled 41,070, up 67% versus 2022 (98% of annual target), reflecting strong participation from the CalKIDS audience. YTD contributions totaled \$806 million, down 0.8% versus 2022 (69% of annual target).</p> <p>September’s College Savings Month promotion resulted in 2,742 new accounts with initial balances of \$1,000+, a 26% increase over 2022.</p>
2	Increase Account Owner Diversity	Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.	Significant growth over last year in participation among households with incomes <\$75,000 and of Hispanic heritage.
3	Grow plan via Employers/RIAs	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.	14 new WPS partnerships established in Q3.
4	Enhance College Countdown	Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.	New content posted regularly. Total visits as of 9/30/2023: 120,455.

ScholarShare 529 Business Results

Results

YTD 2023 New Account growth has been greatly stimulated by the CalKIDS program. YTD Contributions are nearly equal to the 2022 figure.

Accounts and Contributions	September 30, 2022	September 30, 2023	% Change
Total New Accounts Opened	24,662	41,070	66.5%
Total New Contributions Collected ¹	\$812.7 million	\$806.3 million	-0.8%

Growth Rate ²	ScholarShare 529	Industry	% Difference
Annual Asset Growth Rate excluding CalKIDS/Local CSAs	12.31%	12.87%	-0.56%
Annual Asset Growth Rate including CalKIDS/Local CSAs	13.95%	12.87%	1.08%

Rollovers (Target <2.0%)	YTD 2022	YTD 2023	% Difference
% of Plan Accounts Closed Due to Rollovers	0.34%	0.33%	-0.01%

Accounts and Assets	September 30, 2022	September 30, 2023	% Change
Total Open Accounts	385,248	415,911	8.0%
Assets excluding CalKIDS/Local CSAs	\$10.95 billion	\$12.3 billion	12.3%
Assets including CalKIDS/Local CSAs	\$11.6 billion	\$13.3 billion	14.0%
Market Share excluding CalKIDS/Local CSAs	4.87%	4.84%	-0.03%
Market Share including CalKIDS/Local CSAs	5.32%	5.21%	-0.11%



¹ Excludes CalKIDS.

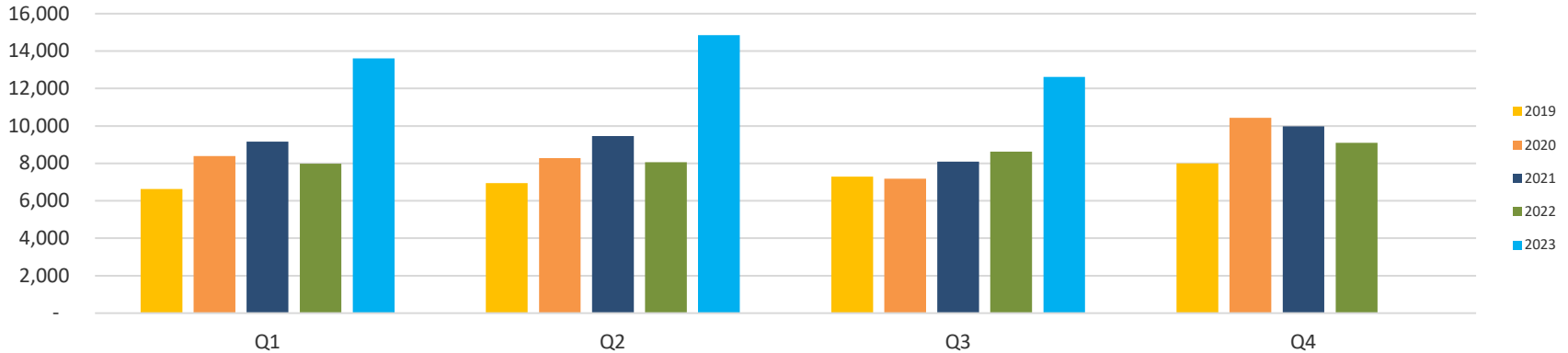
² ISS Market Intelligence – Q3 2023. "Industry" represents all Direct Sold Plans.

New Accounts & Contributions – 9/30/2023

Results

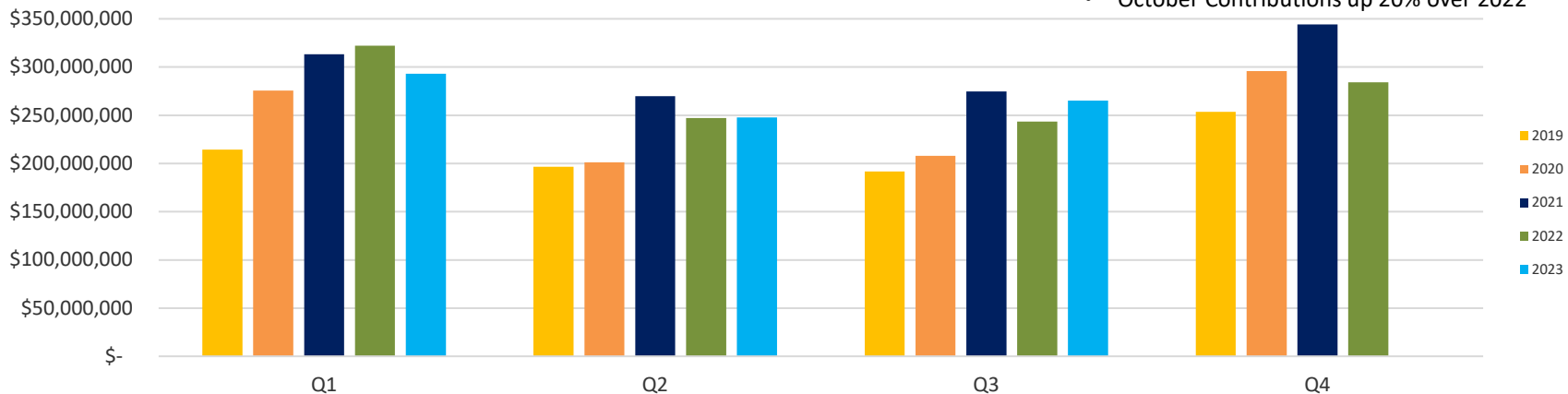
New Accounts

- Increased volume in 2023 associated with CalKIDS
- YTD-2023 is up 66% versus YTD-2022



Contributions*

- YTD-2023 is down by 0.08% versus YTD-2022
- October Contributions up 20% over 2022



*Excludes CalKIDS assets.

College Savings Month Campaign - September

Results

- Campaign offer: Get \$100 when you open a new account with \$1,000 or more
- Campaign duration: September 1- 30
- 2023 Campaign yielded a 26% increase in New Accounts and a 12% increase in Initial Contributions over 2022

Total Contributions	September 2022			September 2023				
	# of New Accounts w/ \$1,000+	%	Contributions \$	%	# of New Accounts w/ \$1,000+	%	Contributions \$	%
\$1,000	768	35%	\$ 768,000	7%	1,226	45%	\$ 1,226,000	10%
\$1,001 - \$5,000	1,018	47%	\$ 2,094,192	20%	1,126	41%	\$ 2,206,742	19%
\$5,001 - \$10,000	175	8%	\$ 1,368,143	13%	192	7%	\$ 1,477,205	12%
\$10,001 - \$100,000	218	10%	\$ 5,503,733	52%	185	7%	\$ 4,512,485	38%
\$100,001+	5	0%	\$ 910,000	9%	13	0%	\$ 2,454,400	21%
Total	2,184	100%	\$ 10,644,068	100%	2,742	100%	\$ 11,876,832	100%

Average Contribution	2022	2023
	\$4,874	\$4,331

Driving New Account Growth

**Gain New
Accounts/
AUM**

Audience	Objective	Tactics and Channels	Cadence
Prospect	<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 	<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"> • Seasonal and 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 • New product engagement features 	<ul style="list-style-type: none"> • Primarily email and display • Limited direct mail • Web advertising 	<ul style="list-style-type: none"> • Seasonal and evergreen

Tactical Results YoY

**Gain New
Accounts/
AUM**

Audience	2023 Q3 Engagement and Conversion Highlights*	2022 Q3 Engagement and Conversion Highlight*	YoY Q3 Comparison
Prospect	<ul style="list-style-type: none"> College Savings Month (CSM) Direct Mail/Email campaign generated 550 recurring contribution sign-ups 	<ul style="list-style-type: none"> CSM campaign generated 350 recurring contribution sign-ups 	<ul style="list-style-type: none"> Recurring contribution sign-up increased by 57% Year over Year over Year (YoY).
Inquirers	<ul style="list-style-type: none"> 27% Email unique open rate 7.3% conversion rate with 87 new accounts generated 	<ul style="list-style-type: none"> 23% Email unique open rate 6.8% conversion rate with 187 new accounts generated 	<ul style="list-style-type: none"> Q3 Email engagement increased slightly YoY Q3 conversions rates went up YoY, but with less inquirer leads, the number of new accounts declined
New AO's	<ul style="list-style-type: none"> 37% Email open rate 0.6% account upsell rate with 268 new accounts 49% recurring contribution sign-up 	<ul style="list-style-type: none"> 37% Email open rate 0.8% account upsell rate with 236 new accounts 42% recurring contribution sign-up 	<ul style="list-style-type: none"> Q3 Email engagement rates remained the same YoY The account upsell rate dropped, but with the increased in overall accounts, the new account rate increased slightly YoY Recurring contributions are also up YoY
Account Owners	<ul style="list-style-type: none"> CSM Email campaign had a contribution rate of 38.3% and average contribution of \$657 	<ul style="list-style-type: none"> CSM EM campaign had a contribution rate of 33.2% and average contribution of \$654 	<ul style="list-style-type: none"> AO contribution rate and average dollar amount increased YoY

Q3 Creative Samples

Gain New Accounts/
AUM

Evergreen Creative

Prospect & Account Owner
• Banners

THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Think all 529 plans are the same?
Think again.

ScholarShare 529[®]

LEARN MORE

THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Now's the time to start saving for their college.
Start with just \$1.

ScholarShare 529[®]

LEARN MORE

THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Act now. Celebrate later.
Start saving for college!

ScholarShare 529[®]

LEARN MORE

Emails
• New Account Owner Onboarding
• Inquirer Content Drip
• Account Owner Content Drip

ScholarShare 529[®]

THE COLLEGE SAVINGS SERIES

Chapter 5: Start now, have more time to save.

Now is the time to open a ScholarShare 529 account. The earlier you start and make regular contributions, the more time your savings have the potential to grow, which is one of the many benefits of a 529 account.

OPEN AN ACCOUNT

- Continued deposits can help set your child helping to maximize our bonus your education savings.
- Any savings plan has different tax federal and state laws.
- Whether the fee when used for qualified education expenses.

OPEN AN ACCOUNT

Work at the College Savings Series About ScholarShare 529

800.541.5292

Facebook Twitter LinkedIn

ScholarShare 529[®]

Simplify your life with automatic contributions.

Adding to your 529 savings plan is easy when you set up recurring contributions. Just choose "routing" from your account's electronic transfer option and choose a monthly amount to automatically deposit.

So many ways to fund your 529

- Automatic contributions**
Set up recurring electronic transfers to consistently save to your account.
- Bill pay**
Make regular contributions using your bank's bill pay option.
- Payroll direct deposit**
Have a direct deposit from your paycheck. Ask your employer if it's an option.
- Electronic transfer**
Add electronic savings to your account and make contributing even easier.

ScholarShare 529[®]

College Prep for 529 Parents

Am I Enough??

Help your underrepresented student find belonging. [Learn More](#)

Self-Advocacy
Provide your child with their disability needs. [Learn More](#)

College as a Holistic Developmental Process
Take work of parents. [Learn More](#)

The Parent Advisory Council (PAC) is 529 parents with interests already being their college partners. If you're interested in joining the PAC, email clt529parent@scholarshare529.com

CollegeCountdown.ScholarShare529.com

ScholarShare 529[®] TIAA

Contact with us today to see the most information. [Facebook](#) [Twitter](#) [LinkedIn](#)

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College Savings Month Campaign

Episodic:
Prospect & Account Owner
• Direct Mail
• Landing Page
• Banners
• Emails

ScholarShare 529[®]

COLLEGE SAVINGS MONTH

Get a \$100 bonus
when you open a new ScholarShare 529 account!

OPEN A NEW ACCOUNT

"Back-to-school" will be "back-to-college" before you know it. Open a new ScholarShare 529 account between 9/1—9/30 for a \$100 bonus!

Start opening a new account with a \$1,000 Deposit (no recurring contribution needed)

Get a \$100 bonus

*Terms & Conditions

Benefits of a ScholarShare 529 account:

- Enjoy 100% tax-deferred growth**—On investment earnings and tax-free for qualified expenses.
- Low cost**—Investment expenses that are half the national average for all 529 plans.¹
- Go anywhere**—ScholarShare 529 makes it easy to choose investments and opening an account only takes 15 minutes.

Don't miss this chance to get \$100 toward your child's college education.

OPEN A NEW ACCOUNT

THE CALIFORNIA WAY TO SAVE FOR COLLEGE

Get a \$100 bonus when you open a new ScholarShare 529 account!^{*}

Offer valid between September 1 - 30, 2023

SAVE TODAY

ScholarShare 529[®]

COLLEGE SAVINGS MONTH

Get a \$100 bonus when you open a new ScholarShare 529 account!

Open a new account between September 1 - 30, 2023, and receive an extra \$100 to your account!

ScholarShare 529[®]

COLLEGE SAVINGS MONTH

Get a \$100 bonus when you open a new ScholarShare 529 account!

"Back-to-school" will be "back-to-college" before you know it. Start saving for college by opening a ScholarShare 529 account.

Get a \$100 bonus
When you open a new ScholarShare 529 account with \$1,000 or more between September 1 - 30, 2023.

The advantages for California parents can mean more money for college:

- Use for a wide range of higher education expenses.
- Enjoy tax-advantaged options that fit your needs.

100% Tax-Deferred Growth
Low Cost
Go Anywhere
800.541.5292

TIAA

1. See table of 529 Investment Options (TIAA) on ScholarShare 529.com. ©2023 TIAA

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Q4 Campaign

Gain New Accounts/ AUM

The 2023 Holiday campaign is scheduled December 6 - 15, 2023.

Targets

Prospects
Inquirers
Existing AOs

Media

Emails
Direct mail
Display
Landing page
Home page messages
Payroll stuffer
Spanish and English flyer



Public Relations: Q3 Recap

Outreach

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



Category	Q1 2023	Q2 2023	Q3 2023	Insights
Mentions among top 10 direct-sold 529 plans	ScholarShare 529 was mentioned 57 times (8%) in the media nationally reaching over 337 million readers/viewers.	ScholarShare 529 was mentioned 262 times (22%) in the media nationally reaching over 86 million readers/viewers.	ScholarShare 529 was mentioned 331 times (75%) in the media nationally reaching over 106 million readers/viewers.	Coverage of College Saving Month promotion and the \$1 million grant from Excite Credit Union and Excite Foundation. English and Spanish media outlets are covering the brand regularly.
Competition	The most frequently mentioned plan was Georgia's Path 2 College plan with 463 mentions (68% of mentions), followed, Utah's my529 plan with 107 mentions (16%) and ScholarShare with 57 mentions (8%)	The most frequently mentioned plan was Georgia's Path 2 College plan with 756 mentions (64% of mentions), followed by ScholarShare with 262 mentions (22%) and Utah's my529 plan with 81 mentions (7%).	The most frequently mentioned plan was ScholarShare with 331 mentions (75%). Followed by Utah's my529 plan with 71 mentions (16%) and AZ529, Arizona's Education Savings Plan with 26 mentions (6%).	Announcements from competing plans often trigger media coverage. Topics include 2023 Morningstar 529 Ratings, investment line-up changes, fee changes, and consumer-focused promotions and sweepstakes.

Press Releases Distributed:

- September 5 - September is National College Savings Month and the Perfect Time to Save for College.

Interviews with Julio Martinez:

- Telemundo 48
- KIEM
- Univision KDTV
- Univision KSTS
- Univision Fresno
- KOIT

September is National College Savings Month and the Perfect Time to Save for College

Open a ScholarShare 529 account between September 1-30 and receive a \$100 bonus

September 05, 2023 11:00 AM Eastern Daylight Time

SACRAMENTO, Calif.--(BUSINESS WIRE)--September is National College Savings Month, a great reminder and opportunity to begin your college savings journey. To help you get started, ScholarShare 529, California's official college savings plan, is offering a special incentive. For a limited time only, open a ScholarShare 529 account, contribute at least \$1,000 between September 1-30, 2023,* and you will receive a \$100 bonus in your account.

"Savings for your child's education is important, but it's also important to remember that sometimes it takes a village to help them achieve their educational goals"

 Post this

ScholarShare 529 is a tax-advantaged way to save for higher education. Withdrawals are free from state and federal taxes when used for qualified higher education expenses such as tuition and fees, computer equipment, books, or certain room and board costs. ScholarShare 529 also provides 100% tax-deferred growth, which can mean more money for college.

"Savings for your child's education is important, but it's also important to remember that sometimes it takes a village to help them achieve their educational goals," said Julio Martinez, Executive Director of the ScholarShare Investment Board. "You may find that friends and family are happy to chip in and contribute to your child's college savings account. Any amount contributed to the initial \$1,000 deposit will help you take advantage of this offer and get you one step closer to success."

Once you open an account with ScholarShare 529, anyone can gift account contributions to your child's college education with Ugift®. From grandparents and other family members to friends and neighbors, everyone can get in on helping your child continue to reach their goals. Contributions make the perfect gift for special occasions like birthdays or holidays.

If you have any questions or need assistance with the enrollment process, the ScholarShare 529 customer support team is ready to help. Assistance is available in English and Spanish. They can be reached at 800-544-5258 or support@scholarshare.com. To learn more about the offer, please visit ScholarShare529.com/bonus.

*When you open a new ScholarShare 529 College Savings account with an initial deposit of at least \$1,000 between September 1, 2023, at 12:01 a.m. Pacific Time (PT) and September 30, 2023, at 8:59 p.m. (PT), ScholarShare 529 will deposit \$100 on or before January 31, 2024. Visit <http://www.ScholarShare529.com/bonus> for terms and conditions. Void where prohibited or restricted by law. Promotion ends 9/30/23. Sponsored by California's ScholarShare 529 College Savings Plan.

2023 Spanish Language Interviews & Impressions

Jan 26: Univision Fresno - **Audience: 3,102**

Feb 24: Univision Sac - 6:00a.m. - **Audience: 2,937**

July 20: Univision Fresno - **Audience: 3,102**

August 14: Univision Sacramento 6:00p.m. - **Audience: 23,679**

August 18: Univision KDTV-TV 6:00p.m. - **Audience: 15,928**

September 5: Univision KSTS-TV 5:00p.m. - **Audience: 104,377**

Oct 16: Univision Sac 6:00p.m. - **Audience: 23,679**

Total Audience: 176,804

Q3 2023 Social Media

Q3 ScholarShare 529 social media efforts included the established content buckets, with promotional content for College Savings Month. Additional content published included: College Countdown blog posts and additional links/resources related to 529 plans.

Total

Followers – **73,662**

Reach – **704,457**

Impressions – **2,186,376**

Trackable Mentions – **276**

Trackable Website Visits – **11,503**



Facebook (English)

- Followers – 60,175
- Reach – 84,972
- Impressions – 132,145
- Trackable Mentions - 144
- Trackable Website Visits – 5,581



Facebook (Spanish)

- Followers – 12,284
- Reach – 2,579
- Impressions – 2,636
- Trackable Mentions - 21
- Trackable Website Visits - 23



LinkedIn

- Followers – 274
- Impressions – 2,348
- Trackable Mentions - 47
- Trackable Website Visits - 71



Instagram

- Followers - 929
- Reach – 616,906
- Impressions – 2,047,247
- Trackable Mentions - 64
- Trackable Website Visits – 5,828

CalKIDS Marketing Plan – Q3 2023 Achievements



	Goal	Strategy	Achievements
1	Elevate thought leadership strategies	Leverage thought leadership activities to increase brand awareness and program trust and credibility among target audiences.	Leveraged market study insights for CalKIDS 2.0 website redesign to optimize user experience and drive registrations. Finalized website wireframes and received approval for draft copy to begin production. Delivered infographic to visually communicate the story of CalKIDS' first year.
2	Increase account registrants, linked 529 accounts and disbursement requests	Employ direct-to-consumer methods to boost engagement and drive new account registrations, linked 529 accounts, and distributions.	Continued paid social media strategy, promoting CalKIDS eligibility letters and CalKIDS 1-Year Anniversary event. Provided creative assets for paid media running in Q3-Q4 2023 (digital display, video, audio, out-of-home (OOH) signage. Continued to develop strategy for a CalKIDS celebrity spokesperson; candidates identified and negotiations to commence in Q4.
3	Grow program through strategic partnerships	Strengthen and expand tactical partnerships to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.	Provided ongoing support for outreach events and activities, including 1-Year Anniversary press conference and celebration event at Rosa Parks Elementary. Continued revisions to CalKIDS 2.0 collateral and partner and school toolkit pieces.
4	Increase financial literacy among registrants	Encourage early savings behaviors and financial awareness among CalKIDS participants and their families.	Provided demos of LifeCents financial wellness program to CalKIDS and Local CSA staff.

CalKIDS – Q3 2023 Marketing Summary



	Q3-2023
Public Website Visits	Q3 2023: 640,383 2023 to date: 1,373,562 Since launch: 2,101,248
Letters Mailed	52,879 in Q3 2023 2,207,223 in Q2 2023 1,411,975 in Q1 2023 15,000 in Q4 2022
Press Mentions / Audience	419 Mentions (648% increase from Q2) 84 Million in Audience
Paid Advertising – Creative Support	Display Ads, Paid Search, Video, Audio, OOH
CalKIDS 2.0 Messaging Evolution & Creative Concepts	Website redesign, new campaign creative, revised collateral & toolkit pieces
Social Media	Paid Social Posts 1-Year Anniversary Live Event Coverage/Reels

CalKIDS – 2.0 Website Redesign



Goals:

- Build on existing site to enhance user experience, leveraging insights from market research, site analytics, and call center reports
- Increase registrations by providing more immediate pathway for visitors ready to register or check eligibility
- Optimize and streamline language, navigation, and functionality
- Target launch in December

Sample Enhancements:

- Improved eligibility tool utilizes decision tree format for ease of understanding
- High-impact CTA on home page: “Claim Your Account”
- Simplified descriptions use graphics to help with the heavy lifting
- Refreshed visuals and photography appeal to all eligible groups

CalKIDS – 2.0 Creative Evolution & Communications Strategy

Goals:

- Evolve creative and communication strategic approach to better drive program participation, based on research findings
- Implement robust production plan to update messaging lines, photography, images/visuals for 2.0 launch in January 2024

Deliverables:

- New and revised creative assets to support paid media campaign – ads for digital display, video, audio, search, and out-of-home media
- Revision of 40+ creative, collateral and toolkit pieces – digital content, flyers, posters, fact sheets, blog content, and images/copy for website and social



CalKIDS – 1-Year Anniversary



- Support for event celebrating one-year anniversary of CalKIDS – mascot, collateral, supply needs, social media support. Event held on October 11.
- Live and post-event social media coverage generated increased attention on Instagram and Facebook from participants, government officials, and school districts. Three reels featuring the anniversary event were some of the higher organically viewed content for the Q3 2023 period.

CalKIDS: Q3 2023 Social Media

Q3 CalKIDS social media efforts included the established content pillars. In addition, Q3 content included College Savings Month callouts, registration milestones, featured partnerships, as well as featuring accounts that shared about the CalKIDS program. We also put paid efforts behind social media content, which helped garner views, shares, mentions, and website visits. Paid efforts were placed behind letter drops to specifically target audiences where the letters are delivered.

Total

Followers – **2,098**

Reach – **961,796**

Impressions – **2,989,347**

Trackable Mentions – **1,028**

Trackable Website Visits – **26,797**



Facebook

- Followers - 388
- Reach - 246,935
- Impressions – 527,114
- Trackable Mentions - 47
- Trackable Website Visits – 12,360



LinkedIn

- Followers - 134
- Impressions – 1,298
- Trackable Mentions - 48
- Trackable Website Visits - 40



Instagram

- Followers – 1,302
- Reach – 714,861
- Impressions – 2,452,338
- Trackable Mentions - 933
- Trackable Website Visits – 14,397



YouTube

- Subscribers - 274
- Views – 16,721
- Impressions – 8,597

- Continued creative support for paid media strategy
- Celebrity spokesperson initiative: Short list of potential candidates identified; negotiations to commence following resolution of SAG strike
- Initiate new promotion directly targeting high school seniors via owned media from schools

Employer Outreach – Q3 2023



New WPS Partners:

1. 10,000 Degrees
2. AdminSure Inc.
3. Amador County
4. City of Carlsbad
5. City of Long Beach
6. City of Placentia
7. City of Riverside
8. City of Temecula
9. City of Woodland
10. Devereux Advanced Behavioral Health
11. Fallbrook Regional Health District
12. Long Beach City Employees Federal CU
13. San Antonio Regional Hospital
14. Town of Truckee

Field Consultant Activity

WPS Introductory Meetings	17
WPS Employee Webinars	20
Benefits Fair	22
One-on-One Consumer Consultations	248
ScholarShare Consumer Webinars	17
ScholarShare HR Webinar	4
AUM Support Through Education	\$3.4M

Community Events

Supporting LMI communities, Spanish speaking communities and CalKIDS: K2C, Teton Literacy, Familias Unidas, SD Child Support Services	5
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Outreach Events Summary

SIB Staff attended the following events in Q3 to promote ScholarShare 529 and CalKIDS to California families.

Timing	Number of Events	Estimated Number of Attendees	List of Select Events
Third Quarter 2023	118	52,044	Teton Literacy Center / Funding Futures, Graton Resort & Casino, San Diego Society of Human Resource Management, City of Eastvale, San Diego County Department of Child Support Services, Sweetwater High School, California HR / Professionals In Human Resources Association, NextGen Financial Planning, California Special Districts Association, L.A. Care Health Plan, Sony Pictures Entertainment, City of Victorville, Global WPS Webinars, City of Oceanside, City of Colton, City of Hayward, California State University San Marcos, Familias Unidas, City of El Monte, City of Yorba Linda, City of Riverside, San Diego State University, League of California Cities, Nevada County, City of Chino Hills



Appendix

2023 Marketing Budgets

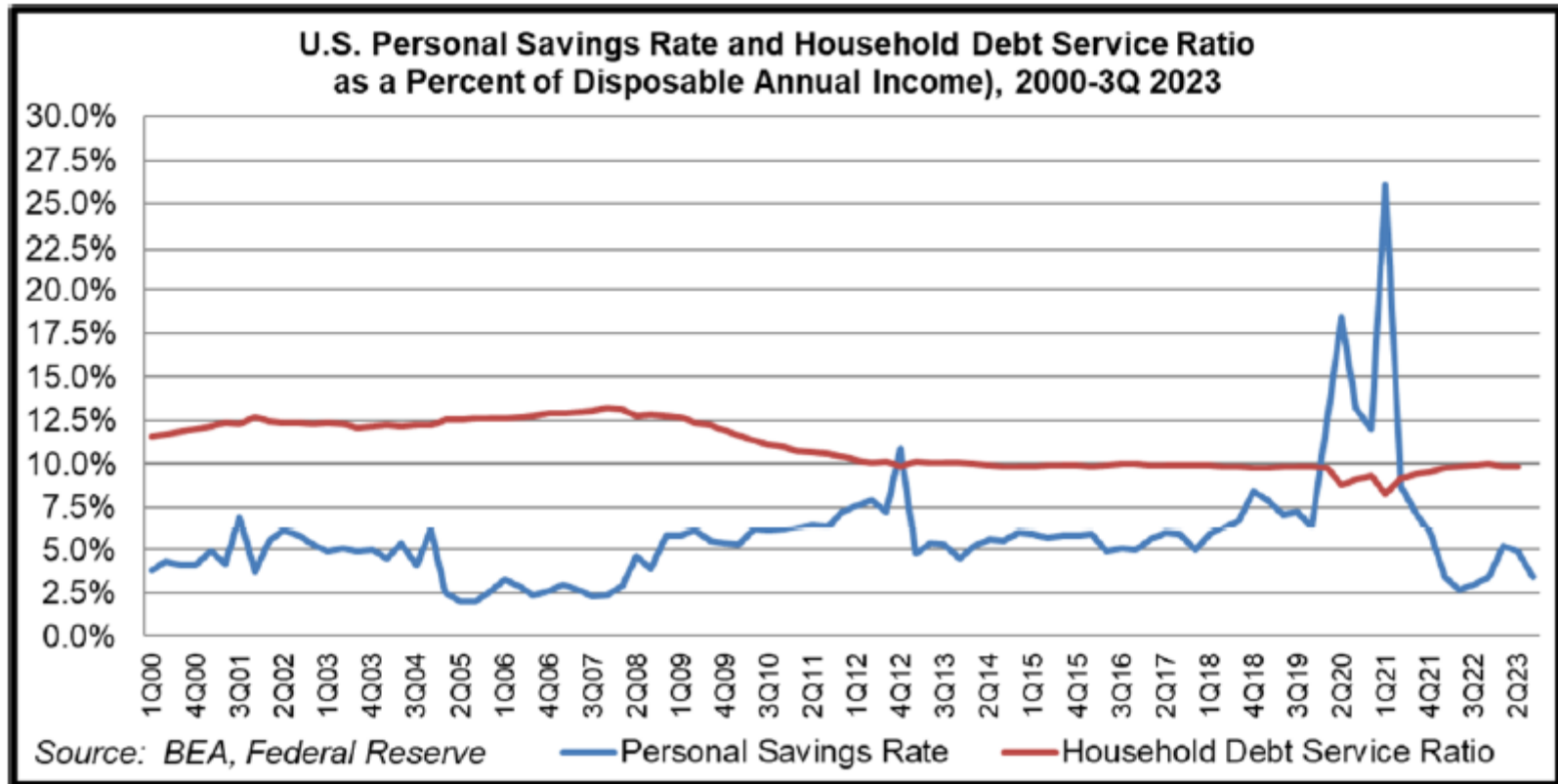
Summary:

Category	2023 Budget	Spending thru 9/30/23
ScholarShare 529	\$10,000,000	\$8,258,485
CalKIDS	\$1,000,000	\$668,874
CalKIDS Incentives	\$450,000	\$450,000
Total	\$11,450,000	\$9,377,359

ScholarShare 529:	Spending thru 9/30/23
Direct Marketing (DM, EM, Search, Display)	\$ 5,827,591
Agency Staff	\$ 914,693
Mass Media/OTT	\$ 852,120
Public Relations	\$ 273,216
Incentives	\$ 134,663
Website	\$ 94,266
Research	\$ 53,815
Fulfillment	\$ 46,458
Social Media	\$ 41,140
Giveaways	\$ 12,708
Field Consultant Events	\$ 7,000
Trademark	\$ 814
TOTAL	\$ 8,258,485

CalKIDS:	Spending thru 9/30/2023
Agency/Staff - Creative & Project Management	\$ 254,935
Paid Media	\$ 219,944
Social Media	\$ 72,900
Public Website & Parent Portal Design/Updates	\$ 34,883
Legal Fees	\$ 32,649
Public Website Hosting	\$ 24,686
Pivot - Spokesperson	\$ 15,000
Events Supplies	\$ 8,596
Printed Collateral	\$ 5,280
TOTAL	\$ 668,874

Personal Savings Rate Trending Downward



Source: ISS 529 Quarterly Update 3Q 2023

ScholarShare 529: Q3 Facebook Samples



ScholarShare California's 529 College Savings Plan is ...
in California.

September 14 · 🌐

This offer is BIG! Get a \$100 bonus when you open a new ScholarShare 529 account between September 1, 2023, and September 30, 2023 with an initial deposit of \$1,000. Take advantage now and save early for college. Tap the link in our bio or visit ScholarShare529.com/bonus for additional details.

COLLEGE SAVINGS MONTH

Get a
\$100 bonus

when you open a new
ScholarShare 529
account!



ScholarShare California's 529 College Savings Plan ...
August 16 · 🌐



Route 529 Mom

August 9 · 🌐

With college drop off days just around the corner, this piece I wrote for [ScholarShare California's 529 College Savings Plan's College Countdown](#) may be helpful t... [See more](#)



COLLEGECOUNTDOWN.SCHOLARSHARE529.COM

A Parent-Use Packing List for College Drop-off Day -
College Countdown



ScholarShare California's 529 College Savings Plan is ...
in California.

July 11 · 🌐

Learn more about 529 plans and saving early for college with the ScholarShare 529 team. Our free online webinar and live Q&A is on July 12th, 2023 from 11:00am-12:00pm (PST). Registration is required to secure your spot. RSVP today at the link in our bio.



ScholarShare 529: Q3 Instagram Samples



scholarshare529
California

Join us August 9th for a free webinar!
RSVP at ScholarShare529.com!

View insights Boost post

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scholarshare529 RSVP to learn more about saving early for college with ScholarShare 529. Our team will be hosting a free online webinar and live Q&A on August 9th, 2023 from 11:00am-12:00pm... more

View all 4 comments

August 4

scholarshare529
California

COLLEGE SAVINGS MONTH

Get a \$100 bonus when you open a new ScholarShare 529 account!

September 1-30, 2023

ScholarShare529

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scholarshare529 Don't wait. Save early for college! Get a \$100 bonus when you open a new ScholarShare 529 account between September 1, 2023, and September 30, 2023 with an initial deposit of... more

View all 3 comments

September 1

Julianna Gobin
Senior Sales Representative | ScholarShare 529

513

Get a \$100 bonus!
OPEN A NEW SCHOLARSHARE 529 ACCOUNT NOW!

ScholarShare529

141K

OPEN A NEW SCHOLARSHARE 529 ACCOUNT AND Get a \$100 bonus!

ScholarShare529

210K

WE'VE GOT ANSWERS FOR YOUR QUESTIONS
What if your child doesn't go to college?

Marzena Nelson
Senior Sales Representative | ScholarShare 529

211

468

491

Act now to start saving early for college!
Learn more at ScholarShare529.com

ScholarShare529

386

106

799

Adal Padilla
Senior Sales Representative | ScholarShare 529

799

ScholarShare 529: Q3 LinkedIn Samples



 **ScholarShare 529**
274 followers
4mo • 

Exciting news! FAFSA has changed rules on 529 plans so it is now easier for grandparents (and others) to help students save for college.

...see more

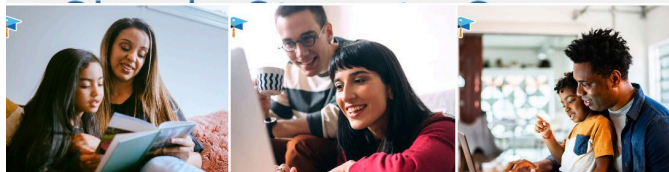
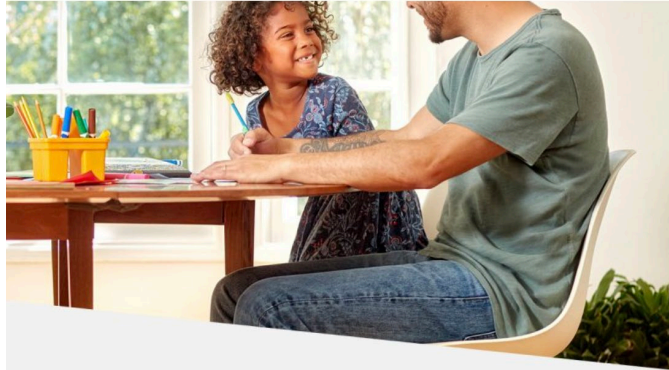


FAFSA Changes Rules on 529 Plans, Making It Easier for Grandparents and Others to Help Students

cpapracticeadvisor.com • 4 min read

 **ScholarShare 529**
274 followers
4mo • 

Check this off your list! It takes just a few simple steps to open your ScholarShare 529 account and set up your child for their future. Explore your options at [ScholarShare529.com!](https://www.scholarshare529.com) ...see more



 **ScholarShare 529**
274 followers
2mo • 

College Savings Month is fast approaching! This September, opening a new ScholarShare 529 account could get you an additional bonus in your new account. Follow us on social for more details to come. ...see more



**College Savings
Month is coming
September 1-30, 2023**

CalKIDS: Q3 Facebook Samples



CalKIDS Program
Published by Instagram · September 25

With CalKIDS, your child could receive up to \$1,500 in free money to jump start their college savings! Visit CalKIDS.org today to check your child's eligibility.

Your child could be eligible for ...

free money for college!

The State of California will automatically establish a college savings account for every baby born in the state on or after July 1, 2022, and eligible low-income public school students enrolled in 1st through 12th grade.* To check your eligibility visit CalKIDS.org! CalKIDS eligibility and account access for newborn babies are available 90 days after the date that the baby's birth is registered.

Who is eligible for CalKIDS?

CalKIDS
The first step toward college

Learn more at CalKIDS.org!

CalKIDS Program is in Los Angeles County, California.
Published by Instagram · September 5

College Savings Month is here! Higher education can be a reality with CalKIDS. Check eligibility and claim your child's college savings money now at CalKIDS.org

College Savings Month is here!

Visit CalKIDS.org to learn more.

CalKIDS

CalKIDS is a program by the State of California.

CalKIDS: Q3 Instagram Samples



CalKIDS calkidsprogram California

200K registrants!

CalKIDS

CalKIDS is a program by the State of California.

View insights Boost post

16 likes

calkidsprogram Exciting news: CalKIDS has officially registered 200,000 kids! 🎉 Follow the link in our bio or visit CalKIDS.org to learn more about how you can receive free money for college today.

View all 3 comments

July 6

CalKIDS calkidsprogram Los Angeles County

Free money for college with CalKIDS

CalKIDS is a program by the State of California.

View insights Boost again

Liked by castudentaid and 26 others

calkidsprogram Receive up to \$1,500 in free money for college! With CalKIDS, saving for your child's future can start now. Visit CalKIDS.org to check their eligibility and to learn more.

View 1 comment

September 11

<p>Check to see if your child is eligible to receive free money for college.</p> <p>CalKIDS</p> <p>CalKIDS is a program by the State of California.</p> <p>369K</p>	<p>CalKIDS can help you save early for college!</p> <p>CalKIDS</p> <p>CalKIDS is a program by the State of California.</p> <p>532K</p>	<p>College Savings Month is here! Visit CalKIDS.org to check your eligibility. Claim your child's college savings now!</p> <p>CalKIDS</p> <p>CalKIDS is a program by the State of California.</p> <p>233K</p>
<p>Receive up to \$1,500 with CalKIDS! Learn more and register at CalKIDS.org today!</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>840</p>	<p>That's up to \$1,500 in free money for college! Visit CalKIDS.org to learn more!</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>144K</p>	<p>How to get started with CalKIDS. Check your eligibility ...</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>649</p>
<p>Save early for college with CalKIDS! Receive up to \$1500 in free money for college.</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>271K</p>	<p>CalKIDS can help make higher education a reality! Tap the link in our bio or learn more at CalKIDS.org.</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>813</p>	<p>Check your eligibility today! Link in bio.</p> <p>CalKIDS</p> <p>TIAA-CREF Individual & Institutional Services, LLC, Member FPAIA, distributor and underwriter for California Scholarship 529.</p> <p>234K</p>

CalKIDS: Q3 LinkedIn Samples



What is CalKIDS?

RSVP at [CalKIDS.org!](https://CalKIDS.org)

CalKIDS is a program by the State of California.

CalKIDS Program
142 followers
4mo • 🌐

CalKIDS is a California state program that helps provide kids access to higher education whether that be for college or career training after high school. Children born in California on or after July 1, 2022, and eligible low-income public school students can get free money for college. RSVP at CalKIDS.org to learn more at our live webinars.

[#CalKIDS](#) [#California](#) [#collegesavings](#) [#collegeaccess](#)

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Comment as CalKIDS Program... 🗨️ 📷

200 K registrants!

CalKIDS is a program by the State of California.

CalKIDS Program
142 followers
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Exciting news: CalKIDS has officially registered 200,000 kids! 🎓 Follow the link in our bio or visit CalKIDS.org to learn more about how you can receive free money for college today.

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Comment as CalKIDS Program... 🗨️ 📷

Visit CalKIDS.org to learn more!

The dream of higher education is possible with CalKIDS!

CalKIDS is a program by the State of California.

CalKIDS Program
142 followers
2mo • 🌐

Kickstart your child's college savings now with California's state program, CalKIDS. CalKIDS automatically establishes savings accounts for every baby born in the State of California on or after July 1, 2022, and for eligible low-income public school students enrolled in 1st through 12th grade. Join the 150,000+ kids who have already registered for an account today! Check your eligibility and register by visiting CalKIDS.org or by following the link in our bio!

[#californiadreaming](#) [#california](#) [#collegesavings](#)

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California Kids Investment and
Development Savings Program

ScholarShare Investment Board Meeting
December 19th, 2023

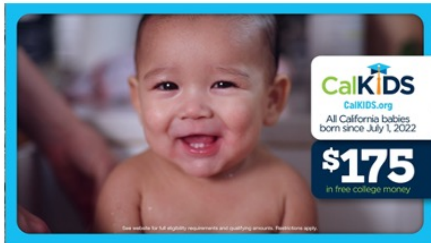
Q3/Q4 Paid Media Campaign

Strategy:	Continued focus on increasing CalKIDS brand awareness including: <ul style="list-style-type: none"> • New creative messages portraying California’s diverse populations featuring images that reflect these communities and in-language copy. • Use a broad range of communication channels to effectively reach smaller counties and diverse populations. 		
Target Audiences:	Parents of Newborns, Parents of School Age Children, School Age Kids (Foster and Unhoused)		
Timing:	September 18 th through October 31 st (6 weeks)		
Media:	Convenience Store Posters <i>-Located in ethnically diverse neighborhoods</i> Crossings TV <i>-Vietnamese, Mandarin, Filipino, Cantonese, Hmong, Korean, South Asian</i> Search <i>-Parents of Newborns, Parents of School Age</i> Digital Outdoor <i>-Large digital billboards</i> Audio Streaming <i>-Spotify, Radio.com, Pandora, Amazon, SoundCloud, iHeart, etc</i> Display Banners <i>-Behavioral, Contextual, Native, Geographic, Private Marketplace, etc</i> Video <i>-Pre-Roll, In-Content, Connected TV (CTV), OTT, Apps, Web</i>		
Expenditure & Impressions:	Newborns School Age Anniversary	\$225,673 \$294,654 \$8,219	19,258,117 impressions 28,544,517 impressions 698,817 impressions



CalKIDS Messaging: "Newborns"

All Income (English)



All Income (Spanish)



Newborn - Korean



Newborn - Hindi



Low Income (English)



Low Income (Spanish)



Parents of Newborns

Sponsored
 calkids.org
 www.calkids.org/
Register Your Account - All Newborns are Eligible
 CalKIDS gives children a jump start on saving for college or career training. Learn more. CalKIDS is a California state program that helps children and families save for college. Types: State Program, College Saving, Free Money for College. Free Money for College.
 Contact Us - FAQs - About Us

Easy College (English)



Easy College (Spanish)



Newborn EN AA (300x250)



Newborn SP (300x250)



Sponsored
 calkids.org
 www.calkids.org/
Claim Your Money - CalKIDS Helps Save for College
 Saving for college can make a big difference for your child's future. Visit CalKIDS.org. Claim your child's education savings account. It's free and only takes a few minutes. Types: State Program, College Saving, Free Money for College. Free Money for College.
 Contact Us Register
 Call (888)445-2377

Sponsored
 calkids.org
 www.calkids.org/
Claim Your Money - It's Not too Early to Plan
 Claim your child's education savings account. It's free and only takes a few minutes. Saving for college can make a big difference for your child's future. Visit CalKIDS.org. Types: State Program, College Saving, Free Money for College. Plan for Higher Education.
 Register About Us FAQs
 Call (888)445-2377

Moderate Income (English)



Moderate Income (Spanish)



Mom Baby

Ad by CalKIDS calkids.org
Help Pay for College
 Claim your baby's CalKIDS education savings account today and use it when the time comes.

Pregnant AA

Ad by CalKIDS calkids.org
Attention Parents
 Kids born in California get a free CalKIDS education savings account. Claim your account.

Pregnant

Ad by CalKIDS calkids.org
Free College Money
 Your California born baby gets a free CalKIDS education savings account. Claim yours.

Dad Baby AA

Ad by CalKIDS calkids.org
California Babies
 Your baby already has a CalKIDS education savings account. Claim your free account today.

CalKIDS Messaging: "School Age"

Foster Homeless (English)



Foster Homeless (Spanish)



School Age Foster AA (300x250)



School Age Kids AA



School Age Kids SP (300x250)



School Age Foster SP (300x250)



College (English)



College (Spanish)



School Age Kids EN (300x250)



School Age Parent AA (300x250)



School Age Parent EN (300x250)



Low Income (English)



Low Income (Spanish)



School Age Parent SP (300x250)



School Age YA SP (300x250)



School Age YA AA (300x250)



School Age – Mandarin



Sponsored

calkids.org
www.calkids.org/

Claim Your Money - CalKIDS Helps Save for College

Saving for college can make a big difference for your child's future. Visit CalKIDS.org. Claim your child's education savings account. It's free and only takes a few minutes. Types: State Program, College Saving, Free Money for College. Free Money for College.

Contact Us Register

Call (888)445-2377

School Age YA AA

Ad by CalKIDS

Easier to Dream Big

Find out if your child has a free CalKIDS savings account to help pay for college.

School Age YA

Ad by CalKIDS

Dream for the Future

The State of California makes it easier with a free CalKIDS education savings account. Learn more!

School Age Parents AA

Ad by CalKIDS

Dream Big

Help your child's dream come true. Check if they have a free CalKIDS college savings account.

School Age Parents

Ad by CalKIDS

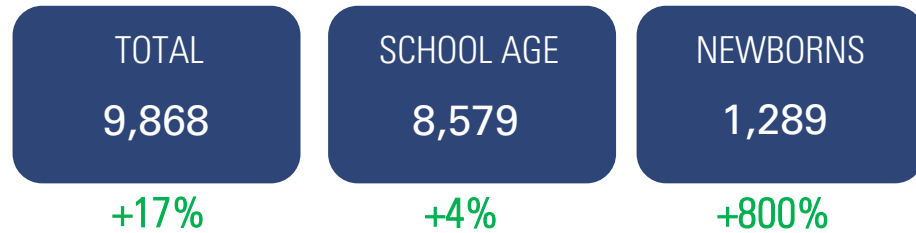
School Age Kids

Your child may have a free CalKIDS college savings account. Check and claim your money today.

Campaign Results

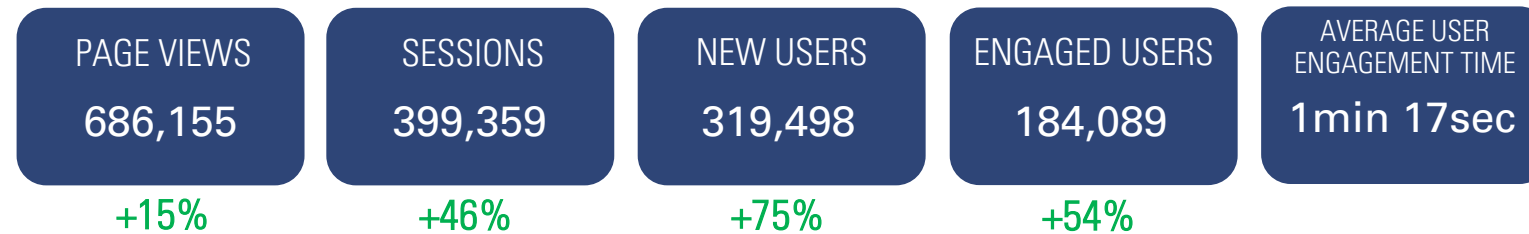
REGISTRATIONS

Compared to same period 2022



WEBSITE TRAFFIC

www.CalKIDS.org (compared to the previous 6 weeks)



Campaign Results

PAID MEDIA DELIVERY

IMPRESSIONS

47,341,547

CLICKS

63,759

CLICK THRU RATE

0.27%

COST PER
IMPRESSION

\$0.0111

DISPLAY BANNER
AD IMPRESSIONS

12,583,979

VIDEOS
WATCHED 100%

5,500,000

DIGITAL BILLBOARD
IMPRESSIONS

4,678,525

AUDIO
IMPRESSIONS

4,717,089

NEIGHBORHOOD
POSTER IMPRESSIONS

12,960,000

CROSSINGS TV
IMPRESSIONS

7,063,847

ADDED VALUE

Additional no-charge CalKIDS message exposure

Value: \$85,900

Impressions: 10,357,761



ScholarShare529SM 

2024 Marketing Plan

December 19, 2023



1. January 2023 contributions were uncharacteristically weak due in part to high inflation concerns among consumers. Improvement experienced in remaining months of the year closed the gap. Contributions of more than \$1.1 billion are anticipated for full year.
2. In 2023, we improved understanding of our advertising messaging, website journeys, account owner demographics, and consumer sentiment through research and analysis. The insights gathered will help us tailor our content creation and overall marketing approach in 2024.
3. Data driven decision-making has remained a mainstay, as we regularly evaluated our actions and resource allocations analytically.
4. Participation in the Workplace Savings Program continues to grow due to the strong partnership between SIB and the TIAA Field Consultant Team. The program now offers a solid platform for sharing the attributes of both ScholarShare 529 and CalKIDS.
5. Radio stations throughout the state continue to seek interviews which allows us to showcase the ScholarShare 529 and CalKIDS programs. Julio Martinez has provided tremendous support of our media outreach strategy again this year.

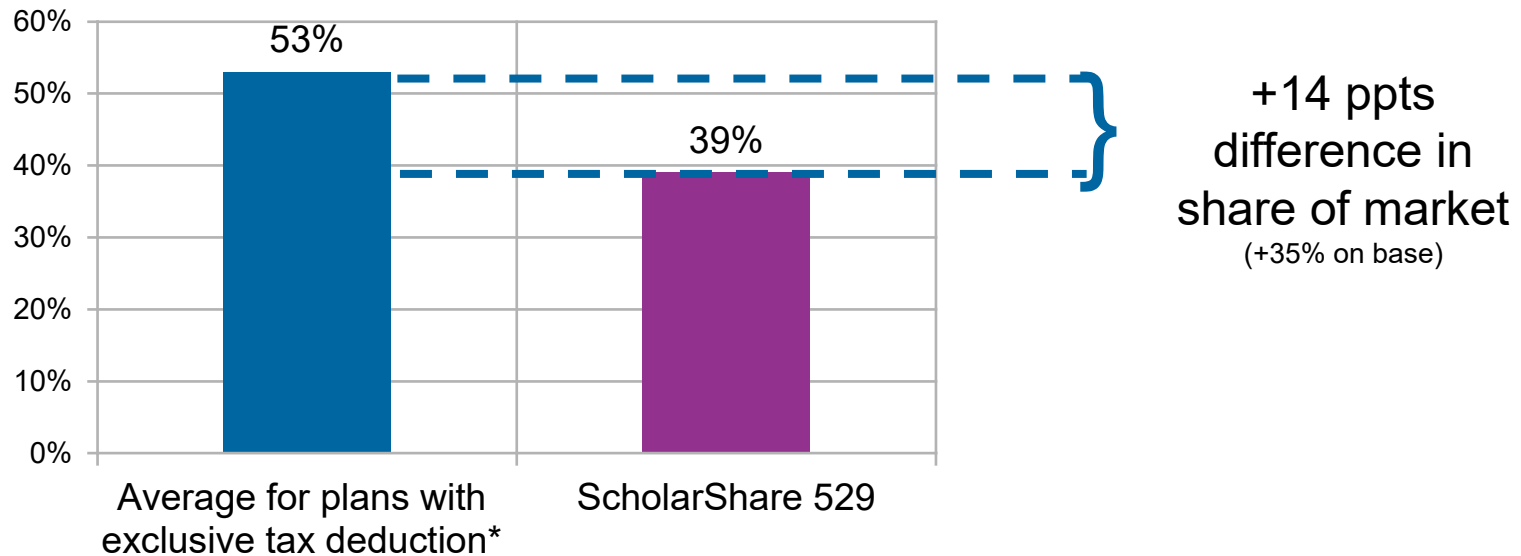
- Declining account growth nationally
- Advisor-sold plans and national financial services companies deliver steep competition in California
 - Advisor-Sold plan reps are compensated to sell other plans
 - Big brand banks (Wells, Bank of America) and investment firms (Vanguard, Fidelity) offer one-stop shopping for multiple needs
- A state tax incentive, exclusive to ScholarShare and ideally to include rollovers from other plans, would incentivize families to choose ScholarShare over other offers.



Lack of Exclusive State Deduction Significantly Impacts ScholarShare 529 Sales



Impact of Exclusive State Tax Deduction On Choice of 529 Provider



*Among plans included in survey (TFI plans)

Source: TFI Multi-State 529 Category Research among 1,500 families saving or planning to save for higher education, fielded Sept 2023. Preliminary results.

Note: Gain would be over long term, impacting new assets and accounts

1. Enhanced Newborn Strategy -- Pair with CalKIDS existing incentive to provide an “always on” high value promotional offer

- Newborns are a large source of business for ScholarShare 529 (+/-15% of new accounts), but a space where we face stiff competition from other 529 plans
- Focus messaging on \$175 incentive

2. Leverage potentially game-changing Grandparent FASFA News Via PR and other prospecting efforts

- Rule change in 2024 makes Grandparent-owned 529s the most financial aid friendly way to save for college -- and a highly attractive option
- Grandparents also save on average for 3 beneficiaries vs 2 for parents – making grandparents an attractive source of assets and new accounts

3. Promote Diversification and Growth by Addressing Underperforming Audiences

- Progress is being made to diversify the ScholarShare 529 account owner base in terms of HHI and ethnicity, particularly among Hispanic families
- Take steps to increase awareness of the program among other demographic groups

The 2024 plan focuses on four central goals:

	Goal	Strategy
1	Gain New Accounts/AUM	Strategically use technology and marketing resources to grow the plan. Targets for 2024: 50,000 new accounts and \$1.177 billion in contributions.
2	Increase Account Owner Diversity	Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.
3	Grow plan via Employers/RIAs	Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.
4	Support tenured account owners	Continue to enhance the College Countdown program to serve the needs of mature account owners on the cusp of using their 529 savings.

1 Gain New Accounts/AUM



Strategy: Strategically use technology and marketing resources to grow the plan. Target for 2024: 50,000 new accounts and \$1.177 billion in contributions.

	Tactics/Deliverables	Timing	Measures of Success
A.	Leverage data analytics and modeling techniques to create target audience pools.	All Year	<ul style="list-style-type: none"> • Cost Per New Account
B.	Use paid media, owned media, public relations, and Social Media to strengthen ScholarShare 529's brand identity and promote compelling offers to Prospects, Inquirers, and Account Owners.	All Year	<ul style="list-style-type: none"> • Completion of 3 Seasonal Campaigns (529 Day, College Savings Month, Holiday Promotion) • Ongoing digital advertising program • New Accounts/Contributions • Ugift usage
C.	Test combination ScholarShare/CalKIDS offer to families with Newborns spotlighting \$175 bonus	All Year	<ul style="list-style-type: none"> • Completed test • New accounts and contributions
D.	Test marketing to Grandparents leveraging new FASFA rule	Start Q3	<ul style="list-style-type: none"> • Completed test • New accounts and contributions

2 Increase Account Owner Diversity



Strategy: Leverage targeted media and PR/media relations to increase the diversity of ScholarShare 529 account owners.

	Tactics/Deliverables	Timing	Measures of Success
A.	Promote program via Spanish language media outreach.	All Year	<ul style="list-style-type: none">• Media coverage• Demographics reporting• Annual brand research
B.	Develop strategy to engage diverse audiences by potentially leveraging influencers and/or financial advisors.	Q2 Start	<ul style="list-style-type: none">• Demographics reporting• Annual brand research

3 Grow plan via Employers/RIAs



Strategy: Continue to build relationships with employers (public and private) and registered investment advisors to attract new account owners.

	Tactics/Deliverables	Timing	Measures of Success
A.	Arm TIAA Field Consultants and SIB Staff with tools and materials to engage prospective employer partners.	All Year	<ul style="list-style-type: none"># of new WPS Employer partnerships
B.	Promote employee utilization via various engagement techniques and feature seasonal offers and CaKIDS as appropriate.	All Year	<ul style="list-style-type: none">Employer usage of employee materials# of employee consultations
C.	Enhance sales training, goal setting, and resource management for increased impact	All Year	<ul style="list-style-type: none">WPS sign-upsAUM

4 Support tenured account owners



Strategy: Continue to enhance the College Countdown program to serve the needs of tenured account owners on the cusp of using their 529 savings.

	Tactics/Deliverables	Timing	Measures of Success
A.	Engage a new platform host to draw higher traffic to the website, engage contributors, and connect to the Parents Advisory Council	Ongoing	<ul style="list-style-type: none">• Social Media mentions• Site visits• User satisfaction
B.	Continue to refresh content based on data and user feedback	Ongoing	<ul style="list-style-type: none">• Increased bench of contributors• Partnerships with complementary organizations

Proposed 2024 ScholarShare 529 Budget



	GOAL	TACTICS	BUDGET	SUBTOTAL	%
1	Gain New Accounts/AUM	Core Program - Prospects, Inquirers, Account Owners + ROHE	\$ 6,025,000	\$ 8,090,000	81%
		Ads on Streaming Media	\$ 1,000,000		
		Incentives (529 Day 2023 (\$215,000) + Holiday 2023 (\$70,000) + CSM 2024 (\$275,000) + Giveaways (\$50,000)	\$ 610,000		
		Public Relations (Prosio)	\$ 200,000		
		Social Media	\$ 80,000		
		Fulfillment, Printing, Postage	\$ 100,000		
		Research	\$ 50,000		
		Acquisiton Video Creative	\$ 25,000		
2	Increase Diversity	Influencers/Advisors	\$ 350,000	\$ 350,000	4%
3	Employers/ RIAs	Gain new Employer & RIA partners	\$ 100,000	\$ 160,000	2%
		Sales Training/Management	\$ 60,000		
4	College Countdown	Promote and enhance site and program	\$ 100,000	\$ 100,000	1%
	Support Resources	Website Support & Marketing Contractors	\$ 1,300,000	\$ 1,300,000	13%
	TOTAL		\$ 10,000,000	\$ 10,000,000	100%



**California Kids Investment and
Development Savings Program**

2024 Marketing Plan

	Goal	Strategy
1	Increase CalKIDS brand awareness	Through a mix of mediums and platforms, continue to build CalKIDS brand familiarity and program trust among target audiences statewide.
2	Increase CalKIDS program engagement and participation	Continue to implement and support direct-to-consumer methods to boost engagement and drive CalKIDS accounts claimed, linked ScholarShare 529 accounts, and distributions.
3	Grow program through strategic partnerships and outreach activities	Support the State's efforts to strengthen and expand tactical partnerships and outreach activities to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.

1 Increase CalKIDS brand awareness



Strategy: Through a mix of mediums and platforms, continue to build CalKIDS brand familiarity and program trust among target audiences statewide.

	Tactics/Deliverables	Timing	Measures of Success
A.	Partner with celebrity spokesperson to enhance CalKIDS brand recognition and connect with key audiences. Leverage spokesperson through paid ads and/or appearances.	All Year	<ul style="list-style-type: none"> Website visits Video and ad views Conversion metrics Social media engagement, growth & trends Media coverage
B.	Support media vendor in execution of paid social media strategy with creative designed to increase brand visibility and credibility. Continue to promote events, webinars, and mailings of CalKIDS notification letters.	All Year	<ul style="list-style-type: none"> Impressions Reach Trackable mentions Trackable website visits New followers Partner and stakeholder engagement Event attendance
C.	Refresh existing and develop new CalKIDS video content (home page, tutorial, and high-school targeted videos), in alignment with updated messaging approach and program information.	Q1 2024	<ul style="list-style-type: none"> Completed videos Video view counts Video watch time Bounce rate Engagement and social metrics
D.	Provide PR support as needed to engage with media and share program milestones, achievements, success stories and account user testimonials.	All Year	<ul style="list-style-type: none"> Website traffic Media coverage and mentions Audience reach Social media engagement

Strategy: Continue to implement and support direct-to-consumer methods to boost engagement and drive CalKIDS accounts claimed, linked 529 accounts, and distributions.

	Tactics/Deliverables	Timing	Measures of Success
A.	Initiate high schooler focused media campaign(s) (digital signage, banner and video ads) to target eligible older student population.	Q1 2024 Q4 2024	<ul style="list-style-type: none"> Website visits Conversion metrics Impressions, clicks, CTR, CPM # new claimed CalKIDS accounts Increased # of disbursements
B.	Support the State's paid media strategy by developing and delivering creative assets for use in advertising campaigns utilizing multiple channels (display, search, radio, audio, video, OOH).	All Year	<ul style="list-style-type: none"> Delivery timeliness Client satisfaction Creative asset performance
C.	Implement promotional incentive campaigns targeting school-age and/or newborn eligible participants.	Spring and Fall 2024	<ul style="list-style-type: none"> Timely project completion Participation data # new claimed CalKIDS accounts # new linked 529 accounts
D.	Cross-market CalKIDS to ScholarShare 529 participants (direct mail, email, website, Workplace Savings Program, etc.)	All Year	<ul style="list-style-type: none"> Website traffic Response and conversation rates ROI, CPA metrics Open and engagement rates Employer endorsements/support

Strategy: Support the State’s efforts to strengthen and expand tactical partnerships and outreach activities to gain access to additional prospective participants, drive program growth and provide legitimacy to the CalKIDS brand.

	Tactics/Deliverables	Timing	Measures of Success
A.	Support efforts for securing and sustaining partnerships with schools, districts, colleges, college access groups, local CSAs, CBOs, and hospitals. Explore sponsorships, paid partnership opportunities, and PR support. Continue social media engagement with partners.	All Year	<ul style="list-style-type: none"> • # of new partnerships • # of new leads generated • Outreach response rates • Partnership diversity • Quality of partnerships • Geographic and audience reach • Partner referrals • Media coverage and mentions • Social media engagement metrics
B.	Provide logistical, creative, social media, and PR support for CalKIDS events, including town halls, press conferences, and sign-up events.	All Year	<ul style="list-style-type: none"> • Timely coordination of event deliverables • Event attendance • Website traffic • # new claimed CalKIDS accounts • Media coverage and mentions • Social media engagement metrics
C.	Provide staff with tools and materials to engage schools, colleges, and other partners and stakeholders. Refresh and develop marketing toolkit collateral for schools and partners.	All Year	<ul style="list-style-type: none"> • Partner engagement • # views of Partners/Toolkits webpages • # signups on Partners webpage • Marketing toolkit downloads

Proposed 2024 CalKIDS Marketing Budget



	Budget Category	Amount
1	Spokesperson - Talent, Production, Appearances	\$ 500,000
2	Agency/Staff - Creative & Project Management	\$ 230,000
3	Paid Media Targeting HS Students	\$ 75,000
4	Events	\$ 50,000
5	Letters	\$ 40,000
6	IRS No Action Letter - Legal Support	\$ 33,000
7	Public Website Hosting & IT Support	\$ 32,000
8	Public Website & Parent Portal Updates	\$ 30,000
9	Printed Collateral	\$ 10,000
	Total	\$ 1,000,000