
MARCH 18, 2026

**AGENDA ITEM 9
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 (CaKIDS or Program) for fourth quarter 2025 (Exhibit A), which includes current developments with the Program, such as participation results, claims, ScholarShare 529 linkages, distributions, marketing and outreach, call center, priorities, and other reporting on Program activity.

TIAA-CREF Tuition Financing, Inc. (TFI) has provided its “Q4 2025 Marketing Results” (Exhibit B) for the Program. This update outlines marketing results for the fourth quarter of 2025 in areas that include, but are not limited to, quarterly achievements, partner profiles, America Ferrera campaign, ScholarShare 529 incentive campaign and creative, social media, and 2025 marketing budget.

In addition, BARÚ Advertising, Inc. (BARÚ), the firm providing marketing services for CaKIDS, has provided its “Marketing Campaign Update” (Exhibit C) for the Program, which provides a review and results of the 2025 campaign, which includes performance highlights, impact, paid media, influencer campaign, Univision partnership, public relations, and research findings, in addition to an overview of campaign strategies for 2026.

Presenters

Noah Lightman, Asst. Deputy Director, Policy and Administration, ScholarShare Investment Board
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Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.
Elizabeth Barrutia, Founder & CEO, BARÚ Advertising, Inc.