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**MARCH 18, 2026**

**AGENDA ITEM 5  
INFORMATION ITEM**

**SCHOLARSHARE INVESTMENT BOARD**

*ScholarShare 529 Update*

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***Background***

The ScholarShare Investment Board (SIB or Board) staff is providing the Board with an update on ScholarShare 529 (Plan) for fourth quarter 2025 (Exhibit A) on the current developments with the Plan, such as accounts and assets reporting, Plan updates, and marketing and outreach highlights.

As Plan manager, TIAA-CREF Tuition Financing, Inc. (TFI) reports on administrative performance for the Plan relative to pre-established and Board-approved administrative performance criteria (Benchmarks), which serve as performance goals for various customer service areas. TFI has provided its quarterly administrative performance reports for fourth quarter 2025 (Exhibit B) comparing its performance to the Benchmarks. In the fourth quarter, TFI met the Benchmarks in all areas.

TFI also provides its “Q4 2025 Marketing Results” (Exhibit C) for the Plan. These updates outline marketing results for the fourth quarter of 2025, which include, but are not limited to, quarterly achievements, business results, new accounts and contributions, e-gifting, employer outreach, new account growth and tactical results, creative, holiday month campaign, social media, public relations, and 2025 marketing budget.

***Presenter***

Stanley Zeto, Deputy Executive Director, ScholarShare Investment Board

Noah Lightman, Assistant Deputy Director, Policy and Administration, ScholarShare Investment Board

Jose Quiaoit, Manager, ScholarShare Investment Board

Linda English, Senior Director, TIAA-CREF Tuition Financing, Inc.

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