### 2025–2028 **Strategic Plan**



# Vision

529 savings plans facilitate family and community investment in education, ensuring successful tomorrows.

# STRATEGIC PRIORITIES



# Mission

Empower members to enhance and advance 529 education savings plans and to promote education access, affordability, and associated benefits.



# The Future

Ensure long-term viability and success of CSPN's work.



### Engagement

Raise the voices, engagement, and development of members (especially new members) to ensure the continued work and success of CSPN.



#### Awareness

Drive new 529 plan participation through increased national awareness on the value of saving for education, training, and skill development.



# Advocacy

Protect and expand the appeal and use of 529 plans through advocacy at all levels of government and with all stakeholders.