
SEPTEMBER 22, 2025

**AGENDA ITEM 7
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

California Kids Investment and Development Savings Program Update

Background

The ScholarShare Investment Board (SIB or Board) staff is providing the Board with a quarterly update on the California Kids Investment and Development Savings Program (CalKIDS or Program) for first and second quarters 2025 (Exhibit A), which includes current developments with the Program, such as participation results, distributions, marketing and outreach, call center and operations, and other reporting on Program activity.

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for CalKIDS, has provided its “CalKIDS Q1 2025 Marketing Results” (Exhibit B) and “CalKIDS Q2 2025 Marketing Results” (Exhibit C). This update outlines marketing results for the first and second quarters of 2025 in areas that include, but are not limited to, quarterly achievements, partner pilot, back-to-school campaign development, website, marketing toolkits, partner profiles and social media, and 2025 marketing budget.

In addition, BARÚ Advertising, Inc. (BARÚ), the firm providing marketing services for CalKIDS, has provided its “CalKIDS 2025 Integrated Marketing Campaign” (Exhibit D), which provides an overview and results for phase one of the its 2025 marketing campaign, and an update on phase two, which includes campaign goals, components and timeline, including research conducted, and media approach and strategies.

Presenters

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