



COLLEGE SAVINGS
PLANS NETWORK

A Network of the National Association of State Treasurers

2022 Virtual CSPN Prepaid Tuition Plan Mini Conference

February 23-24 | 1pm - 5 pm



NATIONAL ASSOCIATION OF
STATE TREASURERS

Welcome from the CSPN Chair

Chair of the College Savings Plans Network



**Rachel Biar,
Assistant State Treasurer for the Nebraska 529 College Savings Program**

Meet your Hosts

Prepaid Committee Co-Chairs



**G. Alisa Ferguson, Associate General Counsel
& ABLEnow Program Manager
Virginia529**



**Luke Minor, Director
Washington College Savings Plans (WA529)**

What We're Doing Today

- Day 1 Agenda (February 23)

1:00 p.m. – 1:35 p.m.	Welcome and Overview <i>Presenters: Alisa Ferguson, Virginia529 and Luke Minor, WA529</i>
1:35 p.m. – 1:40 p.m.	Break
1:40 p.m. – 2:50 p.m.	The Changing Landscape Pt. I: The Shifting National and State Trends Affecting Prepaids <i>Moderator:</i> Robin Lott, Michigan Department of Treasury <i>Panelists:</i> Tom Graf, Massachusetts Educational Financing Authority; Lael Oldmixon, Alaska 529; Dave Richardson, TIAA
2:50 p.m. – 3:00 p.m.	Break
3:00 p.m. – 4:00 p.m.	Ask an Actuary <i>Moderator:</i> Matt Smith, Washington State Actuary <i>Panelists:</i> Paul Wood, Gabriel, Roeder, Smith & Company (GRS); Alan Perry, Milliman, Inc.; Dan Sherman, Sherman Actuarial Services
4:00 p.m. – 5:00 p.m.	BONUS Session: Networking Breakout Rooms

What We're Doing Tomorrow

- Day 2 Agenda (February 24)

1:00 p.m. – 1:15 p.m.	Welcome – Alisa Ferguson, Virginia529 and Luke Minor, WA529 Recap of Day 1
1:15 p.m. – 2:30 p.m.	The Changing Landscape Pt. II: Keeping Prepays Relevant in an Evolving World <i>Moderator:</i> Soohyang Lee, AKF Consulting <i>Panelists:</i> Carolyn Bishop, Virginia 529; Erin Layton, Maryland 529; Heather Birnie, PA529
2:30 p.m. – 2:40 p.m.	Break
2:40 p.m. – 3:50 p.m.	Pumping up Prepaid Participation: Telling the Story and Building the Coalition <i>Facilitator:</i> Rodger O'Connor, WA529 <i>Presenters:</i> Zach Cochran, Door No. 3; Joanne Dashiell, Private College 529; Martha Bullock, Florida Prepaid College Board
3:50 p.m. – 4:00 p.m.	Close Out and Recap
4:00 p.m. – 5:00 p.m.	BONUS Session: Networking Breakout Rooms

But First Things First

- What are these “prepaids” anyway?

PREPAIDS



What Google
thinks we sell



What criminals
think we sell



What we
really sell

Why Prepays Were Created

Drive Attainment

- Encourage attendance at state institutions of higher education

Increase Affordability

- Make higher education more affordable by allowing families to prepay and hedge against future tuition inflation



So are They Kind of Like 529 Plans?

- In most cases, prepaid plans are 529 plans with the same tax benefits
- In fact, prepaids are what paved the way for 529 plans to exist, starting with states such as Michigan, Florida, Ohio, and Wyoming.
- Michigan led the way in fighting for tax-exempt status for prepaid plans, with a pivotal court case decided in 1994.



How do Prepays Work?

- In general, prepaid plans are **defined benefit** programs that allow purchasers **to prepay** a portion of a beneficiary's **future college tuition** (and sometimes other expenses).
- Assets are typically comingled in a trust fund that is invested to offset future liabilities.
- Typically supported by actuaries (you know, those clairvoyants who can predict the future)



Common Prepaid Myths

- Prepays are not 529 plans.
- My student can only attend an in-state public university.
- If my student does not attend college, I lose all my money.
- If my student gets a scholarship for tuition, my prepaid is useless.
- College savings (any 529) will make it so my student cannot access financial aid.

Question for You:
Any other myths you commonly hear?

How Many Flavors of Prepaid Are There?

- **Currently 12 open prepaid plans**
 - 11 state plans: AK, FL, MA, MD, MI, MS, NV, PA, TX, VA, WA
 - Private College 529 Plan
- **Several legacy plans**
 - Closed to new enrollees but with active participants: AL, IL, KY, MI, MS, OH, SC, TX, VA
- **Plans vary state to state in many dimensions**
 - Purchase model
 - Pricing structure
 - Payment terms
 - Payout value

Resource:
Learn more on the Prepaid “one-pager”

Purchase Models

- **Contract**
 - Commit to purchasing a certain number of years at a fixed price
- **Certificate**
 - Purchase tuition certificates redeemable at specific institutions
- **Unit**
 - Buy fractional years of tuition (tuition units) at the rate in effect at the time of the purchase
- **Credit**
 - Pre-purchase actual college credits at the current credit rate
- **Hybrid**
 - May include one of the types above, combined with an investment portfolio



Pricing structures



- **Age-based pricing vs. single price**
 - Some states offer pricing aligned with a beneficiary's age or expected holding period
 - Some states offer a single price for all age cohorts
- **Institution type vs. single price**
 - Some states offer various tiers allowing families to buy, for example, a community college plan or a 4-year university plan
 - Some states offer a single price for all intended uses

Payment Terms

- **Single lump sum purchase (available in most types)**
- **Pay-as-you go (more common in unit or credit plans)**
- **Fixed monthly installments over a selected term (more common in contract plans, but also offered in some unit plans)**



Payout/Redemption Models

- **Institution-based payouts with alternative payout for out-of-state and/or non-public institution attendance**
 - Alternative payout examples: weighted average tuition, alternative minimum payout (principal + interest), investment earnings if in a hybrid plan, etc.
- **Single payout no matter where benefits used**
- **Refunds or alternative payout mechanisms often used when benefits withdrawn for non-qualified purposes**



So What Do You Think?

- What did we miss?
- What questions do you have?



Let's Get to It

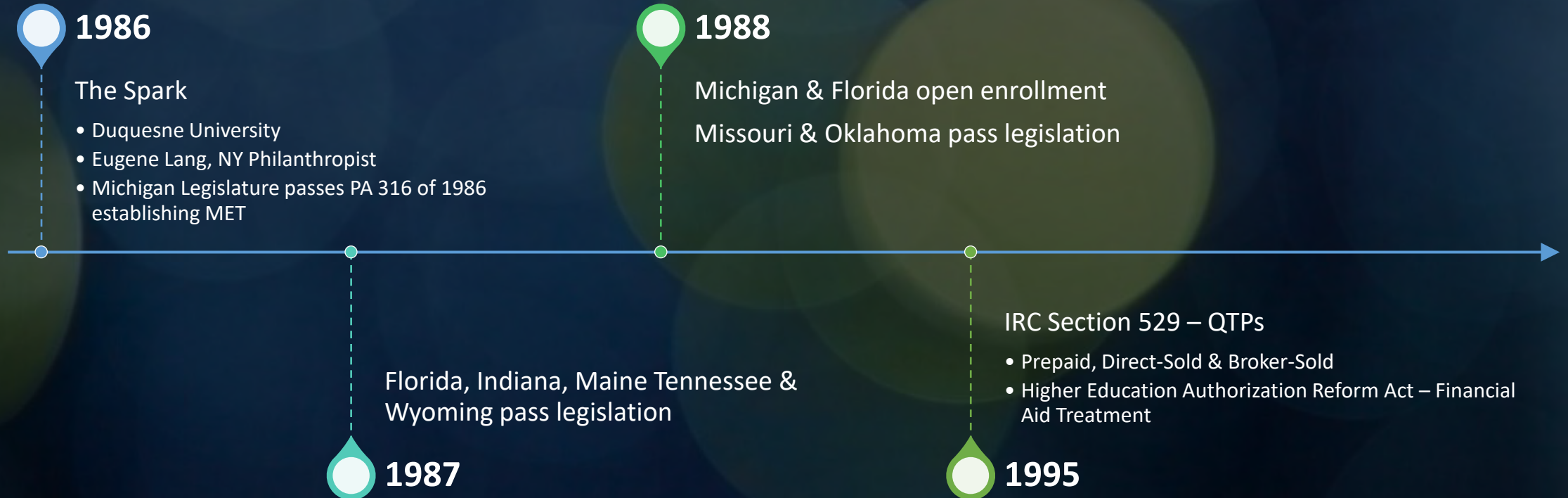
First Up:

The Changing Landscape Pt. I: The Shifting National and State Trends Affecting Prepaids

- Moderator:
 - Robin Lott, Michigan Department of Treasury
- Panelists:
 - Tom Graf, MEFA
 - Lael Oldmixon, Alaska 529
 - Dave Richardson, TIAA



Prepaid Tuition Program History



Bill Day

Detroit Free Press
Feature Staff Service



Higher Education Economic Snapshot

BUILT TO PERFORM.

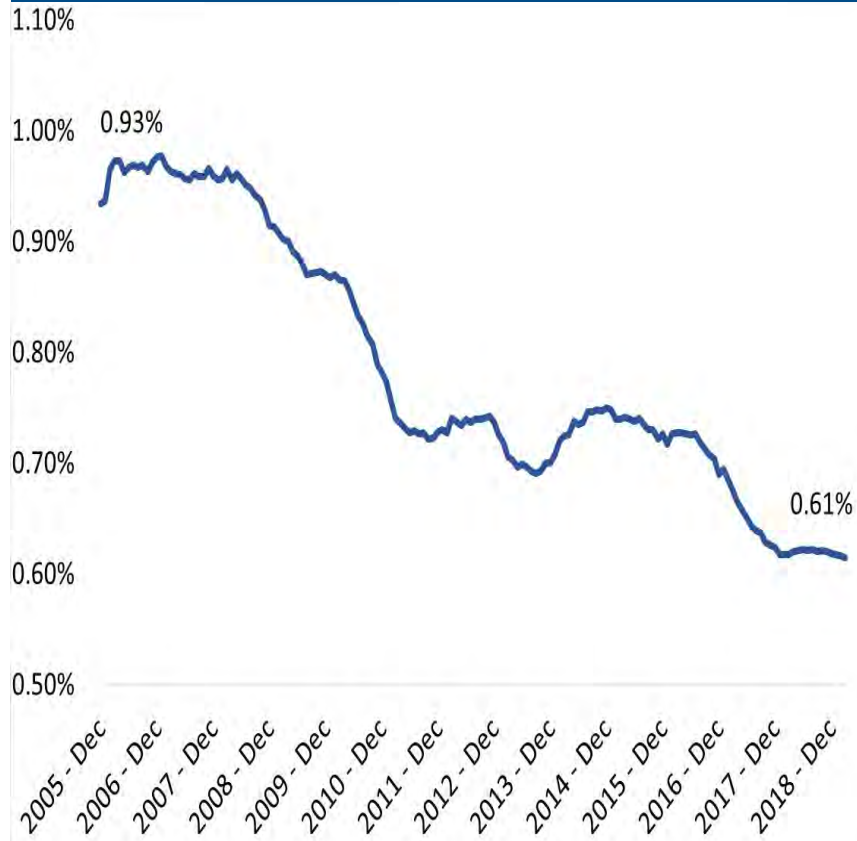
CREATED TO SERVE.

David P. Richardson, Ph.D.
Head, TIAA Institute
February 23, 2022

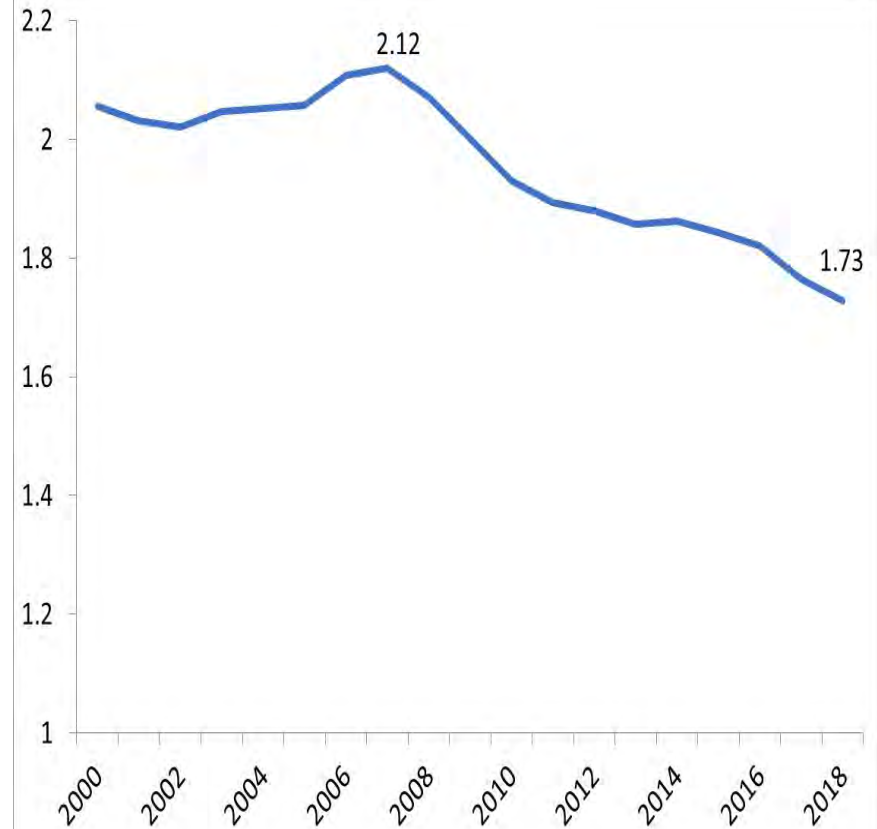
Demographic Pressures



Monthly US Population Growth



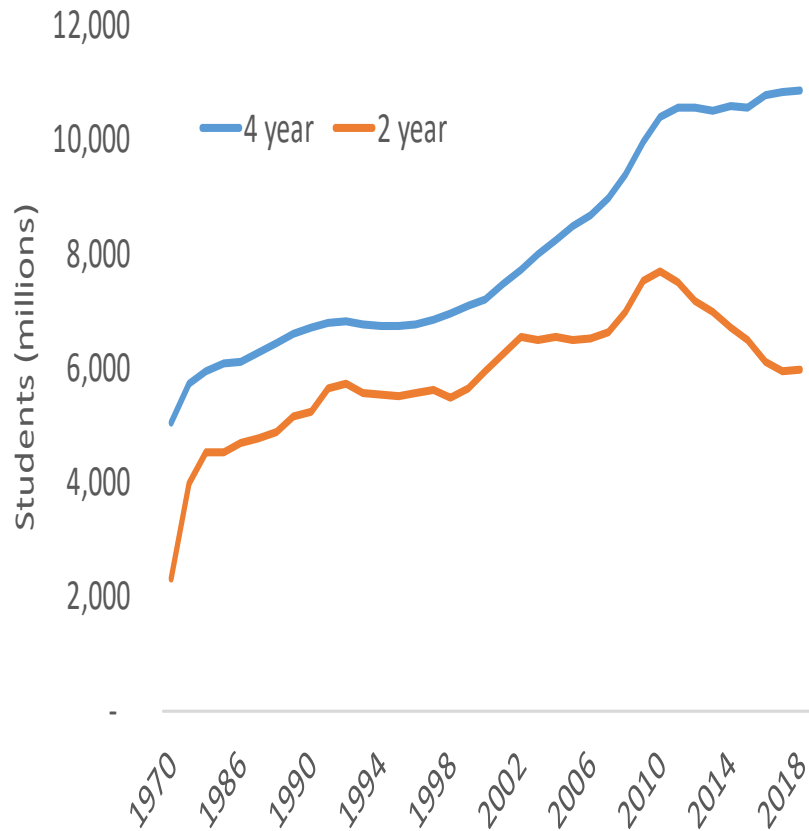
Monthly US Birth Rates



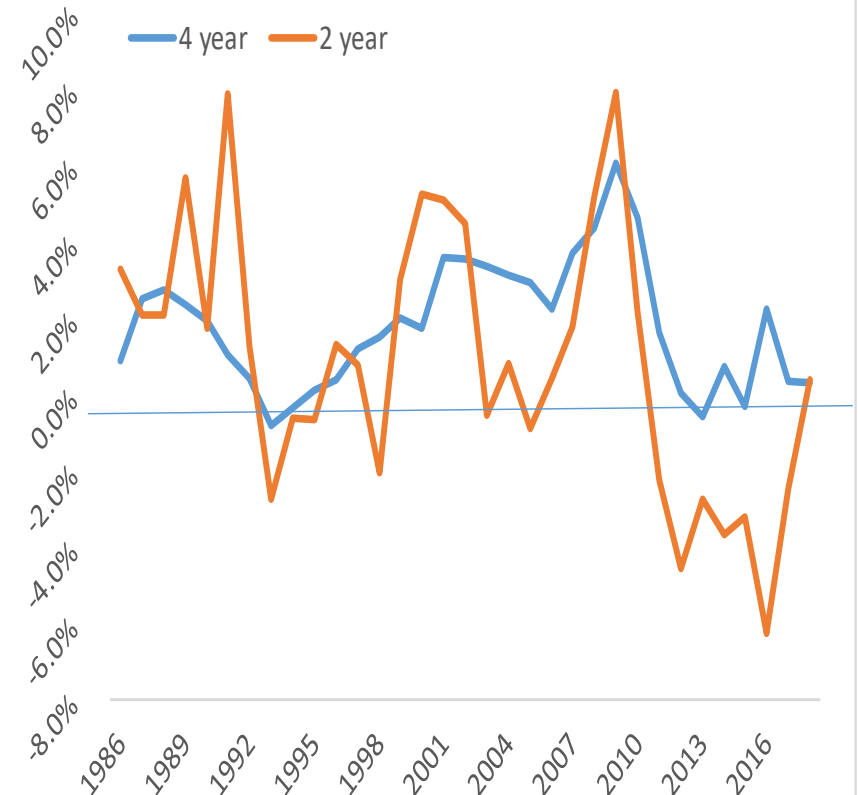
Student Enrollment – Public Institutions



Total Enrollment



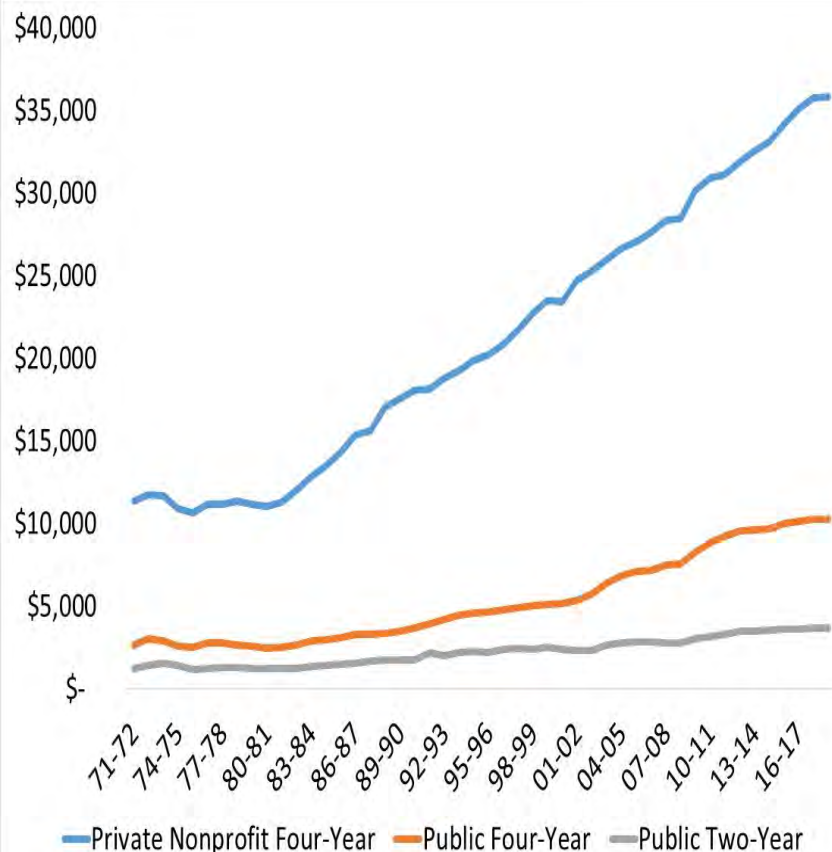
Enrollment Growth



Cost of Attendance



Gross Average Tuition and Fees (\$2018)

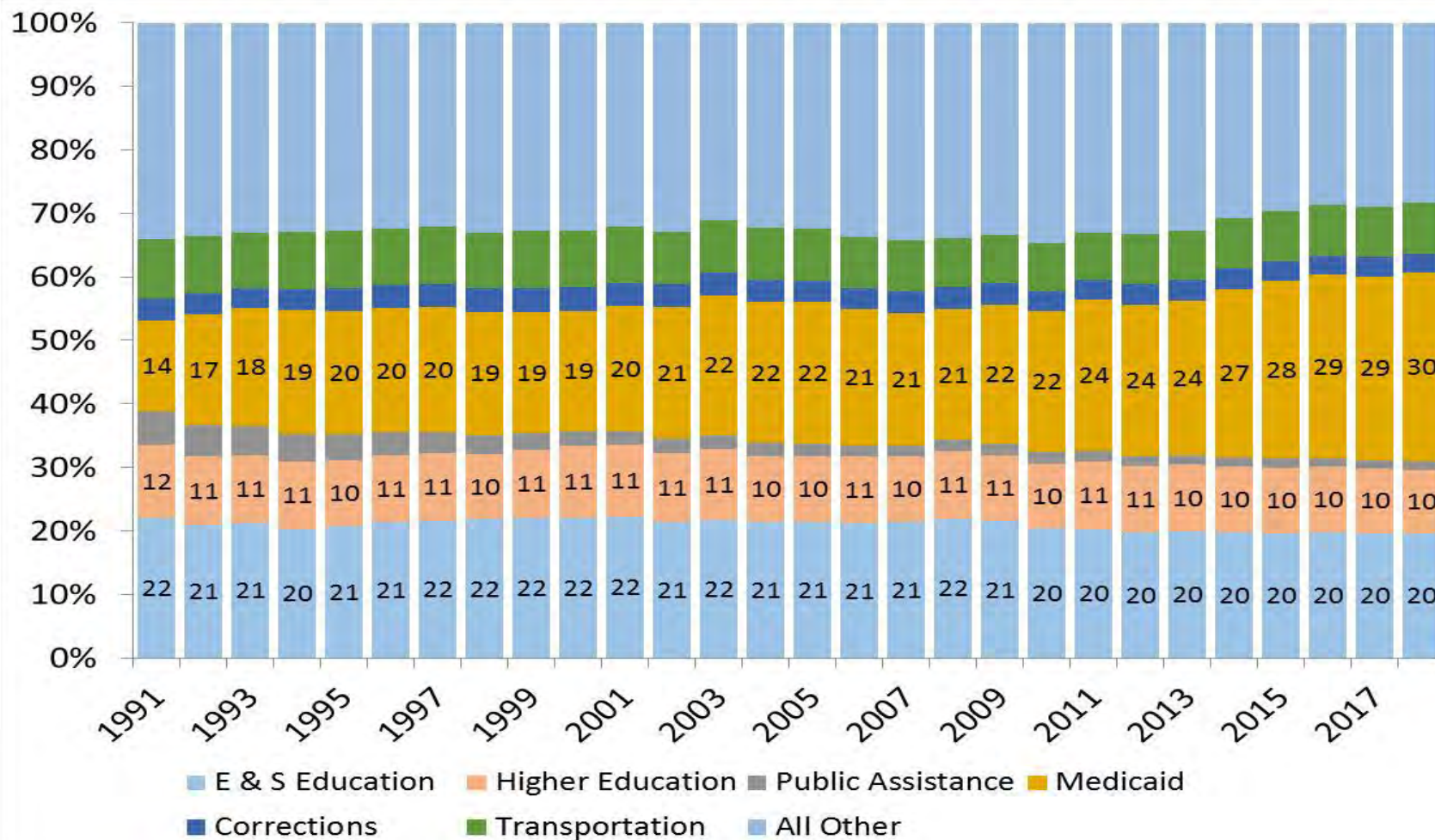


Net Average Tuition, Fees, Room and Board (\$2018)



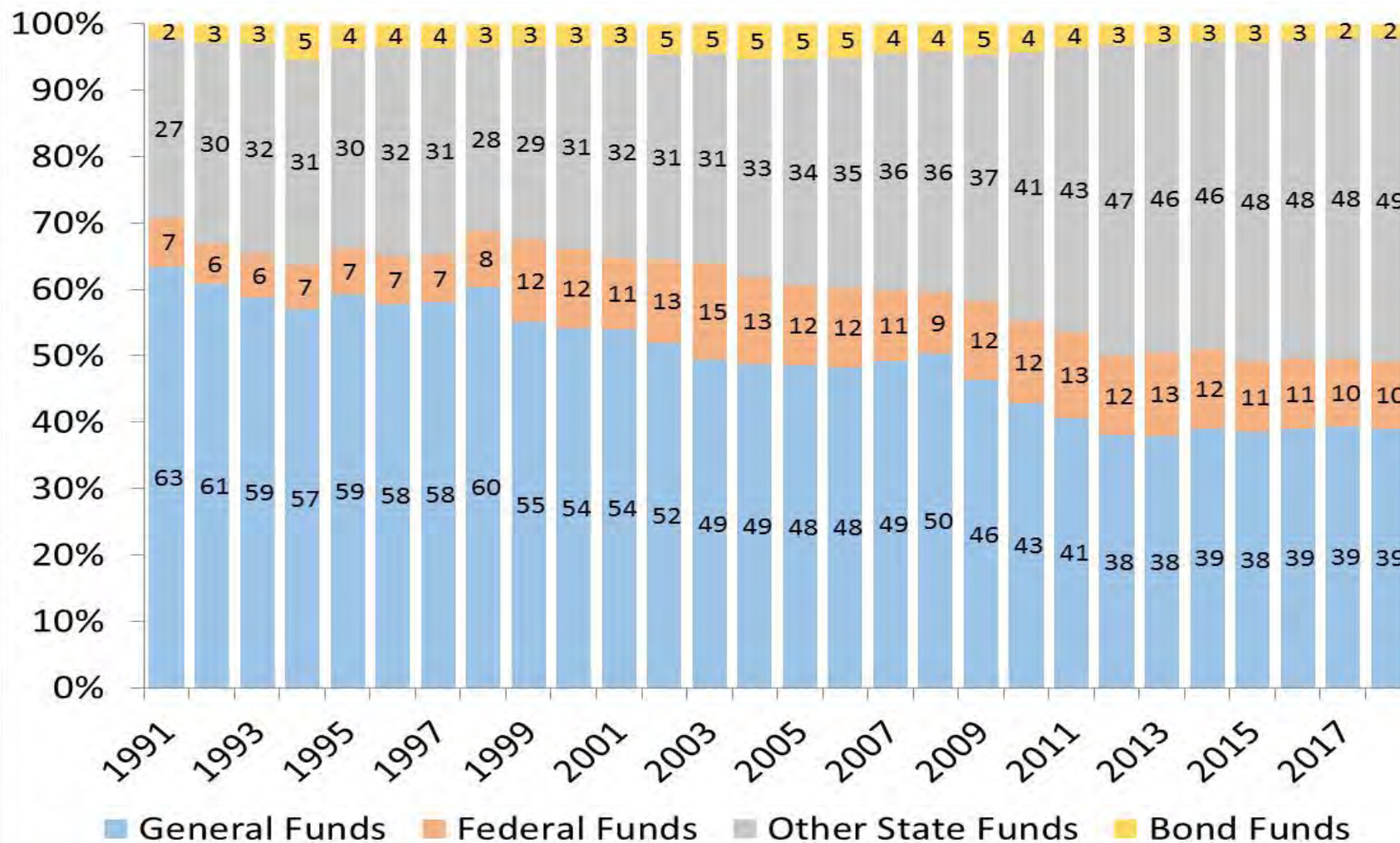
Government spending on Higher Ed

State Government Expenditures by Function



Government spending on Higher Ed

State Funding sources for Higher Education



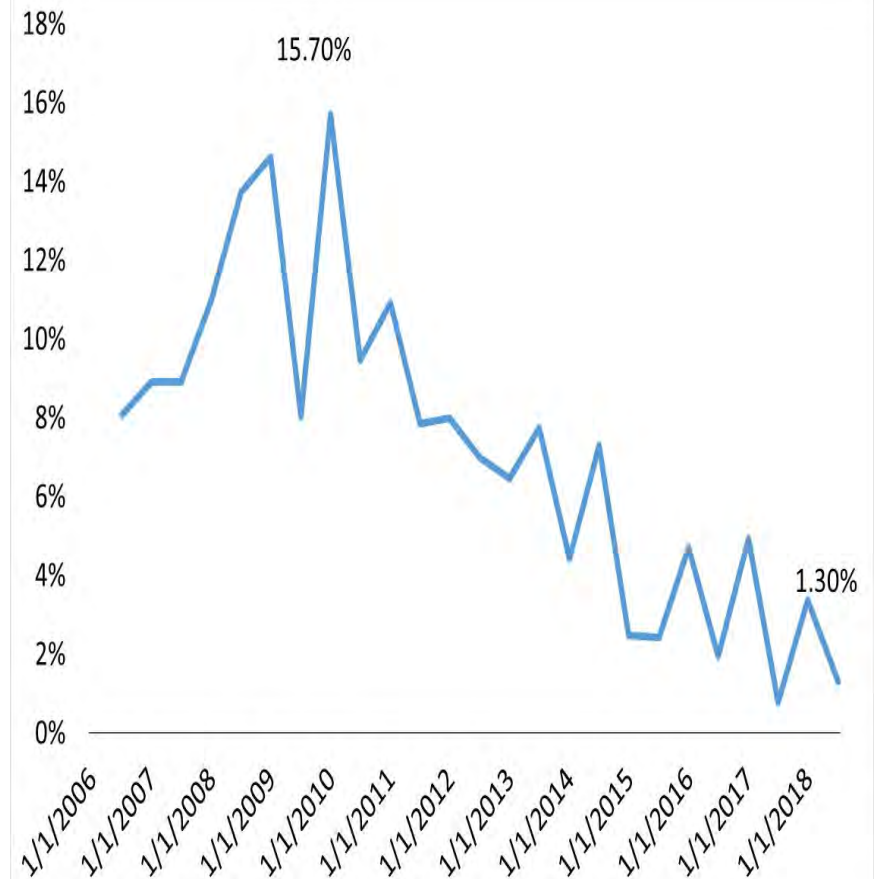
Student Loan Debt



Average Student Loan Debt



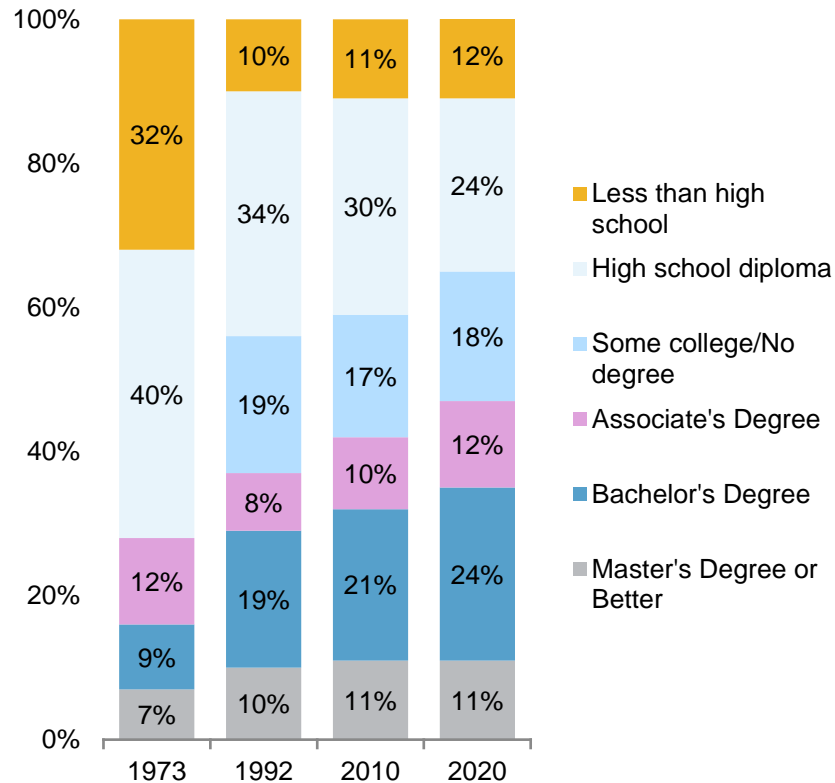
Growth of Average Student Loan



US Labor market requires skilled workers



Educational requirements for open jobs



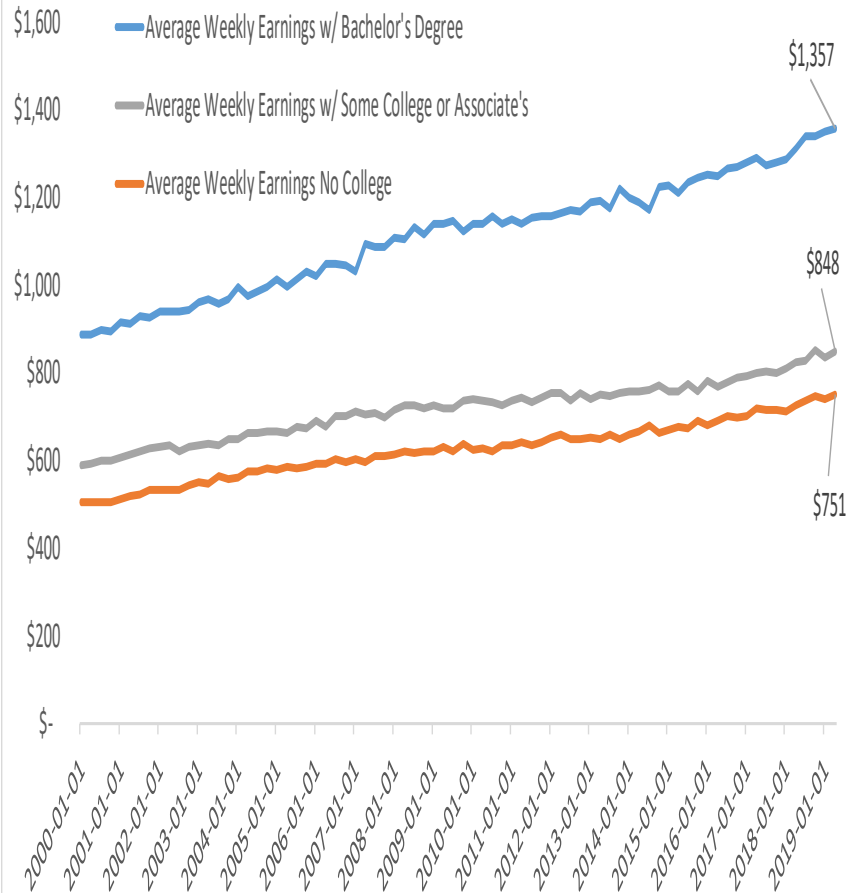
STEM majors more likely to be recruited and hired

Academic Discipline	Percentage of Total Respondents Hiring Discipline
Engineering	75.90%
Business	72.30%
Computer Sciences	64.30%
Accounting	57.10%
Economics	28.60%
Misc. Majors	21.40%
Physical Sciences	20.50%
Communications	17.90%
Social Sciences	14.30%
Humanities	11.60%
Agriculture	4.50%
Education	1.80%
Health Sciences	1.80%

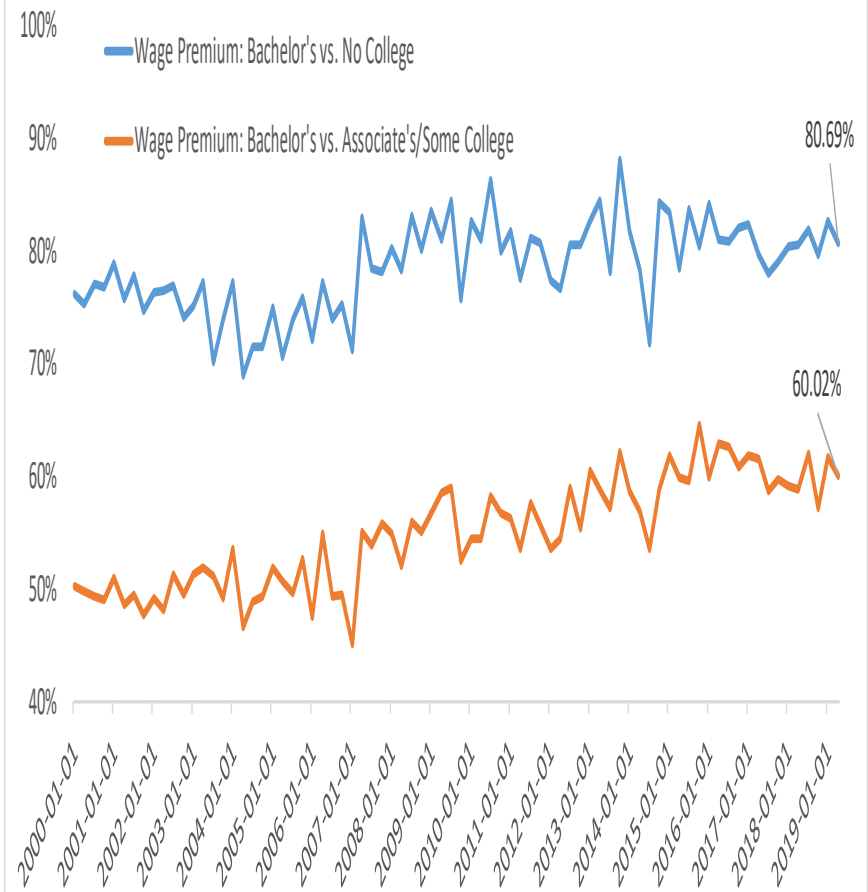
College Earnings Premium



Average Weekly Earnings, by Education level



College Earnings Premium – Bachelor Degree



- Public support for financing on education seems to be waning.
- Increased pressure on households to pay.
- Economic Problem: How to finance a 2 to 4 year (hopefully!) capital investment?
 - Savings
 - Cash-on-hand
 - Debt
 - A mixture is likely best for most households.

Questions?

- Contact for Moderator:
 - Robin Lott, Michigan Department of Treasury - lottr@michigan.gov
- Contact for Panelists:
 - Tom Graf, MEFA - tgraf@MEFA.ORG
 - Lael Oldmixon, Alaska 529 - lmoldmixon@alaska.edu
 - Dave Richardson, TIAA - dprichardson@tiaa.org

Next Up

Ask an Actuary

- Moderator:
 - Matt Smith, Washington State Actuary
- Panelists:
 - Alan Perry, Milliman, Inc.
 - Dan Sherman, Sherman Actuarial Services
 - Paul Wood, Gabriel, Roeder, Smith & Company (GRS)



Questions?

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 - Matt Smith, Washington State Actuary - Matt.Smith@leg.wa.gov
- Contact for Panelists:
 - Alan Perry, Milliman, Inc. – alan.perry@milliman.com
 - Dan Sherman, Sherman Actuarial Services – Dan@shermanactuary.com
 - Paul Wood, Gabriel, Roeder, Smith & Company (GRS) - Paul.Wood@grsconsulting.com

My Brain is Full for the Day

It's been a great day of learning, but now it's time to give our brains a break.

Stick around from 4-5pm to network with your colleagues. Multiple breakout rooms will be available.

Welcome Back to Day 2!

- Let's recap what we heard yesterday



Today's First Course

The Changing Landscape Pt. II: Keeping Prepays Relevant in an Evolving World

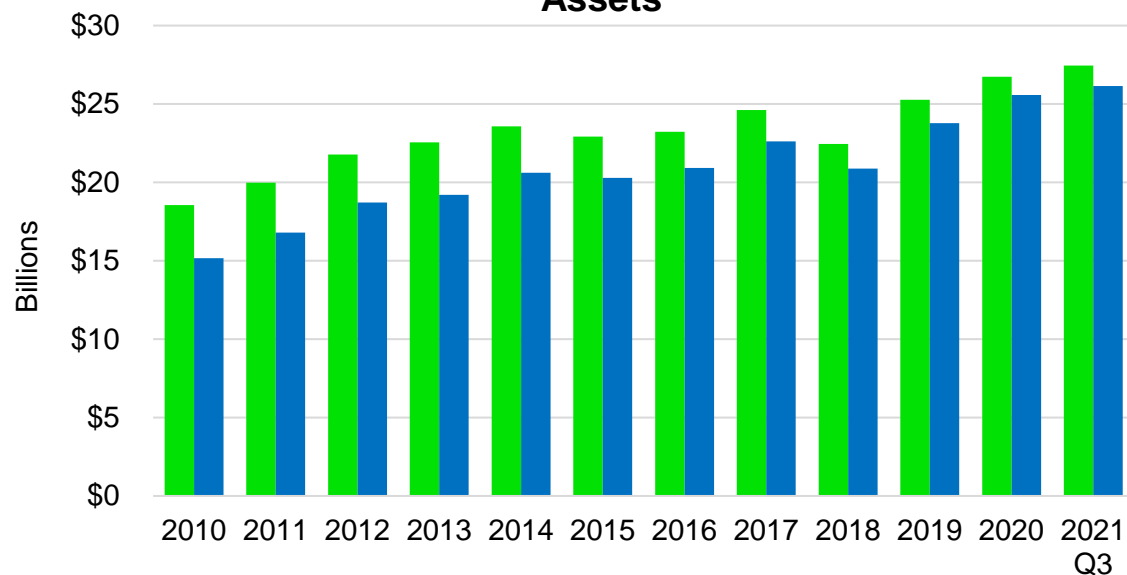
- Moderator:
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 - Carolyn Bishop, Virginia529
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LET'S GET
STARTED

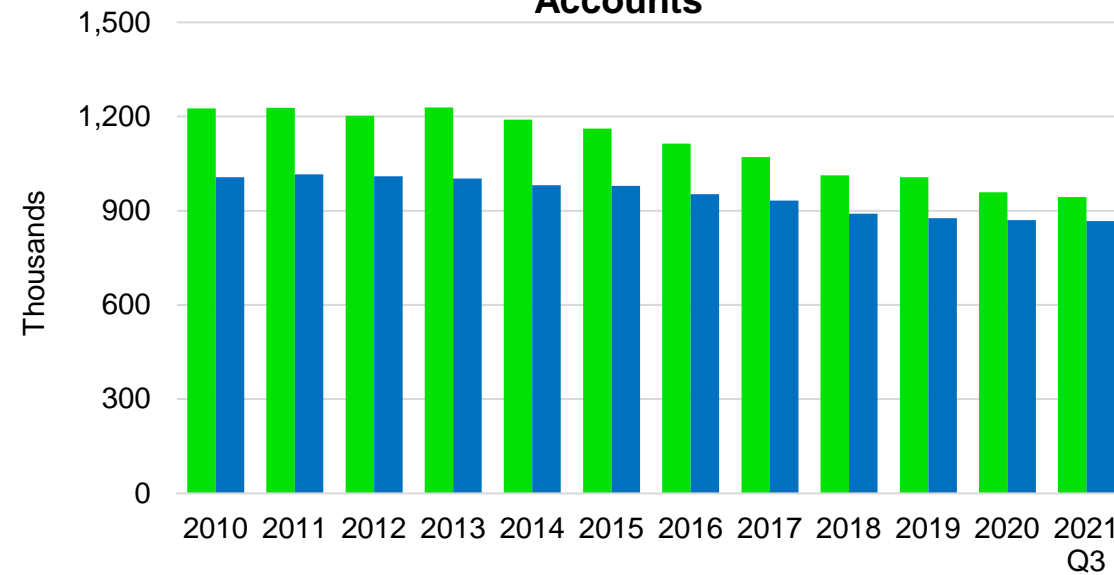


Prepaid Plan Historic Growth

Assets



Accounts



Average Annual Increase (2011 – 2021 Q3)	Open and Closed Plans	Open Plans
Assets	\$828 M	\$1,021 M
Accounts	-26 K	-13 K

Source: College Savings Plans Network as of September 30, 2021

Status of Prepaid Plans

Open to New Investors	Closed to New Investors	Redeemed
<p> Alaska (UAP)¹ Florida Maryland Massachusetts Michigan Mississippi Nevada Pennsylvania Texas (Tuition Promise) Virginia (Invest529 TTP)² Washington Private College 529 </p>	<p> Alabama Illinois Kentucky Ohio South Carolina Texas (Guaranteed) Virginia (Prepaid529)² </p>	<p> Colorado (2013) New Mexico (2004) Tennessee (2015) West Virginia (2021) </p>
12 Plans	7 Plans	4 Plans

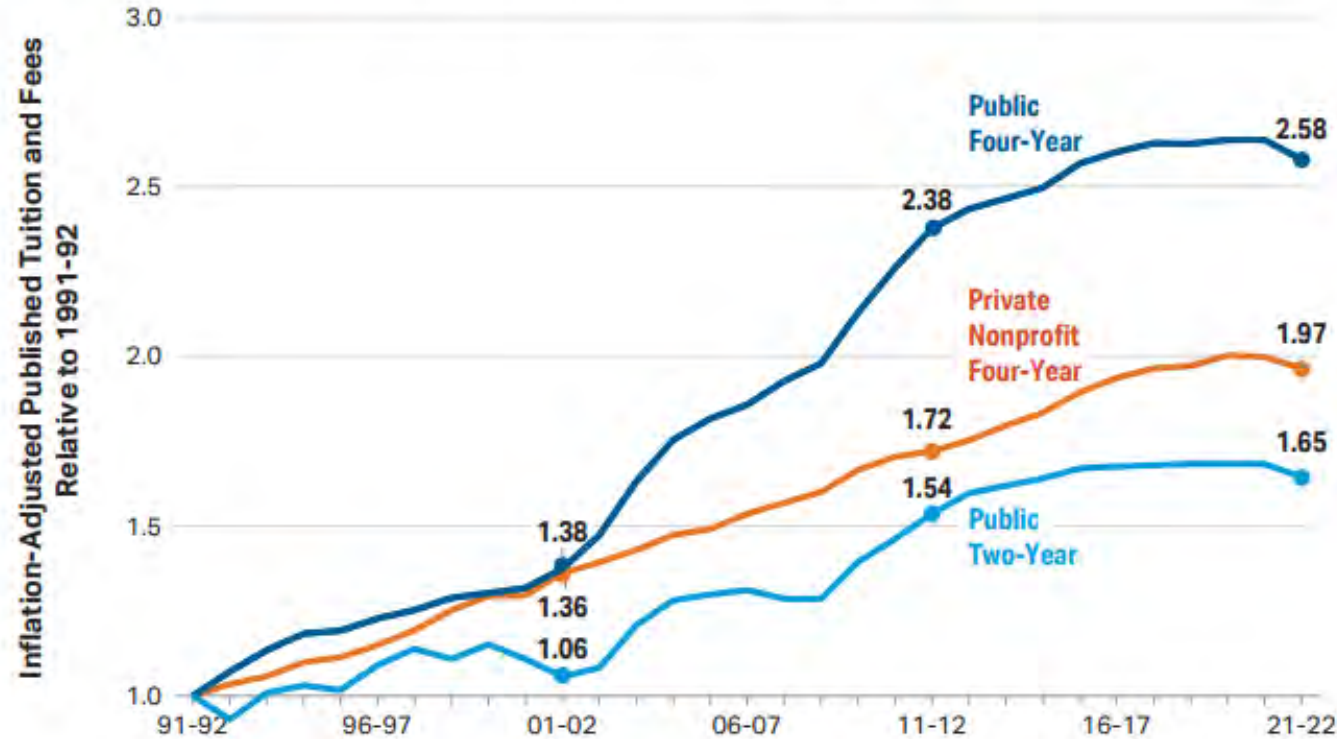
Sources: Program websites and AKF Consulting Group as of February 22, 2022

¹ Represents the University of Alaska Portfolio ("UAP"), which offers a Tuition Value Guarantee, allowing investors to purchase University of Alaska tuition credits for future use

² Effective February 2021, Invest529 offers the Tuition Track Portfolio ("TTP"), which is the successor defined benefit option to Prepaid529 (collectively, "Virginia's Defined Benefit 529 Program").

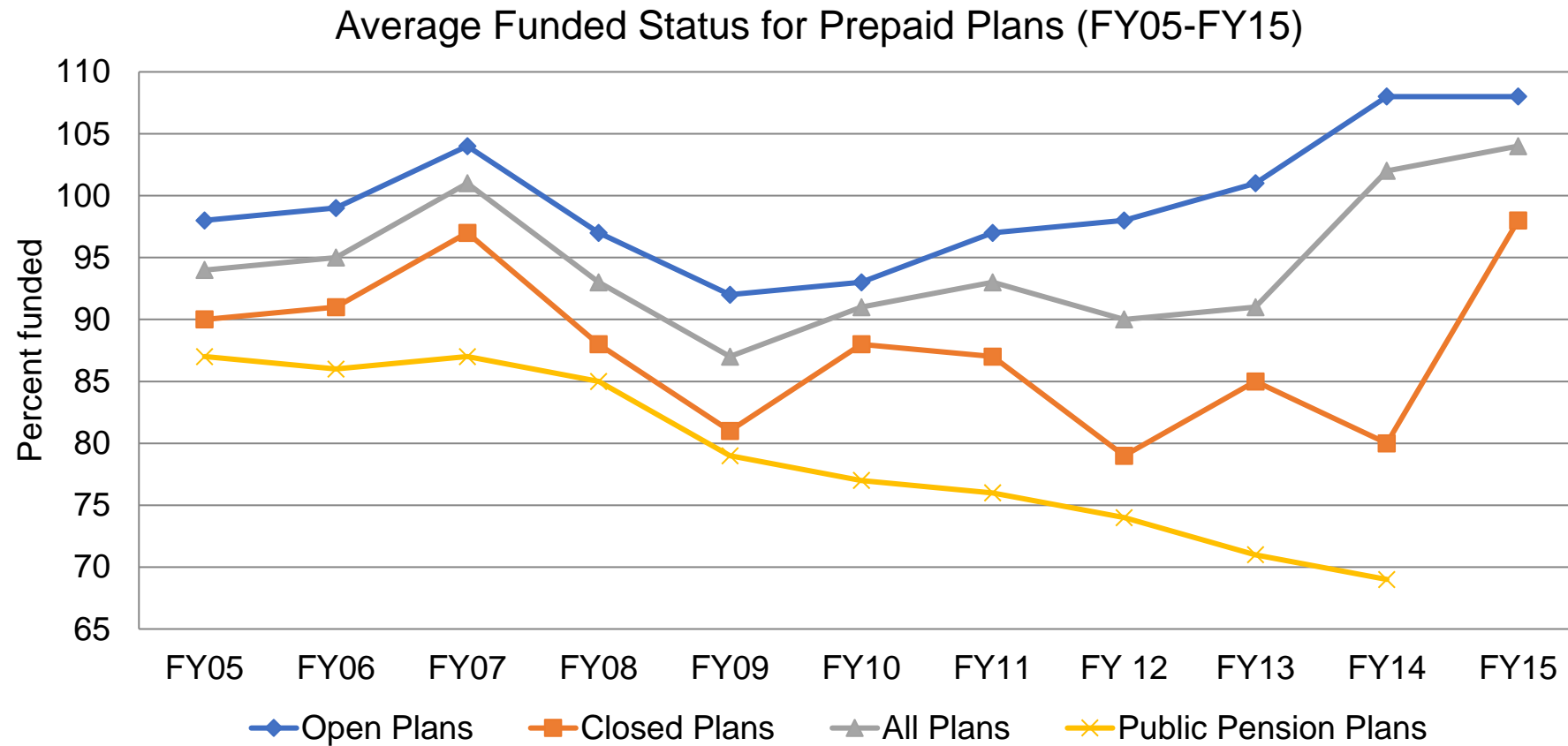
Tuition Inflation

FIGURE CP-3 Inflation-Adjusted Published Tuition and Fees Relative to 1991-92, 1991-92 to 2021-22 (1991-92 = 1.0)



Source: Trends in College Pricing and Student Aid 2021 report published by the CollegeBoard

Volatility in Funded Status



Source: College Savings Plans Network

Questions?

- Contact for Moderator:
 - Soohyang Lee, AKF Consulting - soohyang@akfconsulting.com
- Contact for Panelists:
 - Heather Birnie, PA529 - hbirnie@patreasury.gov
 - Carolyn Bishop, Virginia529 - cbishop@virginia529.com
 - Erin Layton, Maryland 529 - elayton@maryland529.org

Bringing it Home

Our Final Session:

Pumping up Prepaid Participation: Telling the Story and Building the Coalition

- Facilitator:
 - Rodger O'Connor, WA529
- Presenters:
 - Zach Cochran, Door No. 3
 - Joanne Dashiell, Private College 529
 - Martha Bullock, Florida Prepaid College Board





COLLEGE SAVINGS
PLANS NETWORK

A Network of the National Association of State Treasurers

Prepaid 529 Mini-Conference

Pumping up Prepaid Participation: Telling the Story and Building the Coalition

Facilitator:

Rodger O'Connor

Associate Director for Marketing & Communications

WA529



NATIONAL ASSOCIATION OF
STATE TREASURERS



Today's presenters:

Zach Cochran

VP / Media Director

Door No. 3

Joanne Dashiell

Chief Marketing Officer

Private College 529 Plan

Martha Bullock

MARCOM Director

Florida Prepaid College Board





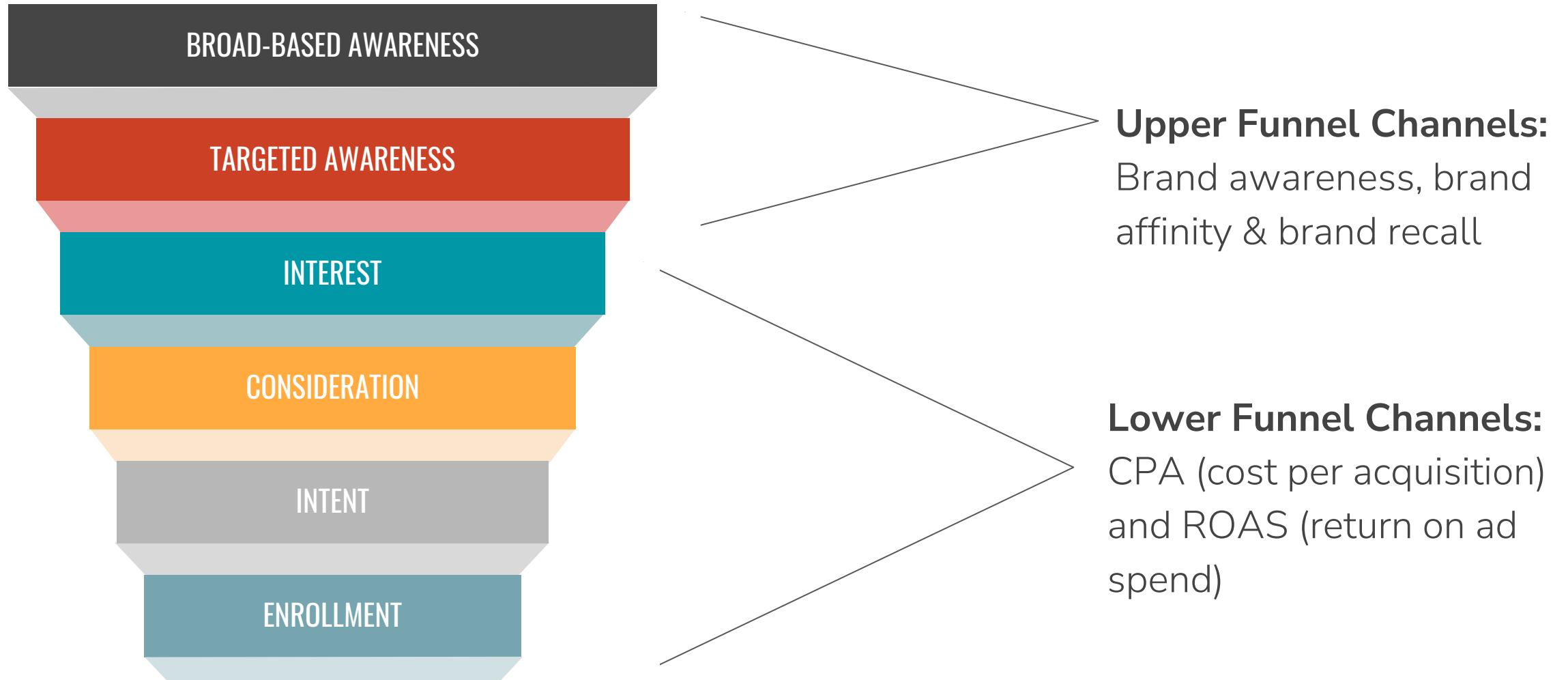
Zach Cochran
VP / Media Director
Door No. 3



Door No. 3 CSPN Prepaid Minicon
2/24/22

DOOR Nº	3
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Full Funnel Approach: Choosing channels with KPIs in mind



Why a Full Funnel Campaign?

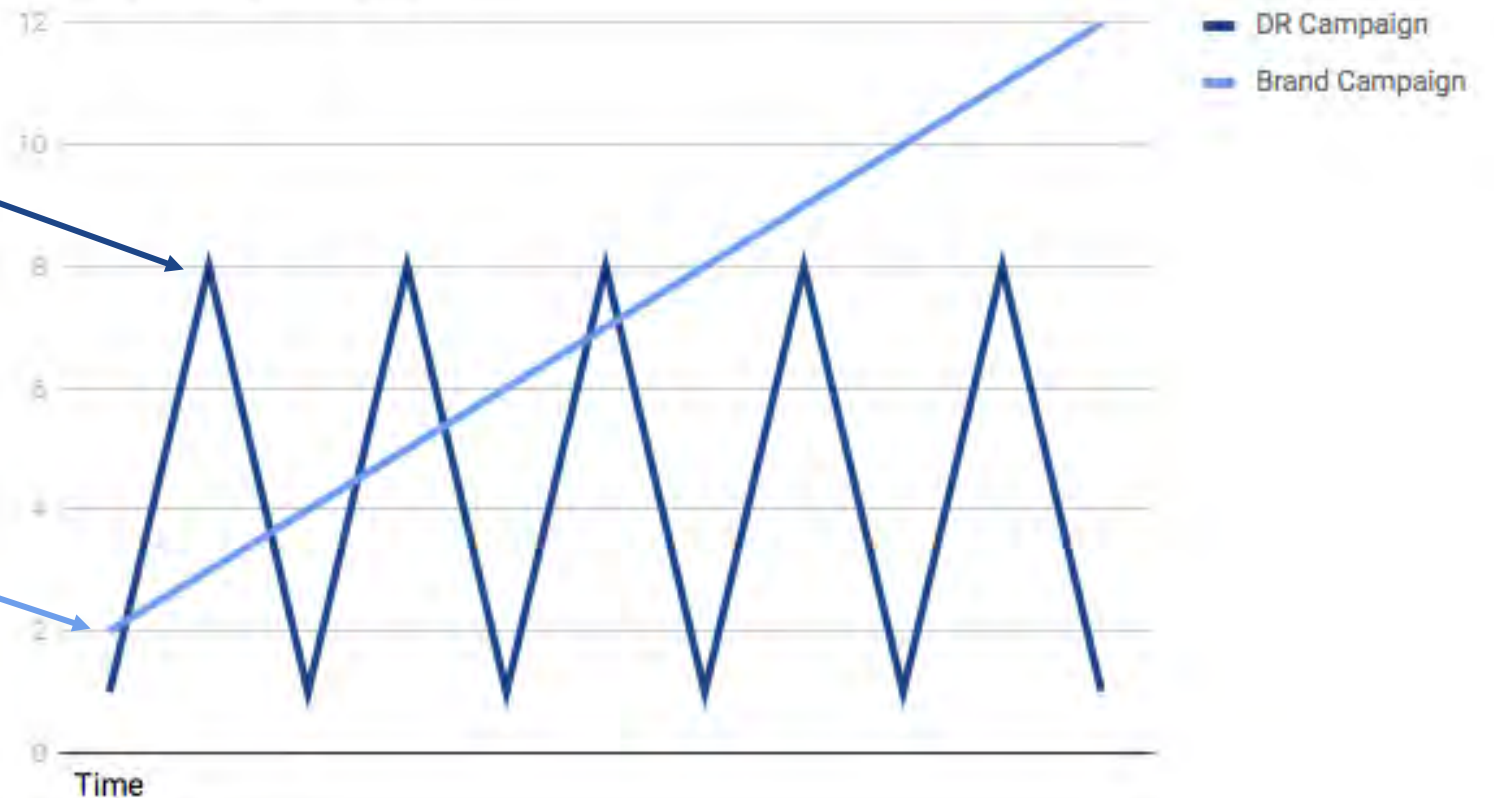
Lead Generation Channels: Rational Messaging


Short term uplift in sales,
but brand perception
remains unchanged

Brand Awareness Channels: Emotional Priming

Brands grow stronger, leading
to long-term volume increases

Sale Uplift Over Base



A person is sitting on a bed, wearing pink pants, with a laptop open in front of them. Their left hand is on the laptop keyboard, and their right hand is holding a white mug of coffee with latte art. The background is a white, wrinkled bedsheet. The text "Lead Generation Best Practices" is overlaid in the center in a large, white, sans-serif font.

Lead Generation Best Practices

Data Makes the Difference

150MM

mobile and web destinations

800x

per month

130k

new behaviors per second



Data Makes the Difference

Scalable 1st Party Data

Work off a constant, live stream of data allowing you to recognize patterns in behavior with greater nuance



Custom, Real-Time Scoring

Every second of every day we are scoring people across the Internet, in order to identify those most likely to convert



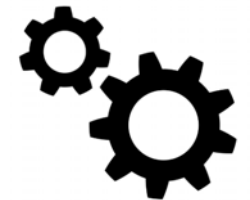
Predictive Modeling

Use machine learning to create granular, specific predictive models which give higher priority to the most valuable customers

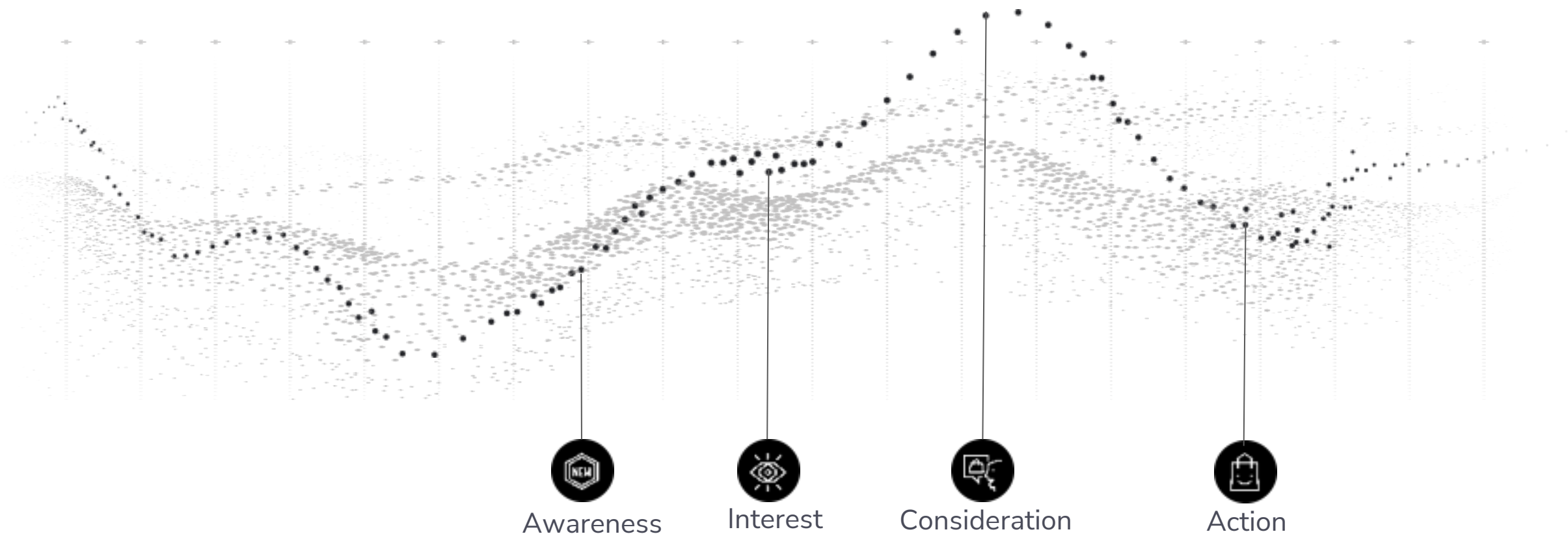


Integrated AI Optimizations

An AI platform allows us to rapidly test, experiment and optimize in real-time in order to best achieve the desired outcomes

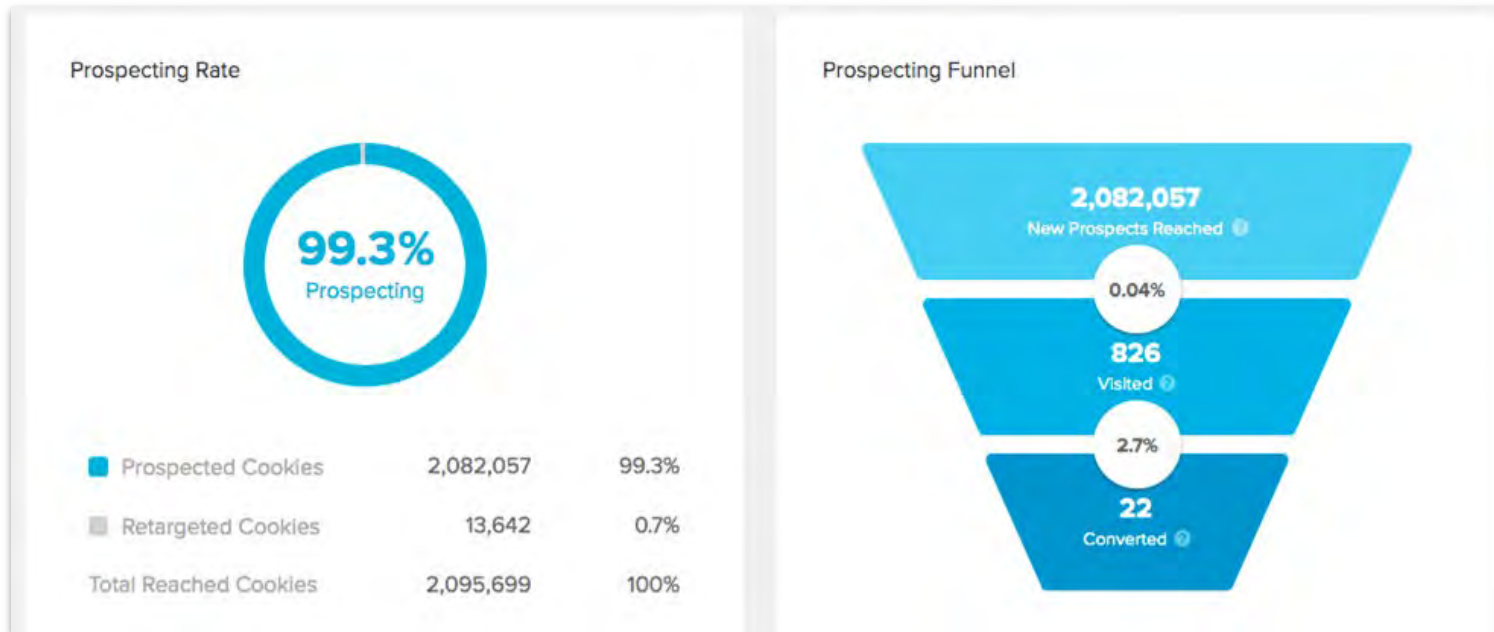


Find Patterns in the Data



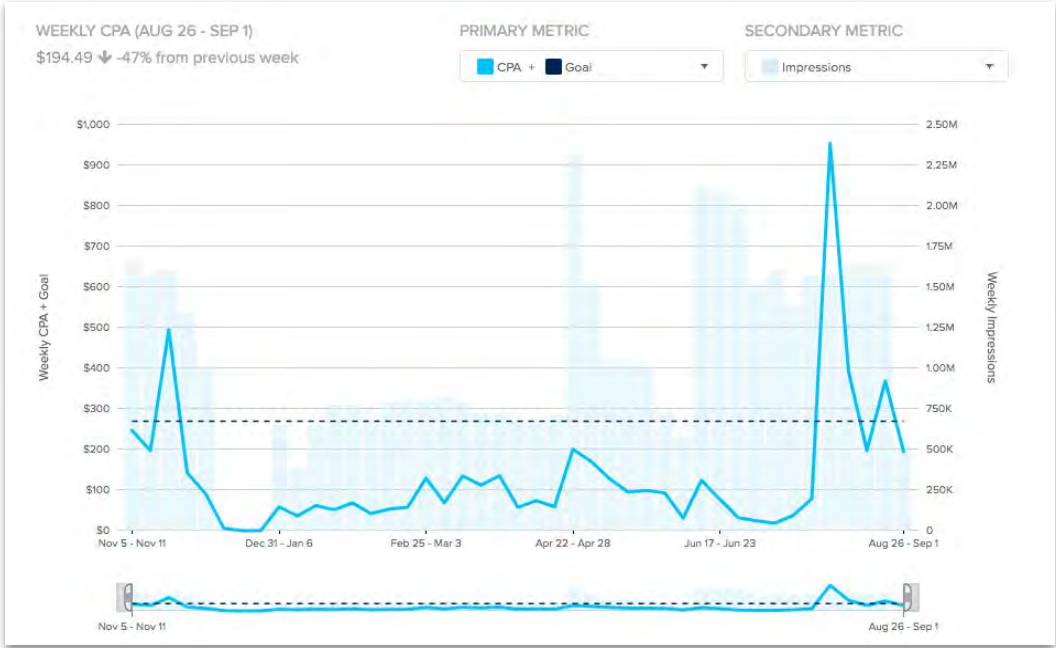
These patterns enable us to better predict and influence the desired audience, at any point in their customer journey and with creative to match their need.

Collect Prospecting Insights



- Prospecting insights provide valuable information on how your campaign is performing against new prospects
- These insights also allow your campaign to optimize between prospecting and retargeting based on CPA (cost per acquisition) or ROAS (return on ad spend)
- With these insights the campaign can convert customers at a higher rate than the site average

Collect Prospecting Insights



Collect and Analyze First Party Data



Audience Segments

- Demographics
- Browsing Interest
- Shopping Interests
- Brand Affinity
- Media Interest
- Business & Occupation
- Engagement Segments

First Party Data Example

> Automotive

> Financial

> Home Owners

> Packaged Goods

> Psychographics & Lifestyles

> Purchase Prediction

> Restaurants

> Retail

> Telecommunications

> Travel

Psychographics & Lifestyles

Buyer Behavior

DLX Lifestyles

Economic Spectrum

Fall Seasonal Shoppers

Financial

Financial Behavior

Financial Lifestyles

GreenAware

Health & Well Being

Interests

Lifestyles

Mobile Behaviors

Mobile Users

Personal Views

Pets

Self Concept

Shopping Behavior

Sports

Sports Fans

Spring Seasonal Shoppers

Summer Seasonal Shoppers

Technology

Technology Adoption

Winter Seasonal Shoppers

Psychographics & Lifestyles

NAME

1 Family Office

2 Frequent Flyer Program

3 High Frequency Business

4 High Frequency Cruise

5 High Frequency Domestic

6 High Frequency Foreign

7 Hotel Guest Loyalty Program

8 Religious

9 Working Couples

Psychographics & Lifestyles | Lifestyles | Family Office

Data Source:

DEFINITION

This segment contains consumers who are likely to own computer accessories like scanners and photo printers. They may be more likely to work from home, and thus spend a lot of time in their homes. They can be targeted for deals on other household office supplies.

INDEX

215

COMPOSITION

67.35%

Visitors to this segment are 2.15x more likely to be in the Family Office segment than the average Internet user.

67.35% of visitors to this segment are in the Family Office segment.

CLOSE

THANK YOU.

DOOR Nº 3

+1 512 391 1773
910 West Ave. Suite 1
Austin, Texas . 78701



Joanne Dashiell
Chief Marketing Officer
Private College 529 Plan

PRIVATE COLLEGE 529 PLAN RESEARCH

WHAT



Online quantitative study to better understand audience beliefs, preferences, attitudes, needs, mindsets & motivations around planning and saving for college

WHEN



The survey was in the field
November 13 – November 25, 2020

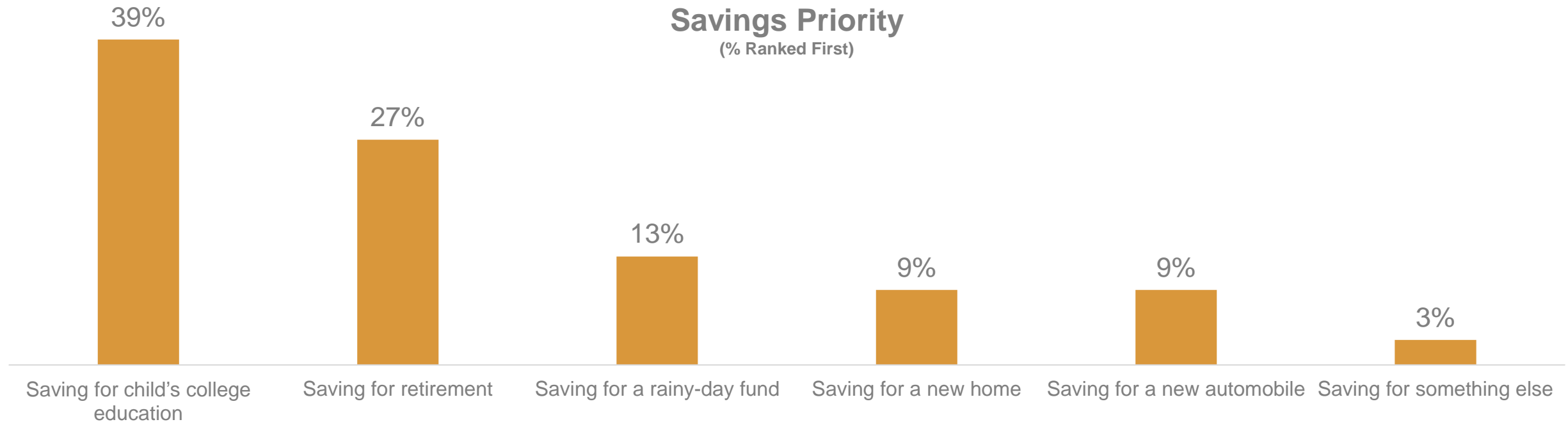
WHO



- 483 respondents; 246 men, 237 women
- Planning to save (29%) or already saving for college (71%)
- Ages 23-60 (86% between the ages of 30-52)
- Have kids under 15 or are planning to have kids, ~50% <10 years old
- Household Income > \$50,000 (66% \$80K+)
- Post high-school Technical training, trade school, some college or higher

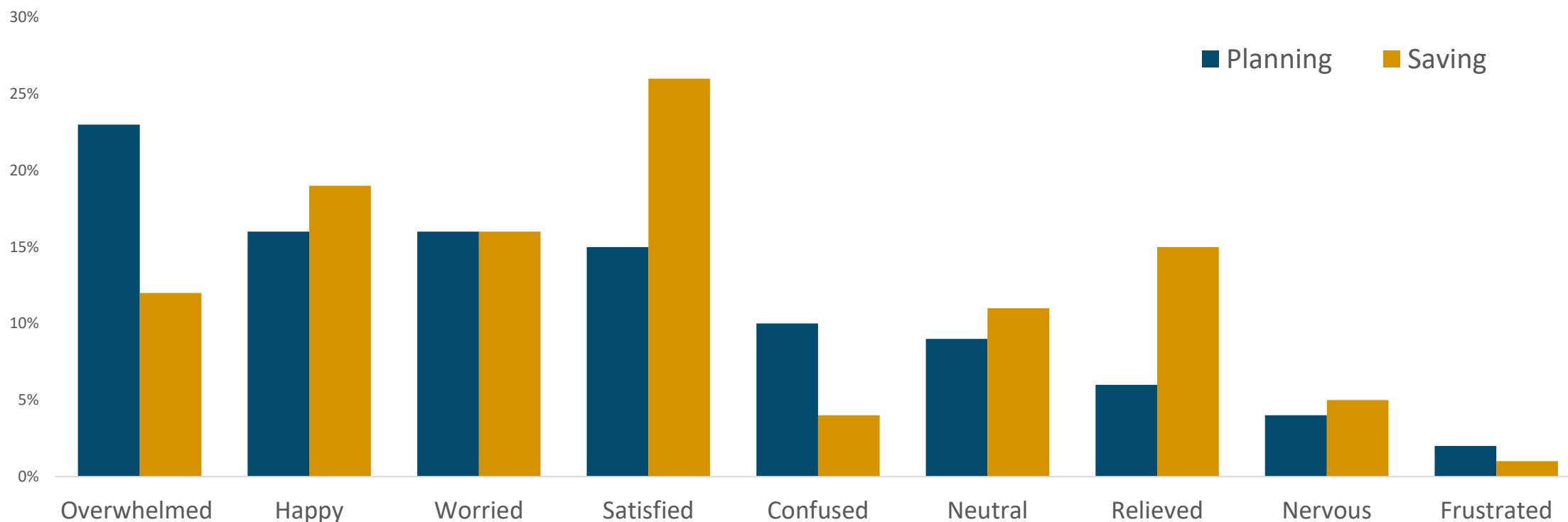
SAVINGS PRIORITIES

Two in five respondents identify saving for their child's education as their top savings priority followed by saving for retirement. Half of those planning to save indicate they plan to start saving before their child turns 7.



EMOTIONS DIFFER BETWEEN SAVERS AND PLANNERS

Savers are more likely to be calm and content in having started saving. Planners still feel overwhelmed, confirming the opportunity to provide guidance.



Base Size (Planning): 141

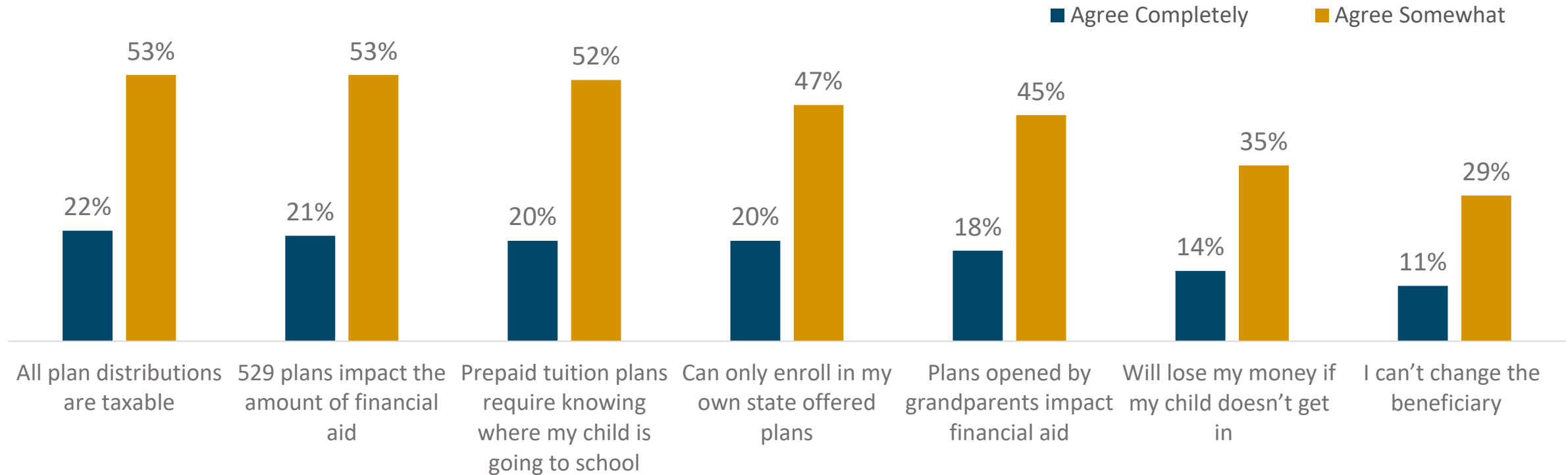
Q5D1: Which emotion best describes how you feel while planning for ways to save for your kids to go to college?

Base Size (Saving): 342

Q5D: Which emotion best describes how you felt while going through the process of starting a college savings plan? 49

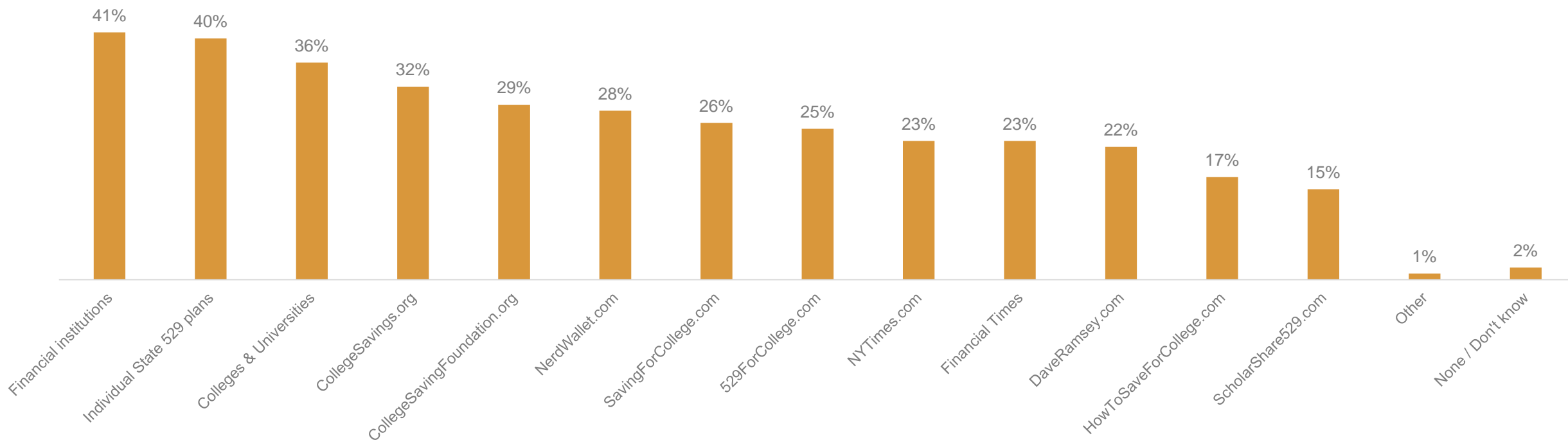
MISPERCEPTIONS PROVIDE AN OPPORTUNITY TO EDUCATE

Respondents don't have particularly strong perceptions of 529 plans, though they agree that plans are taxable and impact the amount of financial aid.



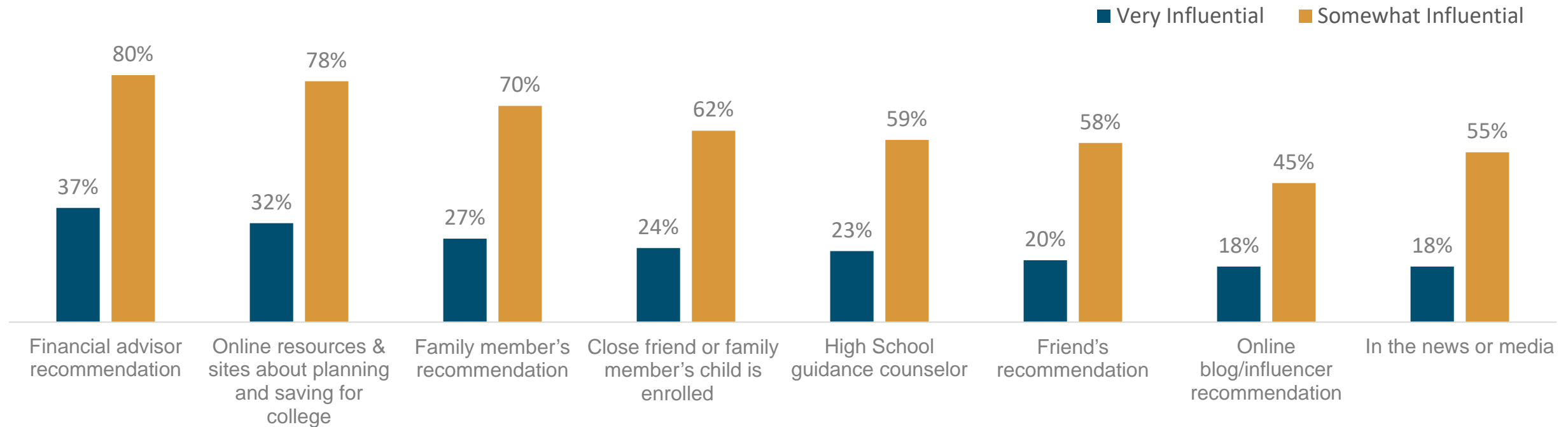
MOST TRUSTED SITES

Financial institutions and state 529 plans are the most trusted sources for college planning and saving followed by colleges and universities themselves.



PARTNERSHIP OPPORTUNITIES

Financial advisor recommendations and online resources are the most influential factors in deciding to enroll in a college savings plan.



BUILDING PARTNERSHIPS TO REACH AND EDUCATE CONSUMERS

Live sessions & articles featuring financial advisors and college administrators

Need plans this Thursday evening—aside from homework, baths, and bed? Join our next live session:

Prioritizing Retirement and College Savings
January 27, 6:30 pm EST
(5:30 CST / 3:30 PST)

Afraid you'll have to **cash out** your retirement to pay for college? Or **drastically change** your child's college plans to retire on time?

Our friends at Rooted Planning Group will discuss prioritizing retirement and college savings—because one shouldn't cancel out the other.

Amy Irvine and Kate Welker, CFPs, will present live.

You can join us from the comfort of your home, work, or car!

Register today and submit your questions.

REGISTER

Plan to join us again in March for an overview of 529 plans:

The Ins and Outs of 529 Plans
Thursday, March 10, 6:30 pm EST
(5:30 CST / 3:30 PST)

REGISTER TODAY

This live session will cover the types of 529 plans, what's similar and what's different, and how both can work together to finance a college education.

Live session with Rooted Planning Group:

- 304 registrants
- 142 live attendees and on-demand views
- 104 new leads

Saving for College Myths Demystified

True or False? You can only enroll in one 529 plan.

True or False? You can stop saving in one 529 plan.

Why? That's a shocking truth! There are several options available and, in fact, depending on your circumstances, it's not unusual for me to recommend a "balanced" portfolio approach to saving for my clients when saving for college.

So why would I save in more than one 529 plan?

Many families do not realize that you can have multiple 529 plans. You can have multiple 529 plans for different purposes. For example, you can have one 529 plan for your child's education and another for your own retirement. This allows you to take advantage of the tax benefits of 529 plans for different purposes.

So, what's a parent to do? Consider funding your children's education with a 529 plan. It's a great way to save for college and take advantage of the tax benefits. If you're not sure, consult with a financial advisor. They can help you understand the options and make the best decision for your family.

Learn From The Experts:

Pursuing a Liberal Arts Education

December 16th
3:00 PM EST

Stacie Hagenbaugh, Smith College

Jennifer Walker, Brandeis University

Learn From The Experts:

Pursuing a STEM Degree

January 13th
3:00 PM EST

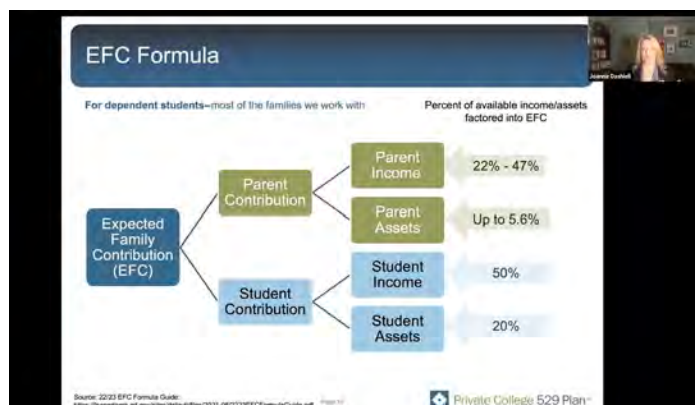
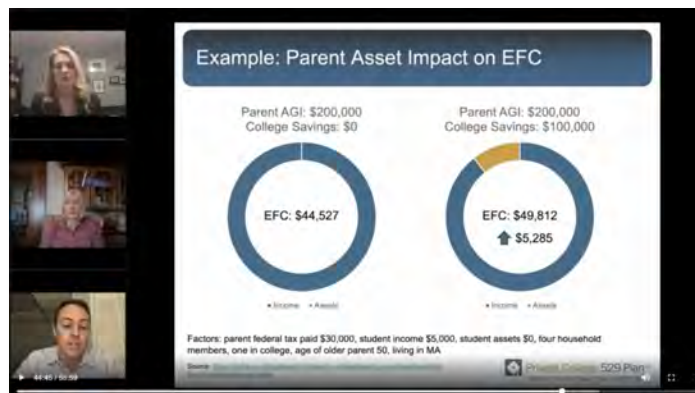
Thomas Bear, Rose-Hulman Institute of Technology

Julie Gutheil, Case-Western Reserve University

1. Academic Planning

Molly Boegel, Assistant Vice President of Enrollment Management, Dickinson College

EDUCATING AND ENGAGING FINANCIAL ADVISORS



Private College 529 Plan™

WE'RE NOT YOUR TYPICAL 529 PLAN

From sea to shining sea, there's a 529 savings plan in nearly every state. But, if a client is looking for a prepaid tuition plan, the options are far more scarce. Today, there are only nine states with prepaid tuition plans open to new enrollments—and some have residency requirements, fees, or participating schools confined to their state.

Private College 529 Plan is happy to offer something different.

AN ACE UP YOUR SLEEVE

We are the only prepaid tuition plan not operated by a state but rather hundreds of private colleges nationwide. From MIT to Stanford University—and everywhere in between—there are nearly 300 schools in our network. So, whether a student wants to perform pioneering surgery someday or a rousing aria on stage, there's a school for everyone on the list.

BROWSE SCHOOLS

A STRAIGHTFORWARD PLAN

- No fees. Period.
- Minimal to no market risk
- Guaranteed prepaid tuition at Private College 529 schools
- Flexibility if the beneficiary chooses a school outside the network

SEE HOW IT WORKS

Private College 529 Plan™

Your Partner in College Planning and Saving

Thank you for signing up to receive updates and expert insight from us! We know your clients lean on you for advice and guidance related to college planning, saving, and financing. So, we hope to equip you with relevant information to expand your knowledge in these areas.

More than a financial solution, Private College 529 Plan shares a special relationship with the nearly 300 colleges in the Plan. This affords us the opportunity for great conversations with higher ed professionals who "walk the walk." In the coming months, you can look forward to receiving access to what these experts and others have to say. Until then, please check out a few recent videos:

FEATURED

The Latest in Financial Aid and College Financing

A conversation with Chelsea Adams, Senior Associate Director of Financial Aid at Clark University, and Diane Anchundia, Dean of Loans and Outreach at USC.

Watch Webinar

True or False? You can only enroll in one 529 plan.

MYTHS & MISCONCEPTIONS | SAVINGS

Amy Irvine, CFP®, EA, MPAS®, CCFC from Rooted Planning Group clears the air in this three-part series, Myths & Misconceptions in College Savings.

Quick 2-Min Video

The EDge
Finance talk from the colleges themselves

Private College 529 Plan™

Thank you for choosing to stay informed with us!

In this issue, we cover tuition costs, completing the CSS Profile, and how to approach financial aid appeals—thanks to the insight provided by our member colleges.

Is there a topic you'd like to see covered in an upcoming article or video? Let us know by emailing jonathan@pc529.com.

The True Cost of College
Ask the Expert Series

Kathy Anderson, Associate Vice President of Student Financial Services at Berklee College of Music, discusses sticker vs. net price, the philosophy behind discounting, and how families can ensure they make the most accurate decision based on the true cost of college.

The EDge
Finance talk from the colleges themselves

Private College 529 Plan™

Thank you for choosing to stay informed with us!

In this issue, we promote an exciting educational webinar with College Aid Pro, break down financial aid award letters and talk about the implications for outside scholarships on financial aid.

Is there a topic you'd like to see covered in an upcoming article or video? Let us know by emailing jonathan@pc529.com.

Navigating the College Funding Maze
Live Webinar

We are excited to partner with College Aid Pro on this educational webinar. Join us to learn more about navigating college costs the tools and resources available for you, and how Private College 529 plan might be valuable for your clients.

**February 15th
1 PM EST**

Register

Private College 529 Plan™

College Aid Pro™

Contact your attorney or other advisor regarding your specific legal, investment or tax situation. Private College 529 Plan (the Plan) is established and maintained by Tuition Plan Consortium, LLC (TPC). Intuition College Savings Solutions, LLC (Intuition) is the Plan Administrator. Participation in the Plan does not guarantee admission to any college or university. Tuition Certificates are neither insured nor guaranteed by the FDIC, TPC, any government agency, Intuition or their respective subcontractors and affiliates. However, Tuition Certificates are guaranteed by colleges and universities solely for tuition and mandatory fee credits. Please read the Disclosure Statement and Enrollment Agreement carefully and consider your financial objectives and risks before purchasing a Tuition Certificate. TPC, Intuition, and their respective subcontractors and affiliates do not provide financial, legal or tax advice. See www.privatecollege529.com for more information. This material is provided for general and educational purposes only, and is not intended to provide legal, tax, or investment advice, or for use to avoid penalties that may be imposed under U.S federal tax laws.

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Martha Bullock
MARCOM Director
Florida Prepaid College Board



February 24, 2022

Community Outreach

Martha Bullock, MARCOM Director

Florida Prepaid College Board

We've helped more than one million families save for college.

- Florida Prepaid College Plan
- Florida 529 Savings Plan
- Florida Prepaid College Foundation
- ABLE United



Building Community Advocates

- Community and educational partnerships support and enhance paid, owned and earned media efforts
- Lend credibility by providing direct and indirect endorsement
- Focus efforts by age/stage



Department of Health

- Data Use Agreement with the Department of Health
- Communicate with Florida families with children ages 0-6
- Diapers to Degrees Scholarship Program for newborns
 - Direct mail to 200K+ families of babies born prior year
 - Registration landing page educated families on college savings
 - 5.6% of registrants enrolled in a college plan during pilot



Early Learning Coalitions

- Partner with Early Learning Coalitions
- Educate Florida families with children entering Voluntary Pre-K (VPK)
- Encourage college savings when daycare expenses are decreasing and available discretionary income is increasing



Florida Department of Education

- Partner with Florida Department of Education to sponsor Teacher of the Year Program (TOY)
- Utilize Teacher of the Year as a spokesperson for testimonials, webinars and Facebook Live events
- Provide scholarship for TOY to award to a student from their school
- Engage district Teachers of the Year from around the state to encourage college savings

Florida Prepaid gave me the flexibility to pursue my Associate's Degree at Indian River State College and then my Bachelor's Degree at Florida State University. When I graduated from Florida State University in 2016, I had money left in my Florida Prepaid plan and used it to transition into the next phase of my life, teaching!



As an educator, I am grateful for this program and the flexibility it offers to parents across the State of Florida. Florida Prepaid changed my life and allowed me to be financially prepared before, during, and after college!

Krista Stanley | 2021 Florida Teacher of the Year | Former Prepaid Kid



Florida School Districts

- Provide Superintendent scholarships in exchange for promoting college savings options to the families in their district
- Expanded over last five years; currently partnering with 30+ school districts for the current Prepaid Plan Open Enrollment period
- Provide communications toolkit with assets for email, website and social media.
- District educational foundations can also be an entry point into school districts.



Experiential Education

- Where are the parents?
 - Baby fairs & educational events
 - Parks, museums, zoos, aquariums, theme parks, etc.
- Sponsor [scholarship programs](#), educational events, free admission day or an exhibit
- Opportunity for both digital and on-site communications
 - Email/newsletters
 - Mobile app messaging
 - Signage
 - Social media
 - Video

3:44 5G

myfloridaprepaid.com

Contact Español 1-800-552-4723 [Enroll or Login](#)

 FLORIDA PREPAID



**Exploring Education
Scholarship Program
Sponsored by Florida
Prepaid and Florida
State Parks**

 FLORIDA PREPAID
COLLEGE SAVINGS PLANS

 FLORIDA
STATE PARKS
...the Real Florida™

Ten Florida children will receive a 1-Year Florida University Plan college scholarship valued at \$7,000, plus a Junior Ranger gift pack!

Twenty-five runners-up will be selected to receive an outdoor

Blogger Ambassadors / Influencers

- Bloggers / Influencers share personal aspect of college savings journey
- Participate in wide variety of ways
 - Blogs
 - Facebook / Live events
 - Instagram / Live events
 - In-person events
 - Webinars



Takeaways

- Focus attention: develop landing pages
- Make it easy: provide turnkey communication toolkits for partners
- Ensure a good fit: vet influencers and partners





Questions & Answers



Questions?

- Contact for Facilitator:
 - Rodger O'Connor, WA529 - rodgero@wsac.wa.gov
- Contact for Presenters:
 - Zach Cochran, Door No. 3 - zcochran@dn3austin.com
 - Joanne Dashiell, Private College 529 - joanne@pc529.com
 - Martha Bullock, Florida Prepaid College Board - Martha.Bullock@MyFloridaPrepaid.com

That's all Folks!

**Thank you for attending the
2022 Virtual CSPN Prepaid Mini-Conference!**

**Stick around from 4-5pm to network with your
colleagues. Multiple breakout rooms will be available.**

