
DECEMBER 18, 2025

**AGENDA ITEM 4
INFORMATION ITEM**

SCHOLARSHARE INVESTMENT BOARD

ScholarShare 529 Update

Background

The ScholarShare Investment Board (SIB or Board) staff is providing the Board with an update on ScholarShare 529 (Plan) for third 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) provides an update 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 third quarter 2025 (Exhibit B) comparing its performance to the Benchmarks. In third quarter, TFI met the Benchmarks in all areas.

TFI also provides its “Q3 2025 Marketing Results” (Exhibit C) for the Plan. These updates outline marketing results for the first and second quarters of 2025, which includes, but are not limited to, quarterly achievements, business results, new accounts and contributions, e-gifting, employer outreach, new account growth and tactical results, creative, 50-50-50 bonus campaigns, social media, public relations, outreach events, and 2025 marketing budget.

Finally, TFI provides its “2026 Marketing Plan” (Exhibit D) for the Plan. The marketing plan provides a review of marketing performance goals, what worked well in 2025 as well as challenges, what’s new in 2026, marketing plan components and 2026 budget.

Presenters

Stanley Zeto, Deputy Executive Director, 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.