



**CSPN** | COLLEGE SAVINGS  
PLANS NETWORK

## **It Takes a Village to Raise an Industry:**

A view from secondary sources that provide data and commentary about 529 plans to help families save

A College Savings Plans Network  
Membership Engagement Committee Webinar  
March 7, 2017



**CSPN** | COLLEGE SAVINGS  
PLANS NETWORK

## Thank you for joining us today

### Things to know:

- All webinar participants are muted
- To ask a question, type your question into the question pane near the bottom of the control panel
- This webinar will be recorded for playback
- If you will be requesting CPE credit for this webinar, contact Chris Hunter to confirm your participation
- Thank you and now we will get started



# CSPN | COLLEGE SAVINGS PLANS NETWORK

## Moderators:

Jim DiUlio, Director, Wisconsin 529 College Savings Program

LaKesha Page, Director of College Savings, TNStars College Savings 529 Program

## What Will This Webinar Cover:

This webinar will feature panelists who provide information about 529 plans. These sources collect and share data with various audiences, and they are vital to the growth and perception of our industry as we all strive to help families make sense of the various plans and ultimately make prudent decisions to save and invest for future college costs based on each family's needs and goals.

## Welcome

**Treasurer Young Boozer**

Treasurer, State of Alabama and Chair of the College Savings Plans Network



# Panelist

Savingforcollege.com

**Brian Boswell,**

**VP, Research & Development, SavingforCollege.com**

Savingforcollege.com was established as a private company in 1999 with a mission to help individuals and professional advisors better understand how to meet the challenge of paying higher education costs.

Bankrate, Inc. acquired Savingforcollege.com in December 2007, aiming to provide consumers with fast, objective information to help make important financial decisions. JFH Innovative LLC acquired Savingforcollege.com in December 2010 and continues the mission, aiming to help consumers and professional advisors better understand how to meet the challenge of paying higher education costs.

Savingforcollege.com was sold to College Savings Holdings, LLC in December 2012. In addition to Savingforcollege.com, College Savings Holdings LLC also owns GradSave.com, a college savings registry that allows friends & family to make gifts into a child's 529 college savings account.

You can find out more by visiting [Savingforcollege.com](http://Savingforcollege.com)

Brian Boswell

VP, Research & Development

The logo for Savingforcollege.com features the text "Savingforcollege.com" in a bold, black, sans-serif font. A yellow graphic element, consisting of a horizontal line that turns into a vertical line at the end, underlines the text. A light gray diamond shape is positioned behind the text, partially overlapping the "S" and "i" in "Saving".

**Savingforcollege.com**

# Mission & Role

- The **#1 independent, authoritative source for college savings information**
- We provide **unbiased** resources and information for families that need to save for college
- SFC values **transparency** in how we obtain and use our data
- Our purpose is **to help families** reach their dreams and aspirations

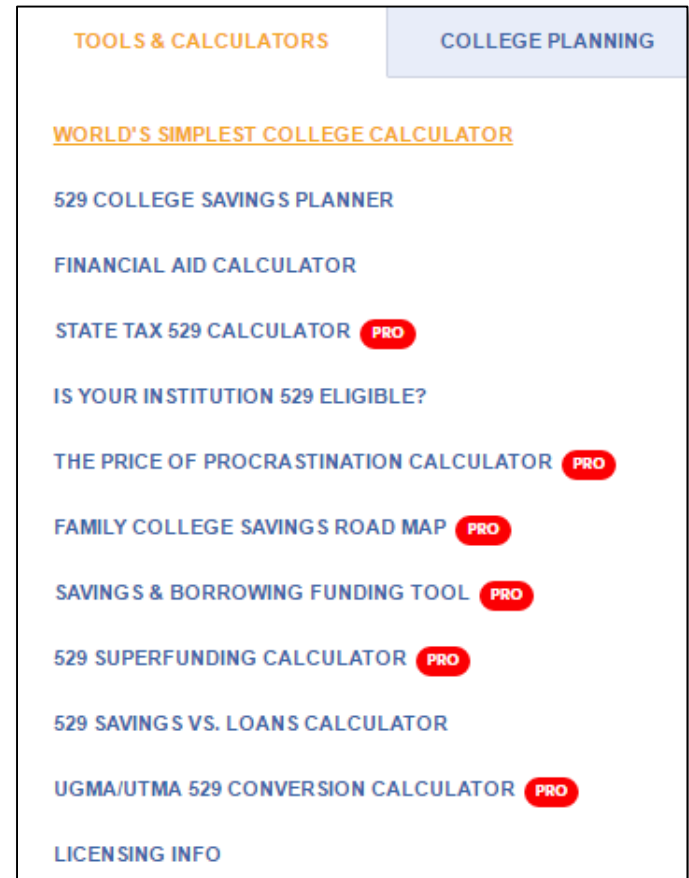
# Our Clients

- Families saving for their children
  - **3 million** visitors per year
  - **90%** of readers are parents & grandparents saving for young children
  - **70% intend to open a new 529 plan!**
- Advertisers that want to increase their 529 plan adoption
- Professionals that want current, unbiased, in-depth information on college savings

# What we offer

Comprehensive information on college savings options for all people

- In-depth information on every 529 plan
- Data analysis, such as performance rankings, 5-cap ratings, and fee analysis
- Tools & calculators for all things college savings
- Industry updates, newsletters, pro content and more



The screenshot shows a website interface with two main navigation tabs: "TOOLS & CALCULATORS" (highlighted in orange) and "COLLEGE PLANNING" (highlighted in blue). Below the tabs is a list of tools and calculators:

- [WORLD'S SIMPLEST COLLEGE CALCULATOR](#)
- [529 COLLEGE SAVINGS PLANNER](#)
- [FINANCIAL AID CALCULATOR](#)
- [STATE TAX 529 CALCULATOR](#) **PRO**
- [IS YOUR INSTITUTION 529 ELIGIBLE?](#)
- [THE PRICE OF PROCRASTINATION CALCULATOR](#) **PRO**
- [FAMILY COLLEGE SAVINGS ROAD MAP](#) **PRO**
- [SAVINGS & BORROWING FUNDING TOOL](#) **PRO**
- [529 SUPERFUNDING CALCULATOR](#) **PRO**
- [529 SAVINGS VS. LOANS CALCULATOR](#)
- [UGMA/UTMA 529 CONVERSION CALCULATOR](#) **PRO**
- [LICENSING INFO](#)



# Last Week's Site Stats

- 84,000 visits and 300,000 pageviews
  - 529 SEO King: 65,000 were search visits
- Over 2,000 “Enroll Now” clicks
- Newsletters
  - 165,000 consumer subscribers
  - 21,000 pro subscribers

Enroll Now

# Media Presence

- Traditional Media: Forbes contributor, interviews with other outlets
- Print: “Best Way to Save”
- Online:



Saving For College  
Financial Services • 11-50 employees • Miami, Florida

connections work here. See all 8 employees →

Manage page 17 followers

Saving for College with MEFA'S Julie Shields-Rutyna  
651 views

saving4college  
@saving4college FOLLOWS YOU

Savingforcollege.com is a leading source of unbiased information on other ways to save and pay for college.

Pittsford, NY savingforcollege.com

3K FOLLOWING 10.4K FOLLOWERS

# Questions



Brian Boswell



/bboswell



@Boswell12V

Email: [Brian@savingforcollege.com](mailto:Brian@savingforcollege.com)

<http://forum.savingforcollege.com>



# Panelist

Strategic Insight

**Paul Curley, CFA**

**Director of College Savings Research**

For more than 25 years, Strategic Insight has been at the forefront of thorough, unbiased mutual fund industry research and business intelligence. Strategic Insight's core mission has always been to strengthen the industry and help its clients succeed in the global marketplace by providing them with the research, data and analytical support they need to identify product and distribution opportunities and make smart business decisions.

As sincere industry advocates, SI provides products and services to a wide range of clients, including executives from more than 200 investment management and insurance companies, distributors, investment banks, hedge funds, consultants and law firms. Strategic Insight sets the standard for trusted business intelligence and mutual fund analysis. They offer the most comprehensive, accurate mutual fund information available to help clients direct their efforts wisely and grow their businesses.

At the parent company level, Strategic Insight delivers critical and proprietary data, business intelligence, research and marketing services programs to investment product manufacturers and distributors worldwide.



**Chris Hunter**  
**Deputy Executive Director / CSPN**  
**National Association of State Treasurers**

In 1991, the College Savings Plans Network (CSPN) was formed as an affiliate to the National Association of State Treasurers (NAST). Established to make higher education more attainable, the Network monitors federal activities and promotes legislation that enhances 529 plans and serves as a clearinghouse for information among state-administered college savings programs.

CSPN also provides a valuable networking opportunity for all state officials to gather and share their unique innovations and experiences in an effort to raise awareness of and improve 529 plans and in turn, help families save for their higher education goals.

Membership in the College Savings Plans Network is open to all elected officials and senior staff in the executive, legislative and administrative branches of state government with responsibilities in the college savings area. Private sector membership is also available. Members of CSPN meet annually to share best practices, review technical aspects of the different program types, and examine federal activities relating to college savings plans.

# What data does CSPN collect?

Plan and national level data is collected and shared via [www.CollegeSavings.org](http://www.CollegeSavings.org), 529 Report & InfoGraphic and various press releases.

## Audiences

1. General Public
2. Federal and State Decision Makers
3. Media

## **MISSION**

To foster initiatives and mobilize resources to promote and enhance 529 plans and to provide a forum for Network members to exchange information and ideas.

## **VISION**

Broad awareness, understanding, and use of 529 plans to empower families to save for higher education.

# Single Plan view on [www.CollegeSavings.org](http://www.CollegeSavings.org)

## Kentucky Education Savings Plan Trust (KESPT)

### KENTUCKY - KENTUCKY HIGHER EDUCATION ASSISTANCE AUTHORITY

#### 529 Savings Plan - Direct-sold



Click "+" to expand the plan details, click "-" to shrink the plan details.

**Contact Information:** [www.kysaves.com](http://www.kysaves.com) Ph 1-877-598-7878

#### Mailing Address:

Kentucky Education Savings Plan Trust (KESPT)  
Kentucky Higher Education Savings  
Plan Trust  
P. O. Box 8100  
Boston, MA 02266-8100

Toll-free: 1-877-598-7878

#### Internet Links:

[Plan Home Page](#)  
[Offering Materials](#)  
[Enrollment Materials](#)  
[Online Account Access URL](#)  
[General Performance URL](#)

**Management Information:** Kentucky Higher Education Assistance Authority

Program Manager:	Contract Termination Date:
TIAA-CREF	November 2, 2016
Investment Manager(s):	Contract Termination Date(s):
TIAA-CREF	November 2, 2018
TIAA-CREF	November 2, 2018

**Plan Benefits:** Tax Exemptions - Financial Aid - Other Benefits

Kentucky offers state tax exemptions for earnings from Kentucky Education Savings Plan Trust (KESPT). Earnings are also exempt from Kentucky state income tax if used for qualified higher education expenses

[Additional Information >](#)

Kentucky offers financial aid benefits for Kentucky Education Savings Plan Trust (KESPT).

State Student Aid Eligibility - KESPT savings are not included in determining the amount of Kentucky state student need based aid a beneficiary will receive. However, other federal and institutional aid programs may take amounts in an account into consideration when determining eligibility.

[Additional Information >](#)

Kentucky offers other benefits for Kentucky Education Savings Plan Trust (KESPT).

Vesting of Participation Agreements

If a beneficiary is a resident of the Commonwealth for eight continuous years and is designated as the Beneficiary of the Participation Agreement that is in "full force and effect" for that entire eight-year period, then the Participation Agreement will become vested Participation Agreement.

[Additional Information >](#)

# Single Plan view on [www.CollegeSavings.org](http://www.CollegeSavings.org)

**Managed Allocation Option**

Manager: TIAA-CREF

Residency Requirements	None
Enrollment Fee	None
Minimum Initial Contribution	\$15.00
Minimum Subsequent Contribution	\$15.00
Maximum Total Contribution	\$235,000.00
Link to performance	<a href="http://www.kysaves.com/performance/historic.sht...">www.kysaves.com/performance/historic.sht...</a>

Investing in the Managed Allocation Option follows the method of using the number of years an investor has for saving to determine the appropriate investment allocation. The Managed Allocation Option is the core investment for the Kentucky Education Savings Plan Trust. Although there is no guarantee that the investment objectives will be met, this option offers the opportunity to invest aggressively when the beneficiary is young, and over time, more conservatively, thus creating a more balanced approach.

**Fee Structure: Direct-sold**

Age of Child	Annual Asset-Based Fees				Total Annual Asset-Based Fees	Additional Investor Expense Annual Account Maintenance Fee
	Estimated Underlying Fund Expenses	Program Manager Fee	State Fee	Misc Fees		
0 - 4	0.12%	0.48%	0.00%	0.00%	0.6%	\$0.00
5 - 8	0.13%	0.47%	0.00%	0.00%	0.6%	\$0.00
9 - 10	0.14%	0.46%	0.00%	0.00%	0.6%	\$0.00
11 - 12	0.15%	0.45%	0.00%	0.00%	0.6%	\$0.00
13 - 14	0.15%	0.45%	0.00%	0.00%	0.6%	\$0.00
15 - Only	0.15%	0.45%	0.00%	0.00%	0.6%	\$0.00
16 - Only	0.13%	0.47%	0.00%	0.00%	0.6%	\$0.00
17 - Only	0.11%	0.49%	0.00%	0.00%	0.6%	\$0.00
18 - And Up	0.08%	0.52%	0.00%	0.00%	0.6%	\$0.00

**Approximate cost of \$10,000 investment (assumes 5% return)**

Age of Child	1 year	3 years	5 years	10 years
0 - 4	\$62.00	\$193.00	\$336.00	\$752.00
5 - 8	\$62.00	\$193.00	\$336.00	\$752.00
9 - 10	\$62.00	\$193.00	\$336.00	\$752.00
11 - 12	\$62.00	\$193.00	\$336.00	\$752.00
13 - 14	\$62.00	\$193.00	\$336.00	\$752.00
15 - Only	\$62.00	\$193.00	\$336.00	\$752.00
16 - Only	\$62.00	\$193.00	\$336.00	\$752.00
17 - Only	\$62.00	\$193.00	\$336.00	\$752.00



# Single Plan view on [www.CollegeSavings.org](http://www.CollegeSavings.org)


**Plan Performance:** Investment Option Performance

**Kentucky Education Savings Plan Trust (KESPT)**

Quarter-End Performance for the period ending 12/31/2016  
(net of all applicable fees and costs)

	Average Annual Total Returns					Inception Date
	1-Year	3-Year	5-Year	10-Year	Since Inception	
<b>Age-Based Portfolios</b>						
<b>Managed Allocation Option</b>						
Age of Child: 0 - 4	0.00%	0.00%	0.00%	0.00%	0.90%	Oct 4, 2016
Age of Child: 5 - 8	0.00%	0.00%	0.00%	0.00%	0.60%	Oct 4, 2016
Age of Child: 9 - 10	0.00%	0.00%	0.00%	0.00%	0.30%	Oct 4, 2016
Age of Child: 11 - 12	0.00%	0.00%	0.00%	0.00%	-0.10%	Oct 4, 2016
Age of Child: 13 - 14	0.00%	0.00%	0.00%	0.00%	-0.30%	Oct 4, 2016
Age of Child: 15 - Only	0.00%	0.00%	0.00%	0.00%	-0.30%	Oct 4, 2016
Age of Child: 16 - Only	0.00%	0.00%	0.00%	0.00%	-0.40%	Oct 4, 2016
Age of Child: 17 - Only	0.00%	0.00%	0.00%	0.00%	-0.40%	Oct 4, 2016
Age of Child: 18 - And Up	0.00%	0.00%	0.00%	0.00%	-0.10%	Oct 4, 2016
<b>Blended Portfolios</b>						
Balanced Option	6.16%	3.92%	7.35%	0.00%	7.59%	Nov 2, 2009
<b>Equity Portfolios</b>						
Active Equity Option	6.06%	2.66%	11.18%	0.00%	6.69%	Sep 5, 2008
Equity Index Option	8.63%	3.92%	10.63%	4.32%	4.35%	Feb 23, 2001
<b>Fixed Income Portfolios</b>						
Fixed Income Option	2.22%	2.16%	1.21%	0.00%	3.08%	Sep 9, 2008
<b>Guaranteed Portfolios</b>						
Guaranteed Option	1.24%	1.16%	1.27%	2.16%	2.42%	May 15, 2003



Compare by Feature 

Compare by State



[Home](#) > [Compare 529 Plans](#) > Comparison by feature


## 529 Plan Comparison By Feature

Each state's 529 plan offers unique features. Listed below are features by which plans can be compared. Select the plan features you wish to compare. Always consider your home state 529 plan as it may offer tax benefits or other attractive features. If you are not sure which features are most important to you, visit our [Common 529 Questions](#) section. Click here to [Compare 529 Plans](#) without filtering.

103 plans can be compared

[Compare Plans](#)

Select your state:

Choose One 

**What's This?** Select your home state (or the state of the beneficiary) to view plans for that state.

**Why Important?** Always consider your home state's plan(s) (or the home state of the beneficiary) as it may offer tax incentives or other attractive features specifically for state residents.

Plan type (Savings or Prepaid)

**What's This?** 529 plans can be "savings" plans or "prepaid tuition" plans. Savings plans are an investment account that you contribute to, and your account grows based on market returns. Prepaid tuition plans allow you to directly purchase tuition based on today's cost for future use.

**Why Important?** You should consider the flexibility of a savings plan account versus the tuition guarantee of a prepaid tuition account. Note that a prepaid account is designed for use at colleges in your state of residence (or the beneficiary's state of residence).

State tax benefits

**What's This?** Each state determines how its 529 plans are structured, and many states offer significant tax advantages such as a state tax deduction, deferral of taxes on earnings, and tax-free withdrawals for eligible college expenses.

**Why Important?** When taxes are deferred on earnings in your 529 plan account, you may experience significant additional growth compared to a taxable investment. A tax deduction for contributions and tax-free withdrawals from your account make the plan even more attractive.

Other state benefits

**What's This?** Some plans offer additional state-based benefits for investors who invest in 529 plans offered by their state of residence.

**Why Important?** Although these benefits are less common, they may make a plan even more attractive.

Fees

**What's This?** 529 plans charge fees in various ways. These can include asset-based fees (a percentage of your annual account balance), sales commissions (a percentage of your contributions paid to your advisor or broker), and administrative fees.

**Why Important?** Fees offset a portion of the earnings in your account. "Direct sold" plans are typically offered at lower fees and without sales commissions. "Advisor sold" plans offer professional investment advice and service, with fees that include standard sales commissions.

Investment option

**What's This?** 529 plans offer multiple investment options. Typically, you can invest in one or more of the options offered by a plan.

**Why Important?** The investment options can include managed age-based options, 100% stock fund (equity) options, stable value funds, guaranteed options, and even certificates of deposit.

Minimum initial contribution

**What's This?** 529 plans, as with most investments, have a minimum dollar amount for an initial contribution to open an account.

**Why Important?** You should consider the amount you will be required to invest in selecting the program that is right for your individual circumstances.



[Home](#) > [Compare 529 Plans](#) > Comparison by state

## 529 Plan Comparison By State

Listed below are the states that offer a 529 plan(s). Select the 529 state plans you wish to compare. Some states may offer more than one plan. Always consider your home state plan as it may offer state tax or other benefits for residents. You can select as many **state 529** plans as you wish to compare.

SELECT ALL

- |   |   |   |
|---|---|---|
| <input type="checkbox"/> Alabama              | <input type="checkbox"/> Kentucky       | <input type="checkbox"/> North Dakota             |
| <input type="checkbox"/> Alaska               | <input type="checkbox"/> Louisiana      | <input type="checkbox"/> Ohio                     |
| <input type="checkbox"/> Arizona              | <input type="checkbox"/> Maine          | <input type="checkbox"/> Oklahoma                 |
| <input type="checkbox"/> Arkansas             | <input type="checkbox"/> Maryland       | <input type="checkbox"/> Oregon                   |
| <input type="checkbox"/> California           | <input type="checkbox"/> Massachusetts  | <input type="checkbox"/> Pennsylvania             |
| <input type="checkbox"/> Colorado             | <input type="checkbox"/> Michigan       | <input type="checkbox"/> Private College 529 Plan |
| <input type="checkbox"/> Connecticut          | <input type="checkbox"/> Minnesota      | <input type="checkbox"/> Rhode Island             |
| <input type="checkbox"/> Delaware             | <input type="checkbox"/> Mississippi    | <input type="checkbox"/> South Carolina           |
| <input type="checkbox"/> District of Columbia | <input type="checkbox"/> Missouri       | <input type="checkbox"/> South Dakota             |
| <input type="checkbox"/> Florida              | <input type="checkbox"/> Montana        | <input type="checkbox"/> Tennessee                |
| <input type="checkbox"/> Georgia              | <input type="checkbox"/> Nebraska       | <input type="checkbox"/> Texas                    |
| <input type="checkbox"/> Hawaii               | <input type="checkbox"/> Nevada         | <input type="checkbox"/> Utah                     |
| <input type="checkbox"/> Idaho                | <input type="checkbox"/> New Hampshire  | <input type="checkbox"/> Vermont                  |
| <input type="checkbox"/> Illinois             | <input type="checkbox"/> New Jersey     | <input type="checkbox"/> Virginia                 |
| <input type="checkbox"/> Indiana              | <input type="checkbox"/> New Mexico     | <input type="checkbox"/> Washington               |
| <input type="checkbox"/> Iowa                 | <input type="checkbox"/> New York       | <input type="checkbox"/> West Virginia            |
| <input type="checkbox"/> Kansas               | <input type="checkbox"/> North Carolina | <input type="checkbox"/> Wisconsin                |
|   |   | <input type="checkbox"/> Wyoming                  |

📌
My Selected Plans

No plans are selected.

Compare Plans
X Clear All

# Virtual Office

How is this data collected? States and their program managers maintain and edit plan data in the Virtual Office.







To learn more about accessing the Virtual Office, contact me at [Chris@statetreasurers.org](mailto:Chris@statetreasurers.org) or 859-721-2181

## Plans

Select a state from this dropdown to view the 529 plans for that state:

Alabama ▼

Click the "Edit" icon next to the plan you want to edit. To create a new plan, click the "Add New Plan" button.

Edit	Name	Last Updated On	Order
	CollegeCounts 529 Fund	 03/04/2017	▼
	CollegeCounts 529 Fund Advisor Plan	 07/13/2015	▲
	Prepaid Affordable College Tuition Program - Enrollment CLOSED December 31, 2008 [Deactivated]	 07/13/2016	N/A

Return to Desktop Add New Plan



General | Contact Info | Benefits | Logo | Investment Options | Fee, Cost & Performance Data

To see more information about any of the fields below, click the name of the term (like "Plan Type").

Plan Name:

Plan Type:

Plan Residency:  No state residency requirements  
 Account owner must be state resident  
 Account owner or beneficiary must be state resident  
 Some investment options are only open to state residents  
 Fee waivers may be available to state residents

State Administrative Agency:

Program Manager:

-Termination Date of Contract:   N/A

Investment Manager:

-Termination Date of Contract:   N/A

Investment Manager:

-Termination Date of Contract:   N/A

To add additional Investment Managers, click "Save" and fill in the next blank Investment Manager.

Investment Option Name:

Investment Manager: \*

Link to Performance:

Option Types: \*

Available for state residents only: \*

Enrollment Fee: \* \$  None:

Minimum Initial Contribution: \* \$  None:

Minimum Subsequent Contribution: \* \$  None:

Maximum Total Contribution: \* \$  None:

Notes on this Investment Option: (1200 character limit)

Fee Structure (select all that apply and fill out fees and costs tables that appear)\*:  
 Note: The following data can also be entered in the downloaded CSV file that can be found on the Fee, Cost & Performance Data tab. If you enter this data here, it will also be available in the downloaded CSV file.

Uses Fee Structure: Direct Sold

Age of Child <a href="#">Reorder</a>	Annual Asset-Based Fees				Total Annual Asset-Based Fees	Additional Investor Expense  Annual Account Maintenance Fee
	Estimated Underlying Fund Expenses	Program Manager Fee	State Fee	Misc Fees		
0 to 8	0.07 %	0.25 %	0.00 %	0.00 %	0.32 %	\$12.00
9 to 12	0.07 %	0.25 %	0.00 %	0.00 %	0.32 %	\$12.00
13 to 16	0.07 %	0.25 %	0.00 %	0.00 %	0.32 %	\$12.00
17 to 20	0.07 %	0.25 %	0.00 %	0.00 %	0.32 %	\$12.00
21 to And Up	0.07 %	0.25 %	0.00 %	0.00 %	0.32 %	\$12.00
----						\$

Comments:(1200 character limit)

To learn more about accessing the Virtual Office, contact me at [Chris@statetreasurers.org](mailto:Chris@statetreasurers.org) or 859-721-2181

## Media & Decision Makers

In 2016, CSPN was featured in more than 180 media outlets, including *The Washington Post*, *The Wall Street Journal*, *Money Magazine*, *The New York Times*, and more. The total estimated media impressions was over 2 billion.

### The Washington Post

College savings plans are growing in popularity, and value, report says

By Danielle Douglas-Gabriel March 15, 2016



Families are socking away more money in 529 college savings plans than ever, investing a record \$253 billion last year in preparation for the sky-high cost of higher education, according to a report released Tuesday by the College Savings Plans Network.

The advantage to 529 plans — named for a section of the U.S. tax code — is that families can invest through such accounts without the earnings being taxed, so long as the funds ultimately are used to pay for college expenses. Earnings on the investments typically are free from federal and state taxes, and grandparents, aunts, uncles and anyone else can contribute to the accounts.

### Money



COLLEGE

### Americans Are Saving More Than Ever for College

Alexandra Mondalek  
Mar 15, 2016

In case you haven't tuned in to a presidential debate in the last six months, here's a news flash: People are increasingly alarmed about the rising cost of higher education in America. But hundreds of thousands of parents are doing something about it. In fact, 400,000 Americans opened new college savings accounts in the last year.

That's one of the findings in a new report from the College Savings Plans Network. In December 2015, the total number of 529 college savings plans in America reached 12.5 million, up from 12.1 million the year before.

The total amount invested in these plans rose as well, hitting \$253 billion in 2015. That's up \$5.3 billion from the year earlier, and it represents an increase of more than \$100 billion compared to a decade ago.

Young Boozer, Chair of the College Savings Plans Network and Alabama State Treasurer, says that despite market turbulence in the last year, the increases in both the total number and amount invested in 529 accounts are good signs.

## 529 Plan Data

Reporting date: June 30, 2016

<u>Program Name</u>	<u>Assets Under Management</u>	<u>Open Accounts *</u>
Alabama Prepaid Affordable College Tuition (PACT) Program	\$65,590,435	22,497
Alabama CollegeCounts 529 Fund - Advisor	\$1,035,931,989	55,791
Alabama CollegeCounts 529 Fund - Direct	\$312,414,266	19,339
University of Alaska College Savings Plan	\$464,908,583	33,568
Alaska - T. Rowe Price College Savings Plan	\$2,197,916,637	88,410
Alaska - John Hancock Freedom 529	\$4,320,083,645	150,508
The Fidelity Arizona College Savings Plan	\$419,589,350	30,579
Arizona Ivy Funds InvestEd 529 Plan	\$558,950,520	42,320
Arizona Family College Savings Program	\$73,326,855	3,805
Arkansas iShares 529 Plan	\$327,006,675	8,780
Arkansas GIFT College Investing Plan	\$334,022,336	24,336
California - ScholarShare College Savings Plan	\$6,745,663,065	277,135
Colorado - Stable Value Plus College Savings Plan	\$130,701,000	8,310
Colorado - Smart Choice College Savings Plan	\$47,068,000	11,062
Colorado - CollegeInvest Direct Portfolio College Savings Plan	\$2,692,786,985	125,212
Colorado - Scholars Choice® College Savings Program	\$3,692,420,410	204,034
Connecticut Higher Education Trust	\$2,499,953,642	107,680
Connecticut - CHET Advisor	\$385,822,117	22,176
Delaware College Investing Plan	\$630,755,078	22,115
DC College Savings Plan	\$442,154,000	21,337
Florida Stanley G. Tate Florida Prepaid College Program	\$11,394,658,263	541,872
Florida College Investment Plan	\$449,003,389	54,319
Georgia - Path2College 529 Plan	\$2,011,526,677	140,251
HI529 - Hawaii's College Savings Program	\$72,043,320	4,400
IDEal - Idaho College Savings Program	\$355,410,408	28,519
Illinois - Bright Directions	\$2,049,295,688	106,323
Illinois - Bright Start Advisor	\$1,959,167,313	84,110
Illinois - Bright Start Direct	\$4,105,895,472	166,392

# Media & Decision Makers

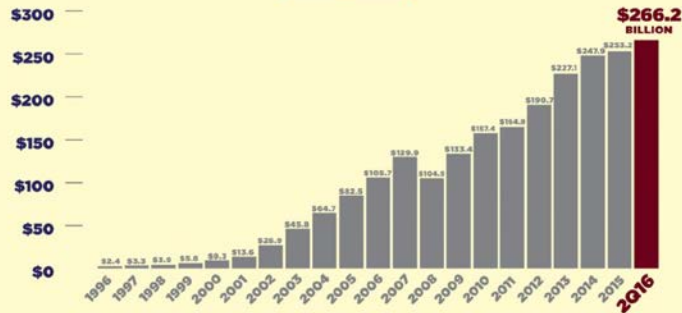
Home > 529 Plan Data

## 529 Plan Data

CSPN collects program data from Section 529 college savings plans and makes this information available to the states, policy makers, the media and the general public. Some of the links on this page are Adobe Acrobat PDF documents. If you do not have Adobe Acrobat Reader, please click the icon to the right and follow the instructions to download the free version.



**ASSETS UNDER MANAGEMENT IN 529 PLANS NATIONALLY**  
(IN BILLIONS)



+ 529 Reports

CSPN Data Summaries

+ 2016

+ 2015

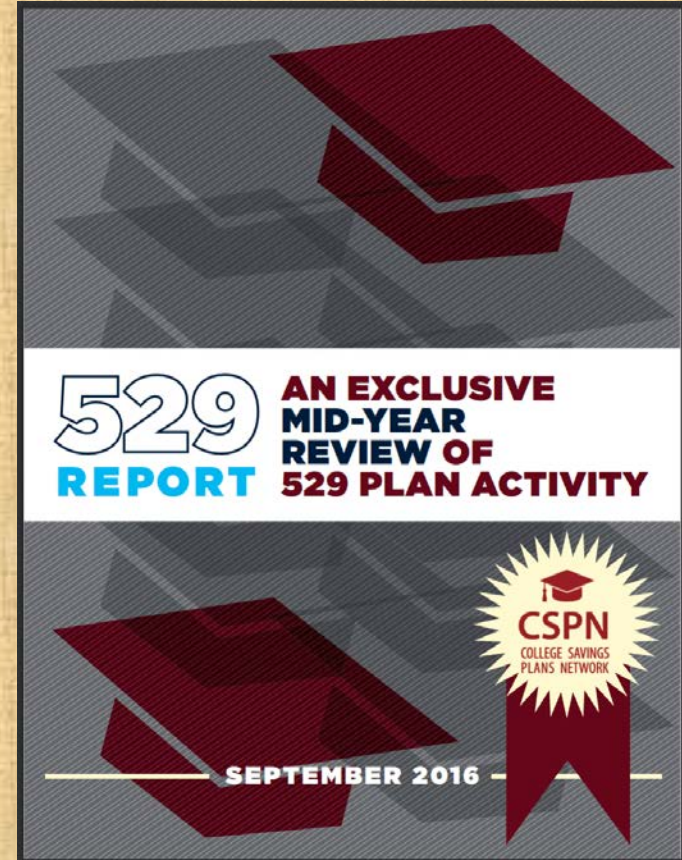
+ 2014

+ 2013

+ 2012

+ 2011

+ 2010



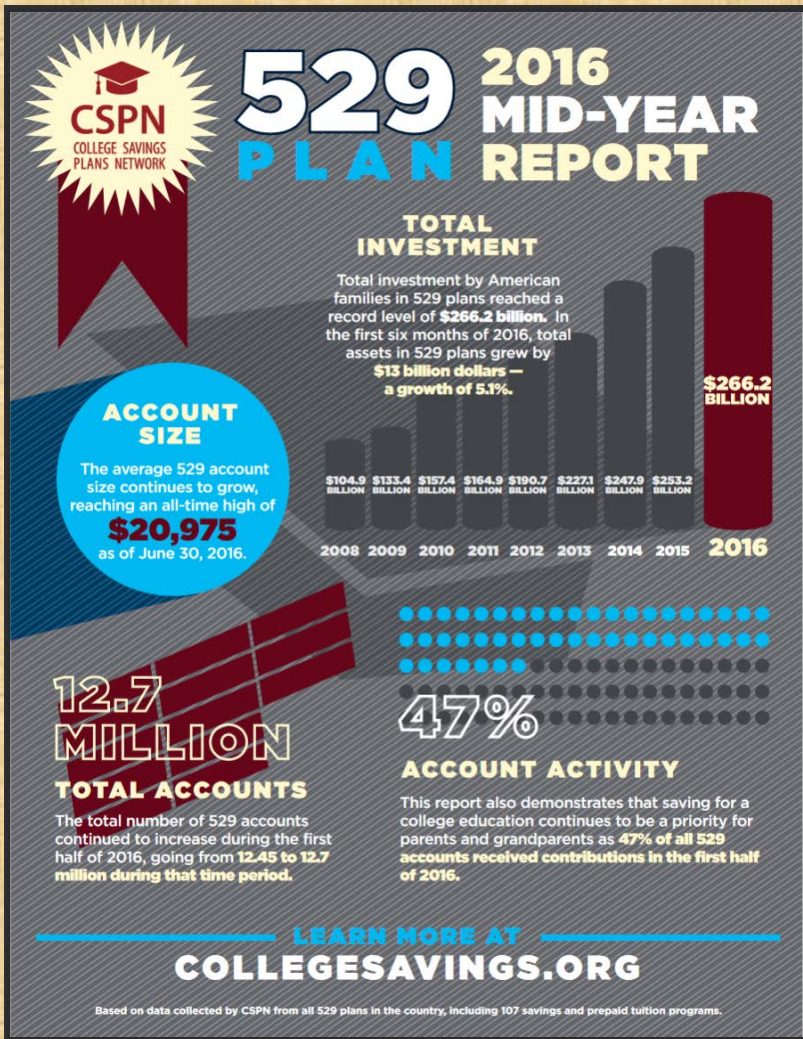
**529 REPORT** AN EXCLUSIVE MID-YEAR REVIEW OF 529 PLAN ACTIVITY

**CSPN** COLLEGE SAVINGS PLANS NETWORK

SEPTEMBER 2016



# Media & Decision Makers



**529 2016 MID-YEAR PLAN REPORT**

**TOTAL INVESTMENT**  
Total investment by American families in 529 plans reached a record level of **\$266.2 billion**. In the first six months of 2016, total assets in 529 plans grew by **\$13 billion dollars — a growth of 5.1%**.

Year	Total Investment (Billion)
2008	\$104.9
2009	\$133.4
2010	\$157.4
2011	\$164.9
2012	\$190.7
2013	\$227.1
2014	\$247.9
2015	\$253.2
2016	\$266.2

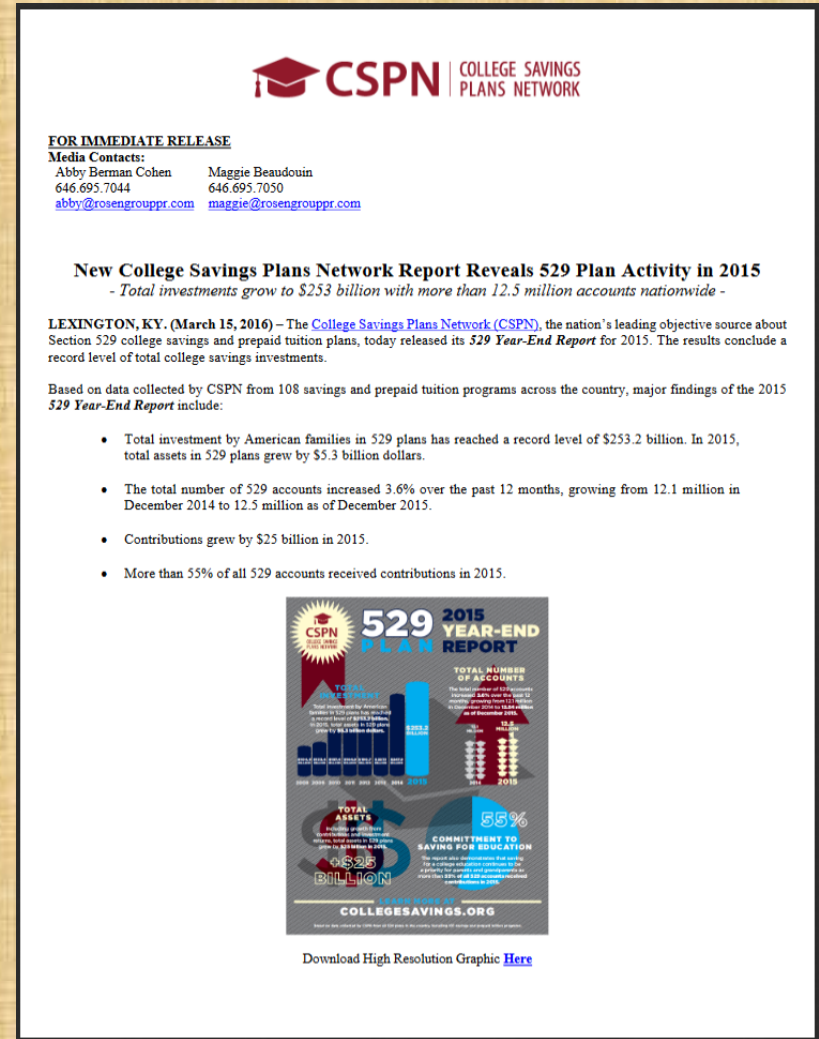
**ACCOUNT SIZE**  
The average 529 account size continues to grow, reaching an all-time high of **\$20,975** as of June 30, 2016.

**12.7 MILLION TOTAL ACCOUNTS**  
The total number of 529 accounts continued to increase during the first half of 2016, going from **12.45 to 12.7 million** during that time period.

**47% ACCOUNT ACTIVITY**  
This report also demonstrates that saving for a college education continues to be a priority for parents and grandparents as **47% of all 529 accounts received contributions in the first half of 2016**.

**LEARN MORE AT COLLEGESAVINGS.ORG**

Based on data collected by CSPN from all 529 plans in the country, including 107 savings and prepaid tuition programs.



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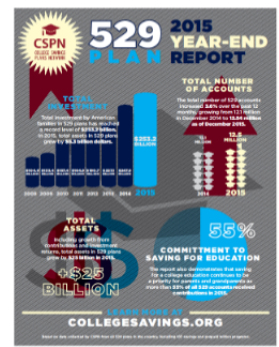
**FOR IMMEDIATE RELEASE**  
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**New College Savings Plans Network Report Reveals 529 Plan Activity in 2015**  
- Total investments grow to \$253 billion with more than 12.5 million accounts nationwide -

**LEXINGTON, KY. (March 15, 2016)** – The College Savings Plans Network (CSPN), the nation’s leading objective source about Section 529 college savings and prepaid tuition plans, today released its **529 Year-End Report** for 2015. The results conclude a record level of total college savings investments.

Based on data collected by CSPN from 108 savings and prepaid tuition programs across the country, major findings of the 2015 **529 Year-End Report** include:

- Total investment by American families in 529 plans has reached a record level of \$253.2 billion. In 2015, total assets in 529 plans grew by \$5.3 billion dollars.
- The total number of 529 accounts increased 3.6% over the past 12 months, growing from 12.1 million in December 2014 to 12.5 million as of December 2015.
- Contributions grew by \$25 billion in 2015.
- More than 55% of all 529 accounts received contributions in 2015.



**529 2015 YEAR-END REPORT**

**TOTAL INVESTMENT**  
Total investment by American families in 529 plans reached a record level of **\$253.2 billion** in 2015, up from \$247.9 billion in 2014.

**TOTAL NUMBER OF ACCOUNTS**  
The total number of 529 accounts increased 3.6% over the past 12 months, growing from 12.1 million in December 2014 to 12.5 million as of December 2015.

**TOTAL ASSETS**  
Total assets in 529 plans grew by **\$5.3 billion** in 2015, reaching a record level of **\$253.2 billion**.

**COMMITMENTS TO SAVING FOR EDUCATION**  
The report also demonstrates that saving for a college education continues to be a priority for parents and grandparents as **55% of all 529 accounts received contributions in 2015**.

**COLLEGESAVINGS.ORG**

Download High Resolution Graphic [Here](#)

Your help is greatly appreciated and needed. CSPN relies on its members to update and maintain their plan data on the website and to provide timely quarterly data reports to further our mission to promote and enhance 529 plans.

Changes: At the end of March, CSPN will begin collecting the same data that Strategic Insight collects to further its mission and goals.



# Panelist

AKF Consulting Group

**Andrea Feirstein, Managing Director**

Since its formation in 2002, AKF Consulting Group has become one of the nation's leading sources of insight and expert guidance in the college savings and ABLE industries.

AKF Consulting Group assists state governmental entities as they navigate the structural, regulatory and commercial intricacies of the college savings and ABLE markets. Working with 36 state administrators over time, we have advised on a wide range of program operation and development issues, including investment choices, administrative policy, marketing strategies and analysis, and consumer outreach.

Relying on our team's experience in municipal finance, asset management, college savings and investment analysis, AKF Consulting Group brings a 360-degree perspective to its clients. Considering every aspect of the college savings and ABLE experience, from state-level concerns over program manager performance to individual investor considerations about investment options, the AKF team addresses the unique nature of each client engagement, always aiming to achieve excellence across an entire program.

# Our Data Focus

- **We serve State administrators of 529 and ABLÉ Plans:**
  - **Regularly provide overall industry landscapes**
  - **Including individual comparisons to peer groups**
- **Kinds of data we review and incorporate in our analyses:**
  - **CSPN asset and account reports**
  - **Fee levels**
  - **Investment option design**
  - **Diversifying asset classes**
  - **Maximum contribution amounts**
- **Collection frequency:**
  - **Asset and account data should be quarterly**
  - **Fee and maximum contributions are captured monthly**
  - **Investment option information is reported on yearly**
  - **We verify industry information in source documents**



# CSPN | COLLEGE SAVINGS PLANS NETWORK

## Questions?





**CSPN** | COLLEGE SAVINGS  
PLANS NETWORK

## Reminders/Announcements

- Annual NAST Treasury Management Training Symposium – Minneapolis, May 9-12 – CSPN track includes CE credits
  - Pre-conference sessions Tuesday afternoon for those new to 529, and Friday morning will focus on ABLE programs
  - Hotel deadline is April 17
- CSPN Committees are for you! Monthly calls on topical issues, networking, you influence policy and direction for 529
  - All are welcome, sample and find your niche