
DECEMBER 18, 2025

**AGENDA ITEM 7
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 third quarter 2025 (Exhibit A), which includes current developments with the Program, such as participation results, distributions, marketing and outreach, call center and operations, and other reporting on Program activity.

TIAA-CREF Tuition Financing, Inc. (TFI), the program manager for CaKIDS, has provided its “CaKIDS Q3 2025 Marketing Results” (Exhibit B). This update outlines marketing results for the third quarter of 2025 in areas that include, but are not limited to, quarterly achievements, partnerships, notifications, LifeCents incentive campaign, award letters, social media, and 2025 marketing budget.

In addition, BARÚ Advertising, Inc. (BARÚ), the firm providing marketing services for CaKIDS, has provided its “CaKIDS 2025 Marketing Campaign Update” (Exhibit D), which provides an overview and results through for phase two of its 2025 integrated marketing campaign, which includes performance updates, creative, user journey, paid media, performance insights and recommendations, partnerships, site traffic metrics, and public relations, in addition to a preview for 2026 that includes research, and strategy and opportunities.

Presenters

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Doug Harrison, Senior Director, TIAA-CREF Tuition Financing, Inc.
Elizabeth Barrutia, Founder & CEO, BARÚ Advertising, Inc.