

# **COLLEGE SAVINGS PLANS NETWORK STATE OF THE STATES**

**Joan Marshall**

**Vice Chair, CSPN and Executive Director,  
College Savings Plans of Maryland**



# Following the path of continuous improvement

- Evaluating & enhancing investment options
- Investor Messaging/Education
- Online functionality
- Rewards/Incentives
- State partnerships
- New Programs
- Other



# Evaluating and Enhancing Investment Options

- AK – Reassessing the glide path
- AZ – Reallocating portfolios and adding new ones
- KS – Adjusting the glide path
- MI – Reviewing investment options
- MT/OH – Adding new options
- SC – Requesting more briefings
- UT – Launched new FDIC insured option and a new static intl. option



# Updating Investor Messaging and Improving Education

- AK – Info on weathering market volatility
- AZ – Initiated workshops and educational mailings
- CA/NH – Rebuilding investor confidence/more portfolio guidance
- CT – Statement message tips  
FAQs/Quarterly E-newsletters
- IN – Dollar Cost Averaging/ Podcast  
re: recent market difficulties



# Updating Investor Messaging and Improving Education (cont)

- IA – “Stay the Course”
- KS – Treasurer statement message/ use plan for any post-secondary ed
- NE – Radio spots with Treasurer
- RI – Issue briefs, etc. regarding market turbulence/ letter to participants with children age 15 – 18/ media partnership for weekly “Higher Learning” segment
- SC – community outreach



# Updating Investor Messaging and Improving Education (cont)

- UT – web site message
- WA – fact sheet on web site/ more radio and TV interviews/ new ad campaign/ YouTube posting/ monitoring blogs



# Improving online functionality

- AK – Enhancing online functionality
- CA/NH – Launched online college planning tools
- GA – E-newsletter and new FAQs on market volatility
- OH – Added online withdrawal processing to schools
- RI – Online tutorial for application process



# Account Holder Rewards/Incentives

- CA/NH – Target Gift card promotion/  
Increased credit card reward points
- CT – Dream Big! Campaign and  
Hispanic Marketing
- IA – “Baby 529” Giveaway
- OH – Referral Bonus



# State Partnerships

- GA/TN – Launched partnership to offer GA's Path2College 529 Plan in TN
- MT/UT – Working towards a partnership



# New Programs

- OK - Launched an advisor-sold 529 plan, OklahomaDream 529, through a subcontract between TIAA-CREF and Allianz Global Investors.
- TX – New Prepaid Program



# Miscellaneous – But Important

- AL – Prepaid Update
- IN – Program Manager Transition
- MI – Totally revised rollover form
- OH – Changed disaster recovery model to better align with the nature of our 24/7 business and upgraded security to protect identity and confidential information
- RI – Moved outreach and marketing efforts in-house



# Lessons Learned

- California
- Georgia
- Montana
- Nebraska
- Utah
- Washington

