



Marketing & Public Relations Plan

2016–2017

June 23, 2016



Agenda

- **Industry Updates**
- **Review of 2015–2016 Goals**
- **Marketing Review 2015–2016**
- **Marketing Plan 2016–2017**
- **Statistical Information**

Industry Updates





2015 Trends

- **Prepaid Plan**
 - **Industry assets under management**—declined by 2.8%
 - From 2012-2015 assets increased by 3.8%
 - MPCT ranks 8th

- **Investment Plan**
 - **Industry assets under management**—grew by 2.7%
 - MCIP grew by 4.3% in 2015
 - Ranks 8th in direct-sold plans
 - **Industry sales**—grew 6.1%
 - MCIP grew 6.8%
 - **New accounts**—529 plan accounts projected to increase 4.9% annually over the next five years, translating into 1% per quarter
 - This aligns with average growth rate over the past three years

- **Contribution Channels (Direct, Employer, Advisor)**
 - Direct: 65%
 - Employer: 12%
 - Advisor: 23%

Review of 2015–2016 Goals





Maryland Prepaid College Trust

- **1,396 new accounts during enrollment period**
 - **357 accounts opened 7/1/2015–11/30/2015**
 - **2015–2016 goal was 2,000 new accounts**
 - Contributing factors
 - Low to moderate tuition increase
 - Chrome website/login issue
 - Marketing transition

- **110 additional accounts added May 3–May 31 vs. 58 in 2015**





Maryland College Investment Plan

Summary of Accounts/Asset Goals

	Actual 7/14–6/15	Goal 7/15–6/16	Actual as of 5/16
Unique Account Holder/Beneficiary Relationships	15,588 additional (192,066 total)	16,000 additional (208,066 total)	14,012 additional (207,027 total)
Number of Beneficiaries	11,676 additional (157,367 total)	12,500 additional (169,867 total)	10,818 additional (168,968 total)
Total Contributions	\$448MM additional	\$485MM additional	\$454MM additional
Total Assets	\$330MM additional (\$4.28B total)	\$450MM additional (\$4.73B total)	\$187MM additional (\$4.43B total)
Avg. Account Size	\$19,565	\$20,700	\$18,860



Maryland College Investment Plan

Secondary Goals 2016–2017

- **Increase the number of accounts with Automatic Monthly Contributions**

Actual 5/15	Actual 5/16
45%	47%

- **Increase average monthly amount contributed**

Actual 2015	Actual 2016
\$147	\$153

- **Increase accounts opened online**

May 2014	May 2015	May 2016
59%	62%	68%

Marketing Review 2015–2016





Year of Marketing Transition

- **New Marketing Team**
 - Change in CSPM marketing leader
 - New marketing agency
 - New T. Rowe Price marketing person

Despite the evolution among the team, moving the business forward remained the goal.

- **Activities Included:**
 - Audience segmentation/data strategy
 - Brand transition (website redesign)
 - Adjusted media mix
 - Public relations plan
 - Social media groundwork



Consumer Data and Segmentation

To build our strategic and media plan, we employed an audience segmentation analysis.

The following **target audiences** were identified:

- **First-Time Parents**
 - Prenatal, all children under age 3
- **New Parents**
 - Prenatal with at least one child age 3 or older, or children under 3 and over 3
- **Core Parents**
 - At least one child age 3–12
- **Millennials**
 - At least one adult age 27–34
- **Generation X**
 - At least one adult age 35–50
- **African-American, Latino, Asian-American**
- **Other ethnicities**
 - Caucasian, American Indian, Pacific Islander, etc.



Moving Consumers Down the “Branding Funnel”

- **Brand Awareness**
Build on the 62% brand awareness CSPM has achieved
(2014 Consumer Research Study)
- **Brand Understanding**
Continue to educate and assist consumers in understanding what 529 plans are and how they can benefit from them
- **Enrollment**
Engage consumers to act on their brand knowledge and trust, and move them to enrollment





Brand Transition

- Removed tagline “Save here. Go anywhere.”
- Successfully introduced a transitional logo to the market and integrated into CSPM materials





Website

CSPM new website launched on 11/13/15.

Benefits Include:

- Enhanced user experience
- Flexibility and efficiencies with website updates/maintenance
- Better optimized for search rankings, making the CSPM website rank higher and more likely to be clicked on when consumers are searching for relevant information

Maryland529.com

The screenshot shows the homepage of Maryland529.com. At the top left is the logo for 'COLLEGE SAVINGS PLANS OF MARYLAND' with the URL 'maryland529.com'. To the right is a search bar and navigation links for 'Forms', 'Contact Us', 'Give a Gift', and 'Account Login'. The main banner features a family photo and the text: 'Kids grow up fast. But they never outgrow a college education. Learn More'. Below the banner is a navigation menu with 'EXPLORE OUR PLANS' and sub-menu items: 'Basics', 'Our Plans', 'Compare Plans', 'FAQs', 'Tools & Resources', and 'Enroll Now'. The main content area is titled 'TWO SMART CHOICES. USE ONE OR BOTH.' and compares two options: 'Maryland Prepaid College Trust' and 'Maryland College Investment Plan'. Each option has a list of benefits and a 'Learn More' button. Below this is a section for an 'UPCOMING WEBINAR' on Thursday, November 12, 2015, from 12pm to 1pm, with a 'Register here' link. At the bottom, there are navigation links for 'ACCOUNT HOLDERS', 'FINANCIAL ADVISORS', 'EMPLOYERS', 'GRANDPARENTS', 'ADULT LEARNERS', and 'NEW & EXPECTANT PARENTS'. The footer contains 'ABOUT US' (Our Board, Media Kit, Annual Reports, Privacy Statement), 'CONTACT US' (955 4MD CIRAD, 217 E. Redwood Street, Suite 1350, Baltimore, MD 21202), 'NEWS & EVENTS' (News, Events, Email Signup, Request A Speaker), and 'FIND US' (YouTube). A 'Back to Top' link is also present.



Media Plan

Goal: Continued branding and enrollment targeting to reach a younger, more diverse demographic

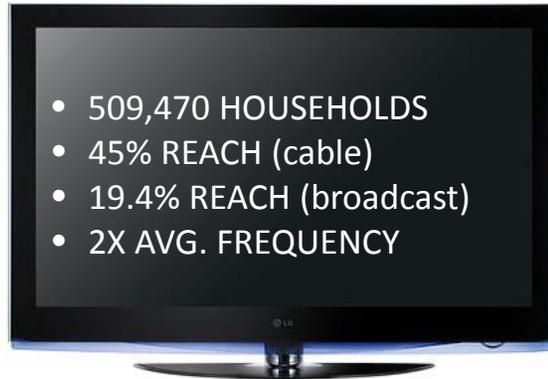
- Span full socioeconomic mix, ethnic diversity, and Marylanders' lifestyle choices
- Expand digital media channels
- Achieve optimum coverage of audience segments with repetition of messaging
- Direct target audiences to new CSPM website
- Target Latino, African-American, and Asian-American audiences through selected paid media in key regions of the state





Media Results

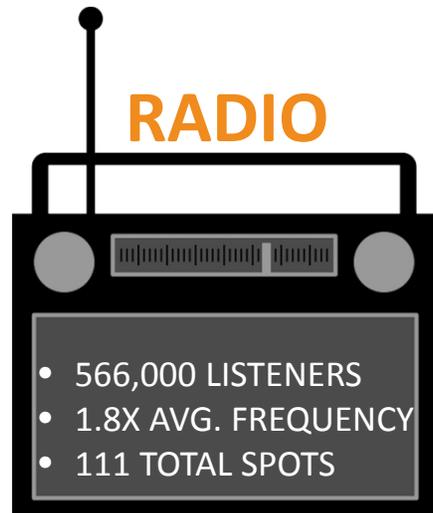
TV



CINEMA



RADIO



EMAIL MARKETING



DIGITAL





Public Relations

Continue to build the brand through outreach to 57 reporters and producers statewide

- **5.8M total impressions**
 - *The Washington Post*
 - WBAL-TV
 - *Baltimore Business Journal*
 - *The Daily Record*
 - PGCTV
 - *Columbia Patch*
 - Montgomery Municipal Cable TV
 - *El Pregonero*
- **Initiated new relationships with 12 online influencers**

College Savings Plans of Maryland offers in-person enrollment help in the final days of open enrollment

Experts to host a series of free events leading up to the May 2nd deadline

Columbia, MD

By PHILL YERBY (Open Post) · April 1, 2016 8:19 pm ET · IP

BALTIMORE (March 21, 2016) – The College Savings Plans of Maryland, an independent State agency that provides flexible and affordable plans to help families save for future college expenses, announced today that it will host a series of three information and enrollment events throughout the State this April. These events will give

Maryland Momma's
Rambles & Reviews

BALTIMORE'S
CHILD
Baltimore's Best News For Families

Additional PR placements are in Appendix



Social Media

Implemented groundwork to reach and engage younger audiences across diverse audience segments

- Analyzed social activity across direct-sold plans nationally
- Identified social media “best practices” by audience segment (e.g. millennials, Gen Xers)
- Reviewed content requirements for selected social channels
- Determined highest-impact channels for 529 marketing: Facebook, Twitter, YouTube





Ongoing Initiatives

Account Holder/Direct Communication

- Webinar Series—resulted in 92 accounts opened (51 MCIP / 41 MPCT)
- Incomplete Web App Email—resulted in 1872 accounts opened (1821 MCIP / 51 MPCT)
- Prospect Mailer—resulted in 710 new accounts and over \$2.1 million in assets
- Customer Webinar—helped with questions regarding distributions and benefits is an ongoing series

Community Outreach

- Lego Castle Building Contest (Port Discovery)
- Community Involvement—expanded exposure (Frederick Co. Library, Talbot Co. Library, Prince George's Co. CASH Campaign, Charles Co. CASH Campaign, Anne Arundel Co. Public Schools TV Parent's Corner segment)

	FY14/15	FY15/16
Total #	308	212
Total Back to School Nights	28	16
Total Benefits/Open Enrollment Fairs	39	19
Total Community/General	122	83
Total Info. Sessions/Lunch and Learns	28	32
Total PTA/Parent Nights	91	62

Resources shifted the team's availability and focus



Marketing Summary

A challenging participation year allows for learning and opportunity moving forward

Rebuilding the marketing team

Launched a new website

Initiated brand transition to Maryland 529

Digital marketing footprint expanded to target younger audiences

Shift in Strategy to focus efforts on building an ongoing marketing program

3-Year Strategic Plan completed—blueprint for new marketing strategies

Marketing Plan 2016–2017





Legislation

- **ABLE Bill 431**
 - Plan for name change (College Savings Plans of MD to MD 529)
- **Match Legislation (College Affordability Act)**
 - Plan to leverage existing marketing dollars and build off of current community contacts
 - **Some opportunities are:**
 - Change the “College Savings Starts Here” tour to application rallies for individuals to complete the program application during the open acceptance period
 - Partner with Maryland CASH Campaign and its free tax filing program
 - Established a page on website to build anticipation
 - Prepared to update content/messaging as the grant match program evolves
- **Tax Deduction Extension**—this allows all contributions to be eligible for tax deduction
 - Allows opportunity to build on gifting messaging
 - Opportunity to expand promotion of our gift contribution slips



CSPM 3-Year Strategic Marketing Plan

Plan Purpose

- Provide a consistent marketing framework that allows for an evolving marketing approach across multiple enrollment years
- Employ deeper audience segmentation given generational consumer behaviors and trends
- Identify first-year as well as long-term imperatives for success
- Maximize resources and measure marketing efforts in a more efficient way

Plan Features

- Three-year vision for marketing goals and objectives to grow the Plans
- Strategies that will help to evolve the business in light of internal and external factors
- Framework for annual planning
- Alignment with the future MD 529 strategic plan



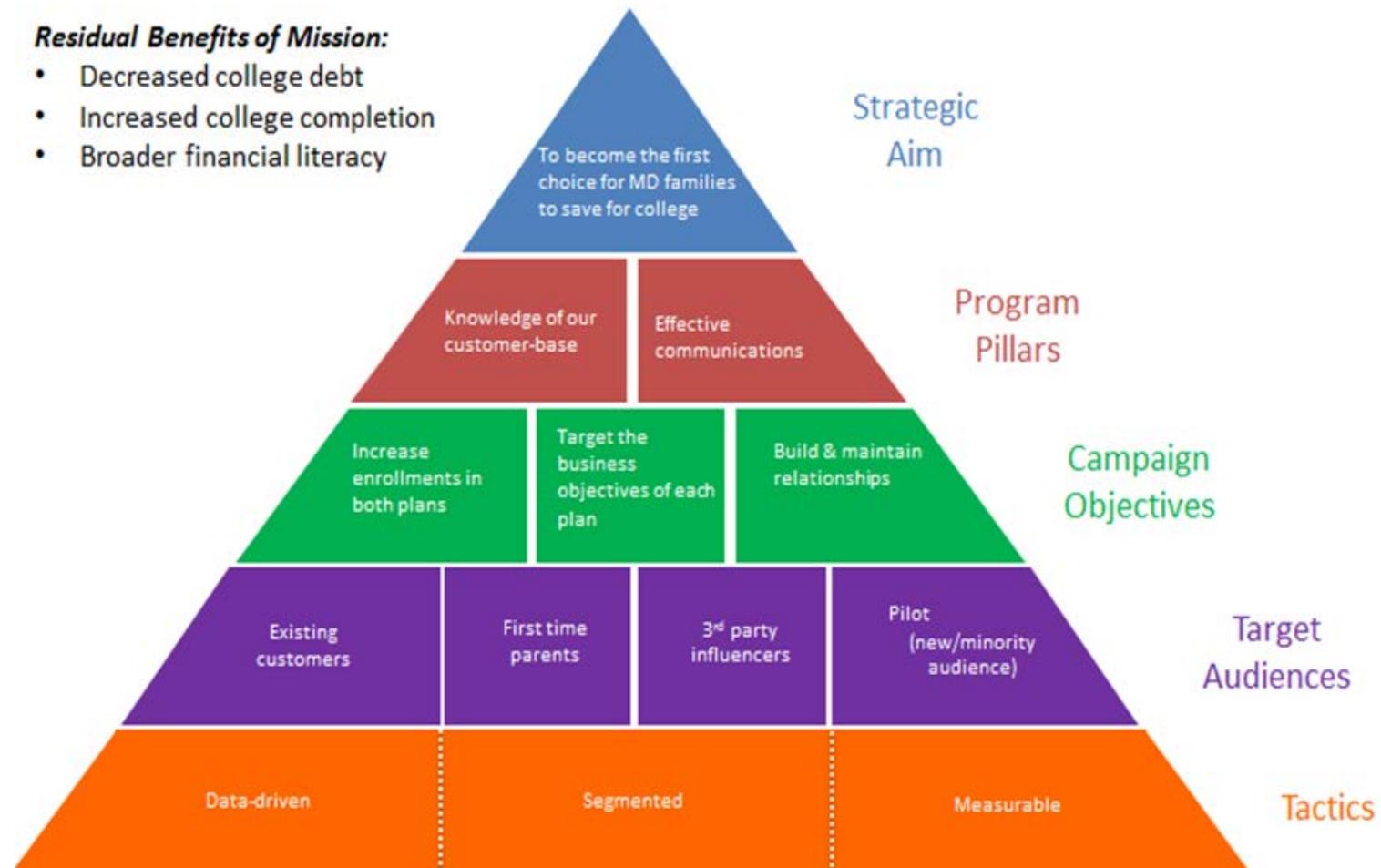
Strategic Pyramid

Mission Statement:

CSPM is dedicated to fulfilling the public mission to help families build savings to send their children to college

Residual Benefits of Mission:

- Decreased college debt
- Increased college completion
- Broader financial literacy





Implementing the Strategic Plan

First 18-Months Focus

Audience Segmentation

- Expand audience targets for 2016–2017 considering Maryland matching legislation
- Leverage data collection to reach audience segments

Data

- Expand data strategy
- Increase knowledge of customer base

Branding

- Transition and rollout of Maryland 529 master brand
- Determine sub-brand structure for 529 plans and ABLE
- Rebrand creative, online and collateral assets

Social Media

- Establish social channels (Facebook, Twitter, & YouTube)
- Increase paid online media
- Expand relationships with social influencers



Data Strategy

The following data points are our focus:

DATA POINTS	YEAR ONE GOALS	FUTURE GOALS
<ul style="list-style-type: none"> ▪ Age, race ▪ Family status (number of children, grandchildren, marital status) ▪ Education level ▪ Income of current account holders by plan 	<ul style="list-style-type: none"> ▪ Analysis of existing data ▪ Survey of all existing customers 	<ul style="list-style-type: none"> ▪ Develop an integrated questionnaire for new customers as part of the sign-up process ▪ Track trends to measure success
<ul style="list-style-type: none"> ▪ Log in, deposit money, ask questions ▪ Most frequently asked questions, concerns, etc. ▪ Referral source for enrollment 	<ul style="list-style-type: none"> ▪ Tracking of current customer online activity (tracking on secure account holder site) ▪ Tracking and recording of phone and other contact ▪ Tracking of new account holders (tracking on secure account holder site) 	<ul style="list-style-type: none"> ▪ Develop tools such as online surveys, data capture and reporting, focus groups, etc.
<ul style="list-style-type: none"> ▪ Investment behaviors ▪ Age at time of first child ▪ Activities, hobbies, and habits ▪ Social/digital behavior ▪ Types of jobs, etc. 	<ul style="list-style-type: none"> ▪ Analysis of existing data ▪ Broadly educated assumptions based on demographic trends, etc. 	<ul style="list-style-type: none"> ▪ Broader surveys and questionnaires for new customers, better tracking and recording of interactions ▪ Leveraging data from third-party influencers and other resources



Customer Communication Program

Current customers are our biggest asset; we need to expand on these relationships.

- Email
 - Expand current database and create ongoing campaigns
 - Continue to leverage media partners' programs
- Online statements—communicate the way our customers want
- Newsletters—keep them engaged with CSPM
- Website content—be a resource for them



Brand Transition

Name change to Maryland 529, with all plan offerings under same umbrella





Social Media Approach

Move from all-paid online advertising to a mix that includes paid and social media engagement



Phase 1

- Create editorial calendar, message banks, content and assets
- Establish playbook outlining game plan and approaches across channels
- Evolve social media policy, which governs practices, procedures, security and privacy

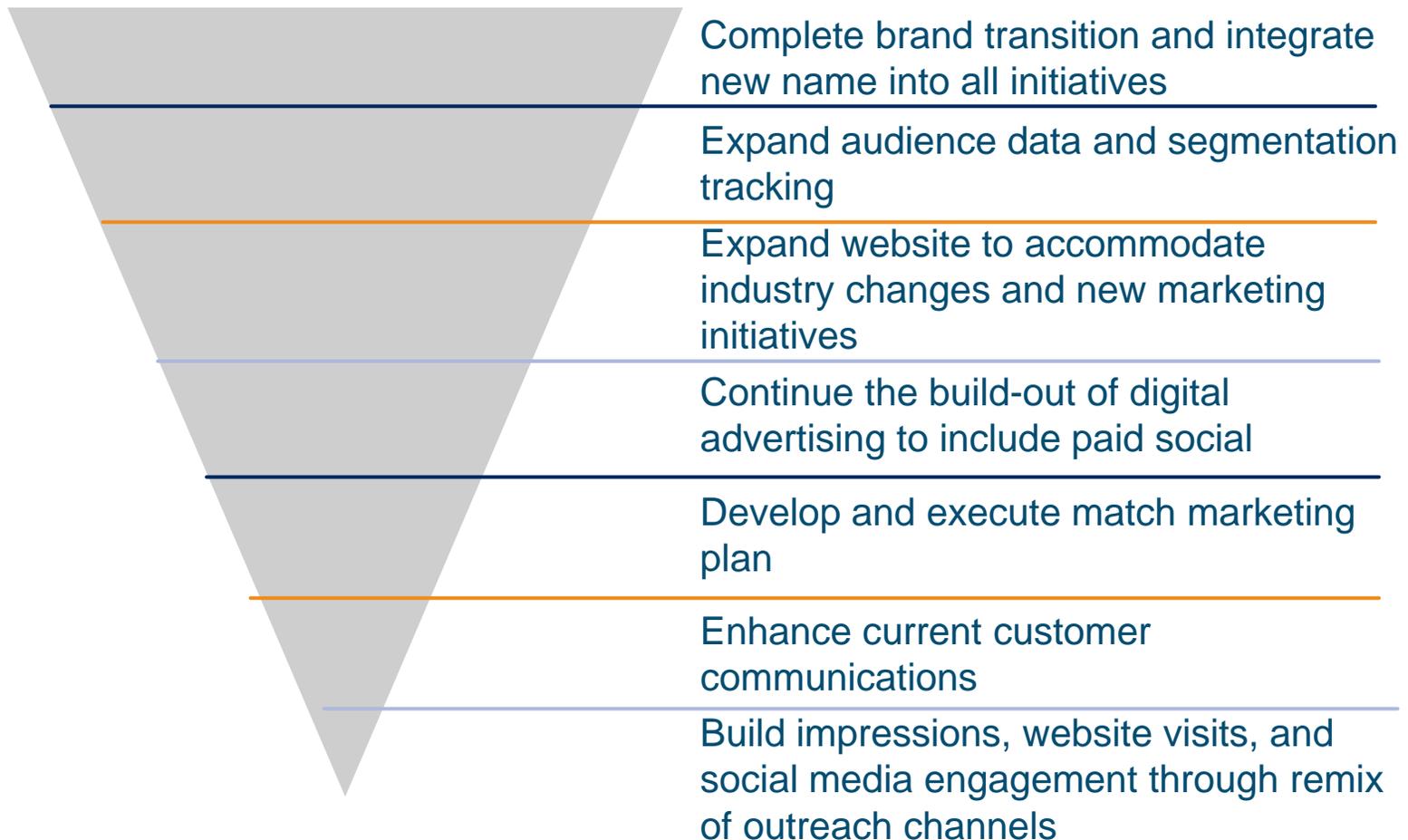
Phase 2

- Address resources for successful implementation
- Ensure that appropriate software/technology is in place
- Determine timing to initiate plan



2016–2017 Marketing Approach

Using the Strategic Marketing Plan as a guide, the team will:





2016–2017 Enrollment Period

Establish the New MPCT Enrollment Period

December 1, 2016 through April 24, 2017



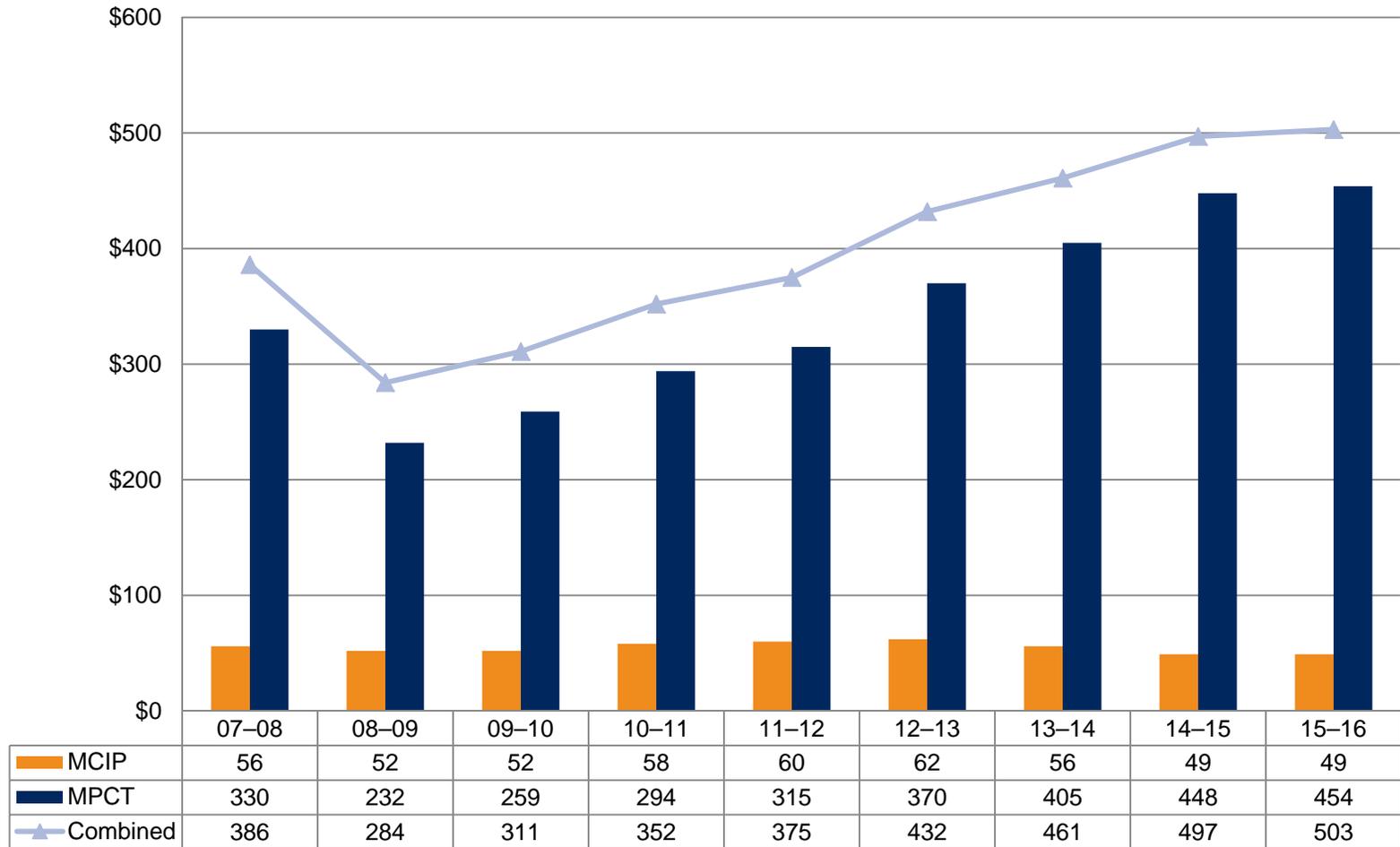
CSPM Statistical Information

2016



CSPM Highlights

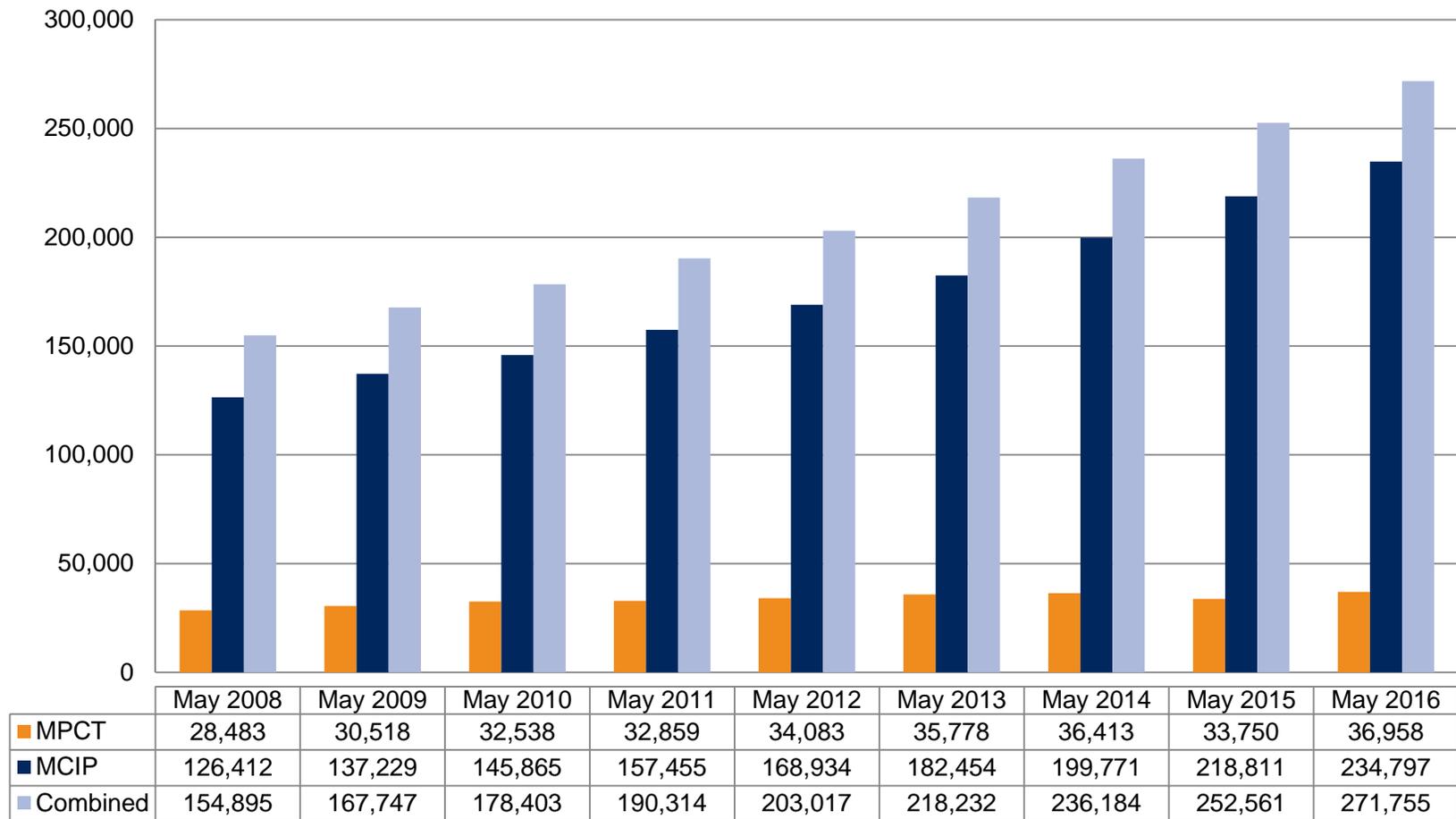
Total Contribution (in millions)





CSPM Highlights

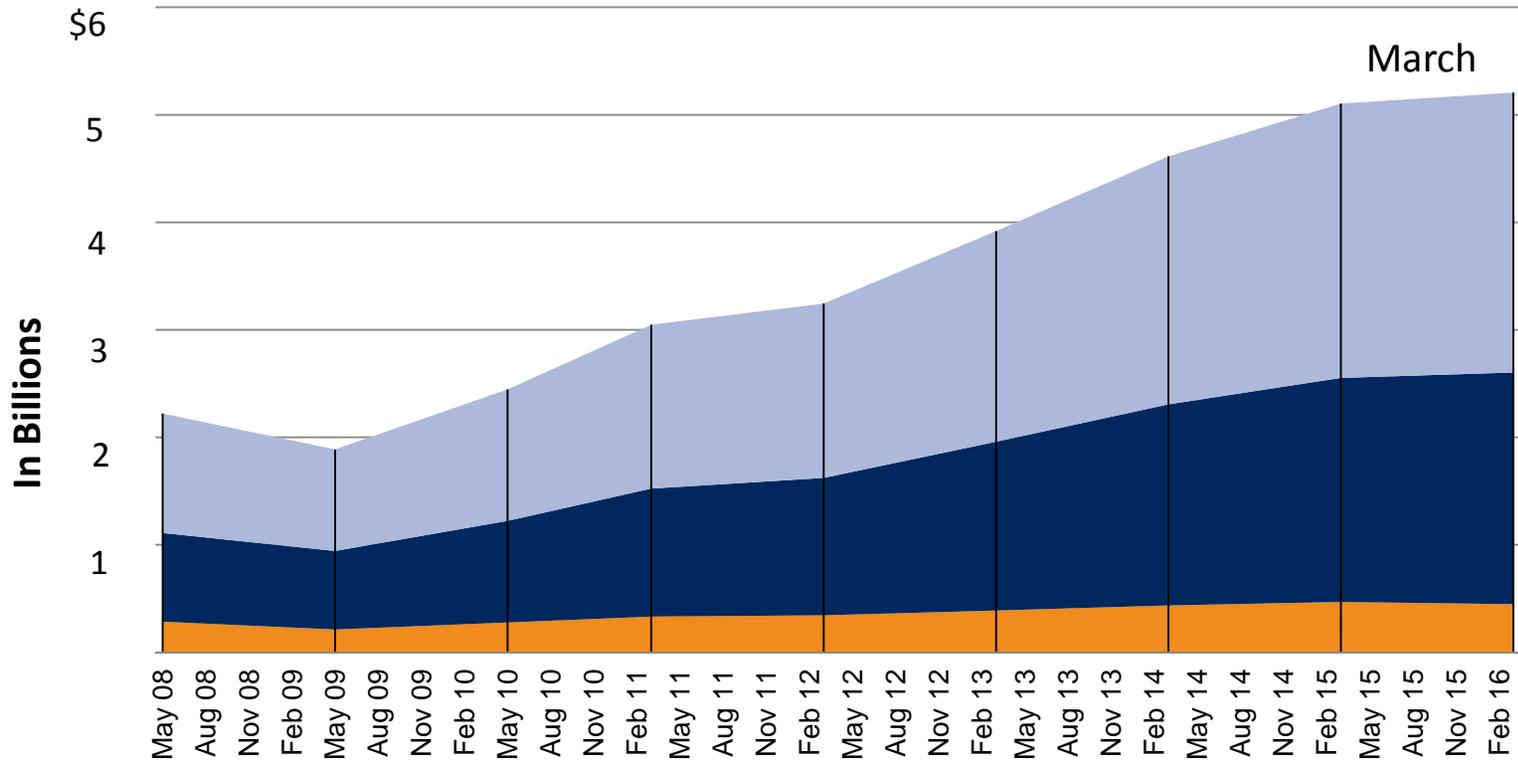
Total Accounts





CSPM Highlights

Total Assets

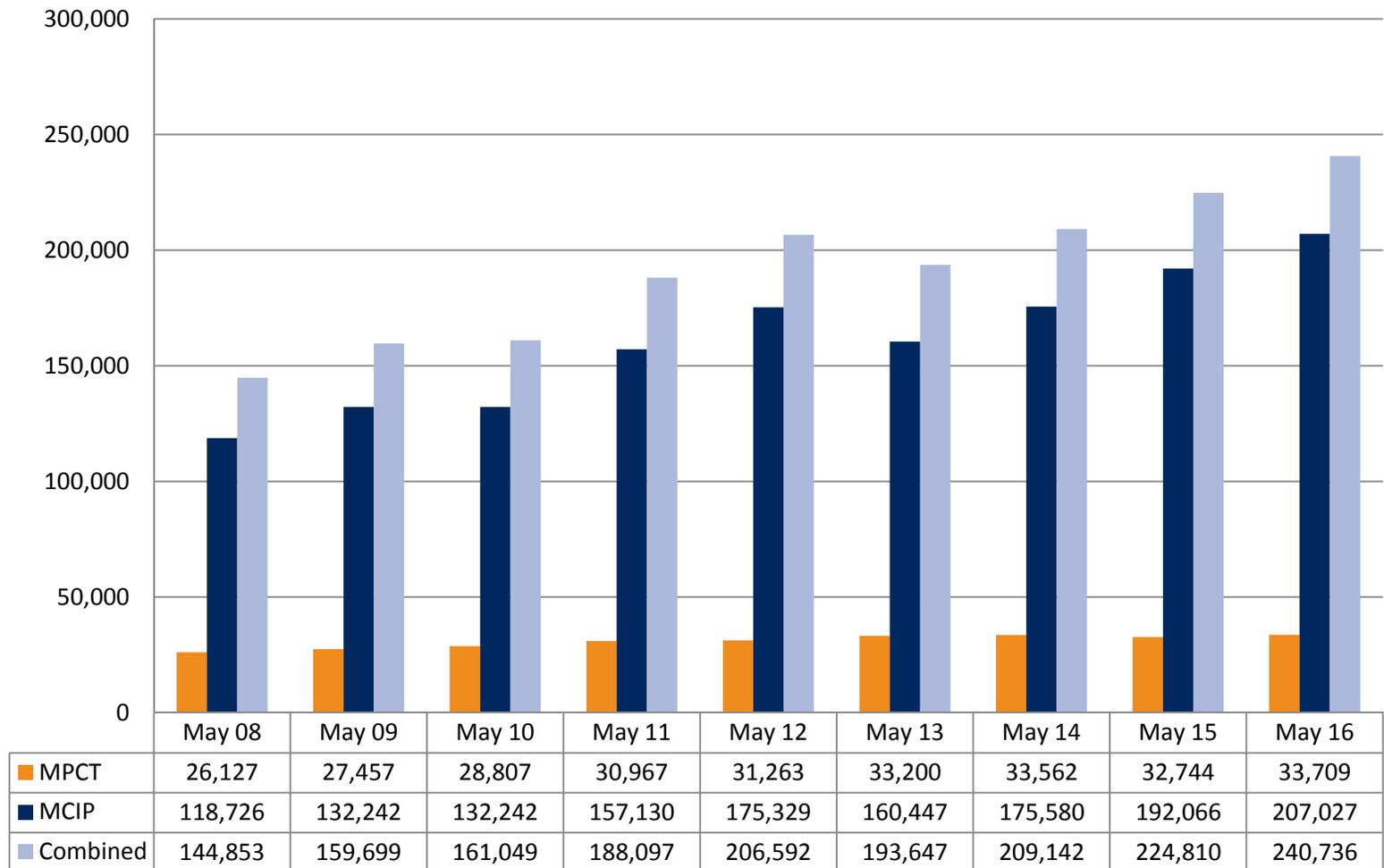


	May 08	May 09	May 10	Mar 11	Mar 12	Mar 13	Mar 14	Mar 15	Mar 16
Combined	\$2,221	\$1,887	\$2,446	\$3,047	\$3,244	\$3,918	\$4,615	\$5,105	\$5,207
MCIP	\$1,650	\$1,461	\$1,891	\$2,383	\$2,556	\$3,139	\$3,742	\$4,166	\$4,312
MPCT	\$571	\$426	\$555	\$664	\$688	\$779	\$873	\$939	\$895



CSPM Highlights

Unique Accounts/Beneficiaries





CSPM Highlights

Demographic Information

	2015		2016		2017	2016		2017
	MCIP	MPCT	MCIP			MPCT		
	Actual	Actual	FY16 Goal	FY16 Actual	FY17 Goal	FY16 Goal	FY16 Actual	FY17 Goal
African-American	8.3%	11.29%	9%	8.6%	9%	12%	12.92%	13.5%
Asian-American	13.3%	21.09%	15%	14.2%	15%	21%	20.80%	21%
Southern Maryland	3.5%	5%	4%	3.4%	3.7%	6%	3.8%	5%
Western Maryland	5.15%	6%	6%	4.9%	5.5%	7%	5.6%	7%
Eastern Shore	2.5%	2.2%	3%	3%	3.5%	4%	1.6%	3%

	FY 2015	FY 2016
MCIP	60%	60.5%
MPCT	74%	52%



MCIP Statistical Information

2016



Summary of Accounts/Asset Goals

	Goal 7/15–6/16	Actual 5/16	Goal 7/16–6/17
Unique Account Holder/Beneficiary Relationships	16,000 additional (208,066 total)	14,012 additional (207,027 total)	12,422 additional (219,449 total)
Number of Beneficiaries	12,500 additional (169,867 total)	10,818 additional (168,968 total)	8,448 additional (177,416 total)
Total Contributions	\$485MM additional	\$454MM additional	\$481MM additional
Total Assets	\$450MM additional (\$4.73B total)	\$187MM additional (\$4.43B total)	\$461MM additional (\$4.89B total)
Avg. Account Size	\$20,700	\$18,860	\$19,5426

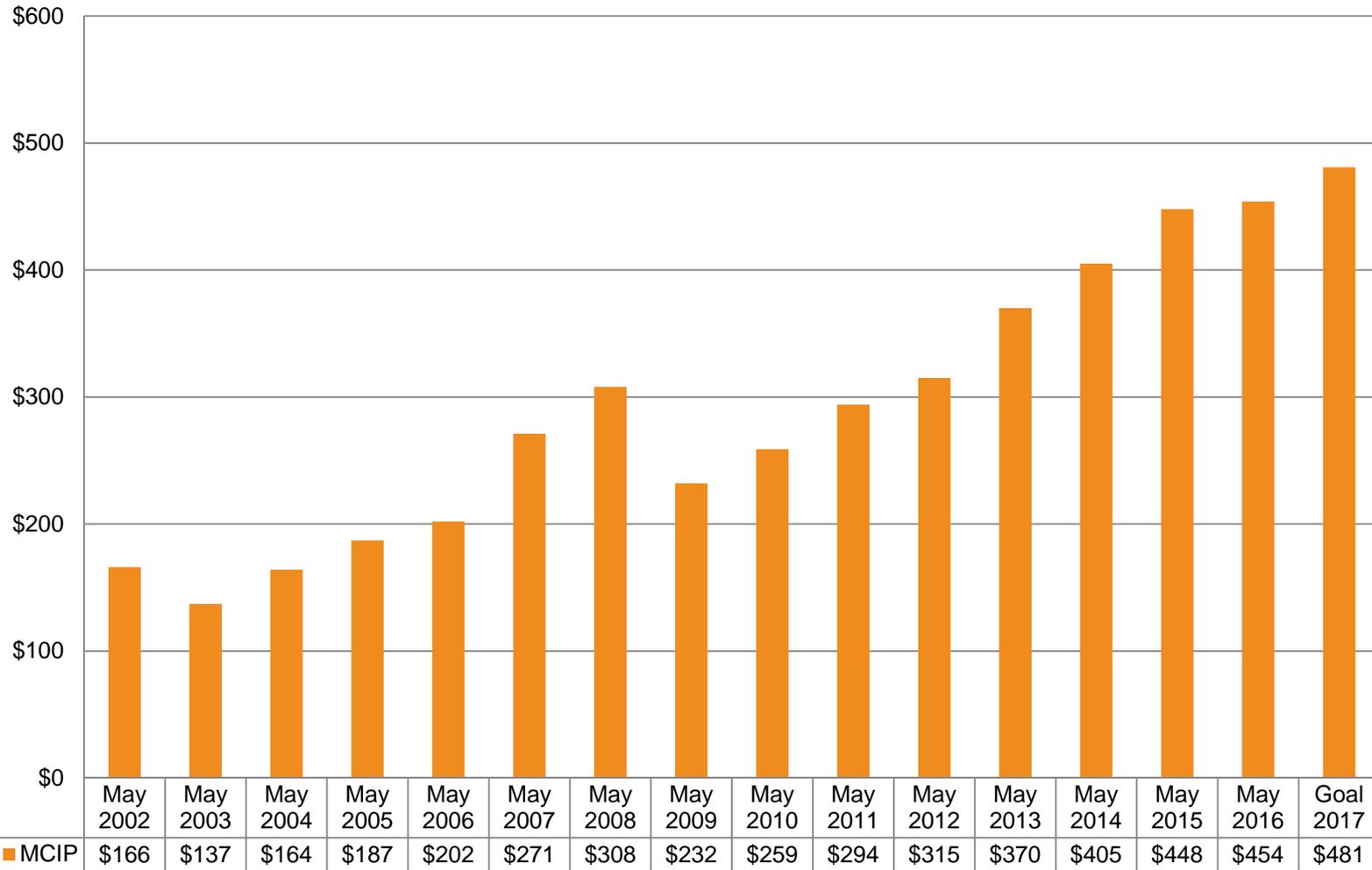


MCIP Historical Growth

	Launch Dec '01- June '02	May 2003	May 2004	May 2005	May 2006	May 2007	May 2008	May 2009	May 2010	May 2011	May 2012	May 2013	May 2014	May 2015	May 2016
Total Annual Contribution (\$)	\$165.5MM	\$137.3MM	\$164MM	\$187MM	\$202MM	\$271MM	\$308MM	\$232MM	\$259MM	\$294MM	\$315MM	\$370MM	\$405MM	\$448MM	\$454MM
Total Assets	\$158MM	\$152MM addtn. \$310MM Total	\$228MM addtn. \$538MM total	\$223MM addtn. \$761MM total	\$251MM addtn. \$1.012B Total	\$418MM addtn. 1.43B total	\$220MM addtn. 1.65B total	(\$190)MM addtn. 1.46B total	\$430MM addtn. 1.89B total	\$570MM addtn. 2.46B total	\$130MM addtn. 2.59B total	\$570MM addtn. 3.25B total	\$660MM addtn. 3.87B total	\$330MM addtn. 4.28B total	\$187MM addtn. 4.43B total
Number of Unique AH/ Beneficiary Relationships	23,895 total	16,593 addtn. 40,488 total	14,905 addtn. 55,393 total	12,447 addtn. 67,840 total	11,593 addtn. 79,433 total	18,614 addtn. 98,047 total	20,769 addtn. 118,726 total	13,516 addtn. 132,242 total	11,845 addtn. 144,087 total	15,169 addtn. 159,256 total	16,073 addtn. 175,329 total	17,406 addtn. 160,447 total	14,213 addtn. 175,580 total	15,588 addtn. 192,066 total	14,012 addtn. 207,027 total
Number of Beneficiaries	22,103 total	13,972 addtn. 36,075 total	12,681 addtn. 48,756 total	10,404 addtn. 59,160 total	9,674 addtn. 68,834 total	15,231 addtn. 84,065 total	17,066 addtn. 101,131 total	10,547 addtn. 111,678 total	9,933 addtn. 121,611 total	11,877 addtn. 133,488 total	12,491 addtn. 145,979 total	14,647 addtn. 133,596 total	10,742 addtn. 144,951 total	11,676 addtn. 157,367 total	10,818 addtn. 168,968 total
Average Account Size	\$3,854	\$5,648	\$7,782	\$9,435	\$11,155	\$13,320	\$13,025	\$10,647	\$12,966	\$15,655	\$15,344	\$17,804	\$19,393	\$19,565	\$18,860

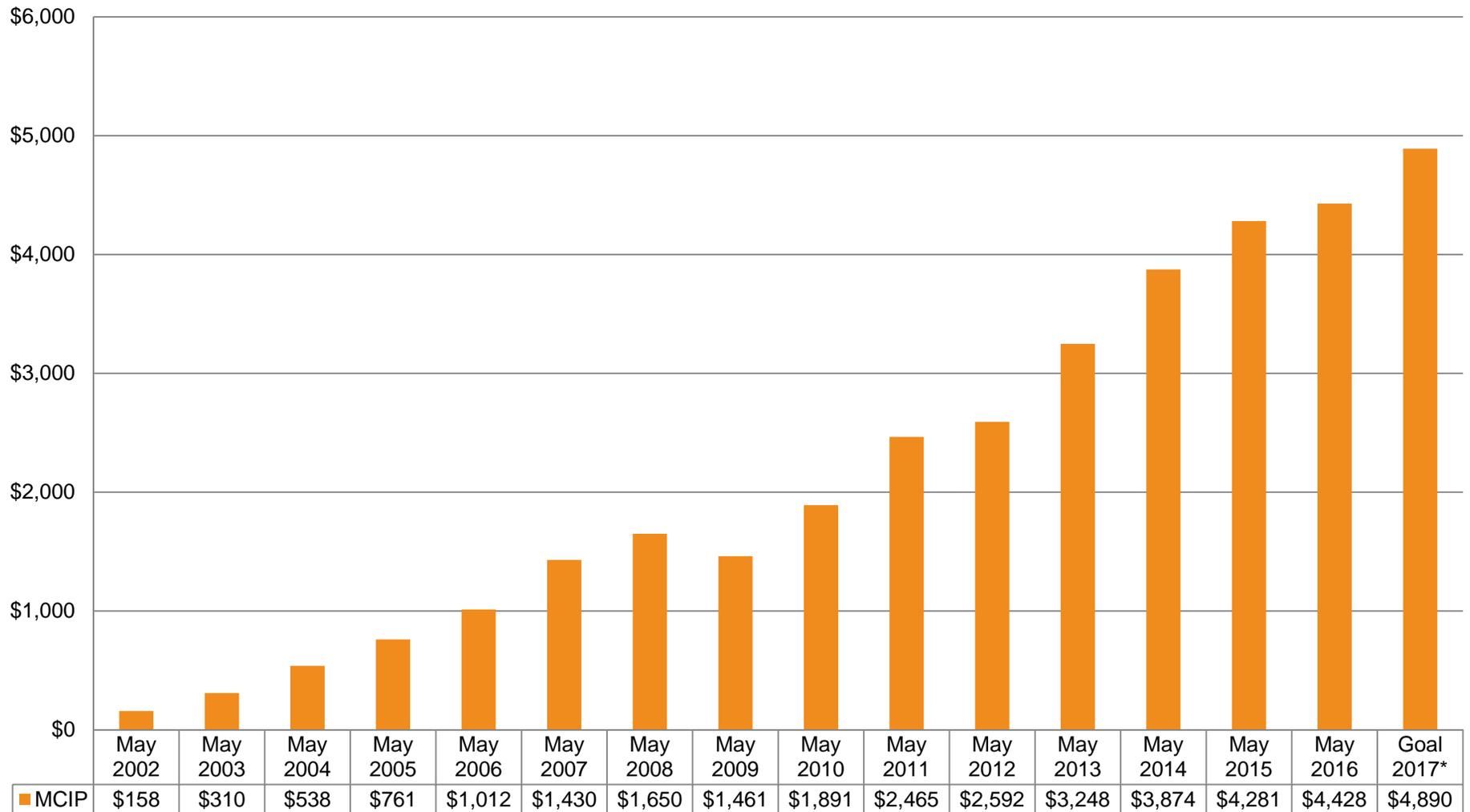


MCIP Total Contributions (in millions)



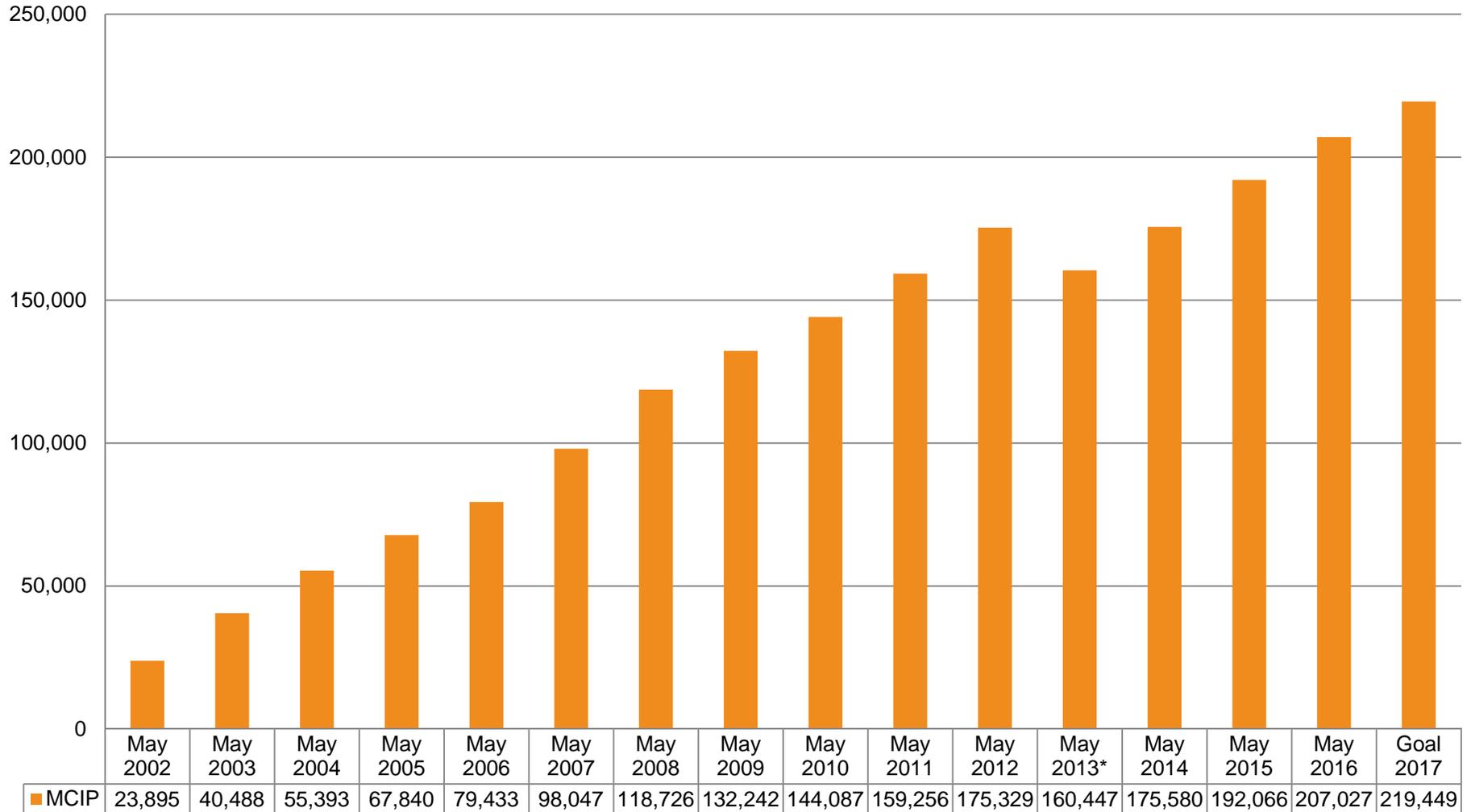


MCIP Total Assets (in millions)



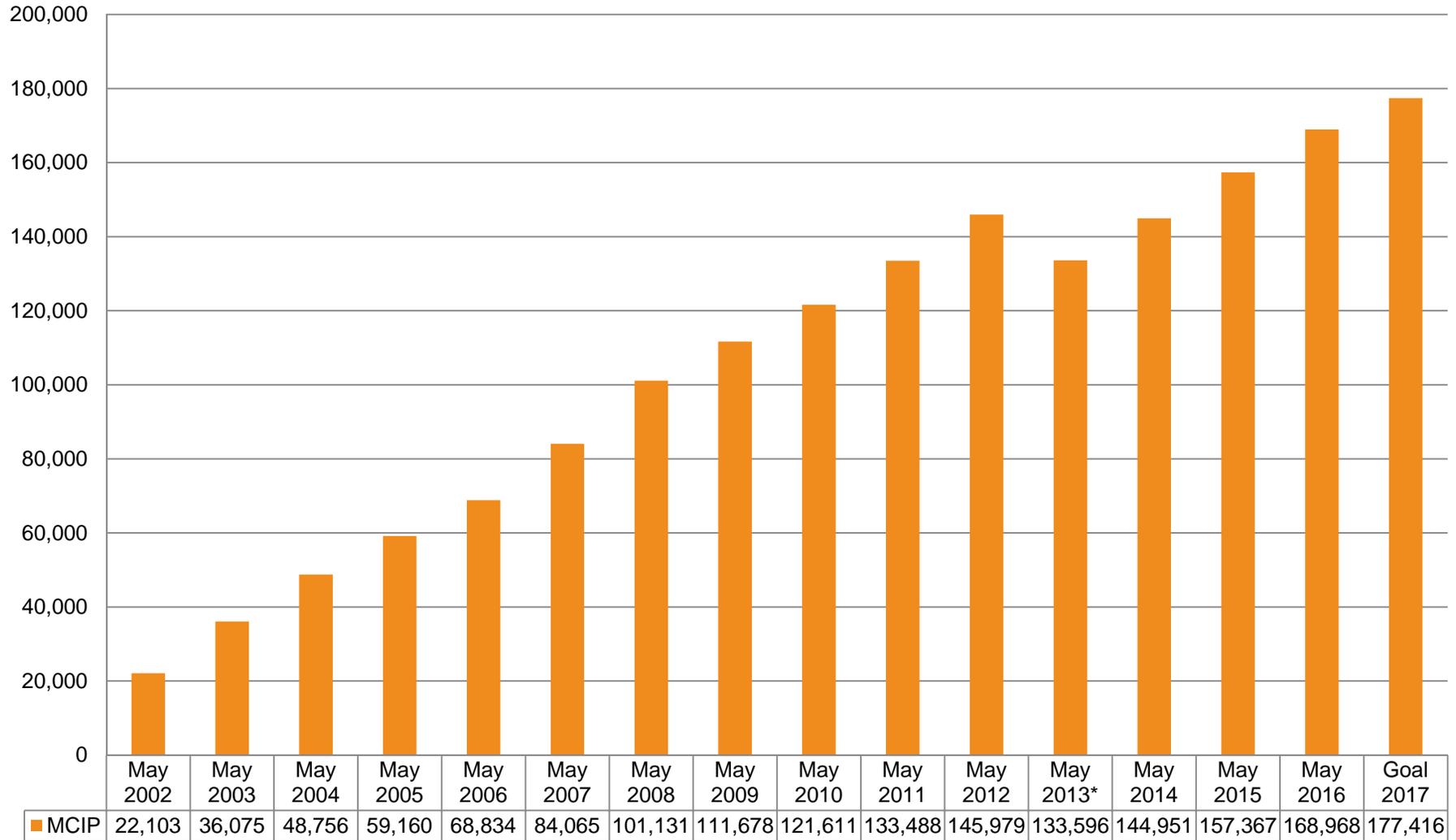


MCIP Number of Unique AH/Beneficiary Relationships



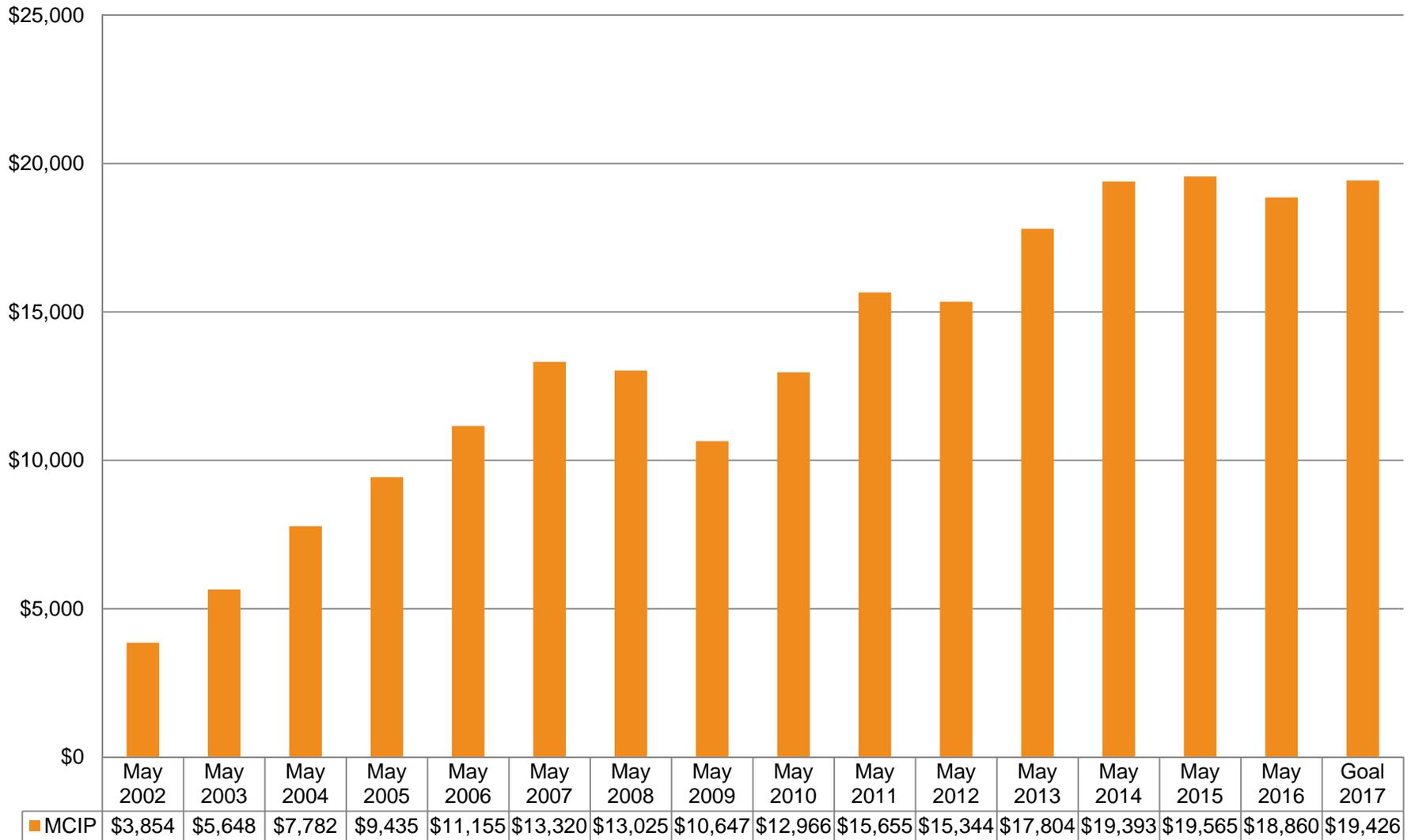


MCIP Total Beneficiaries



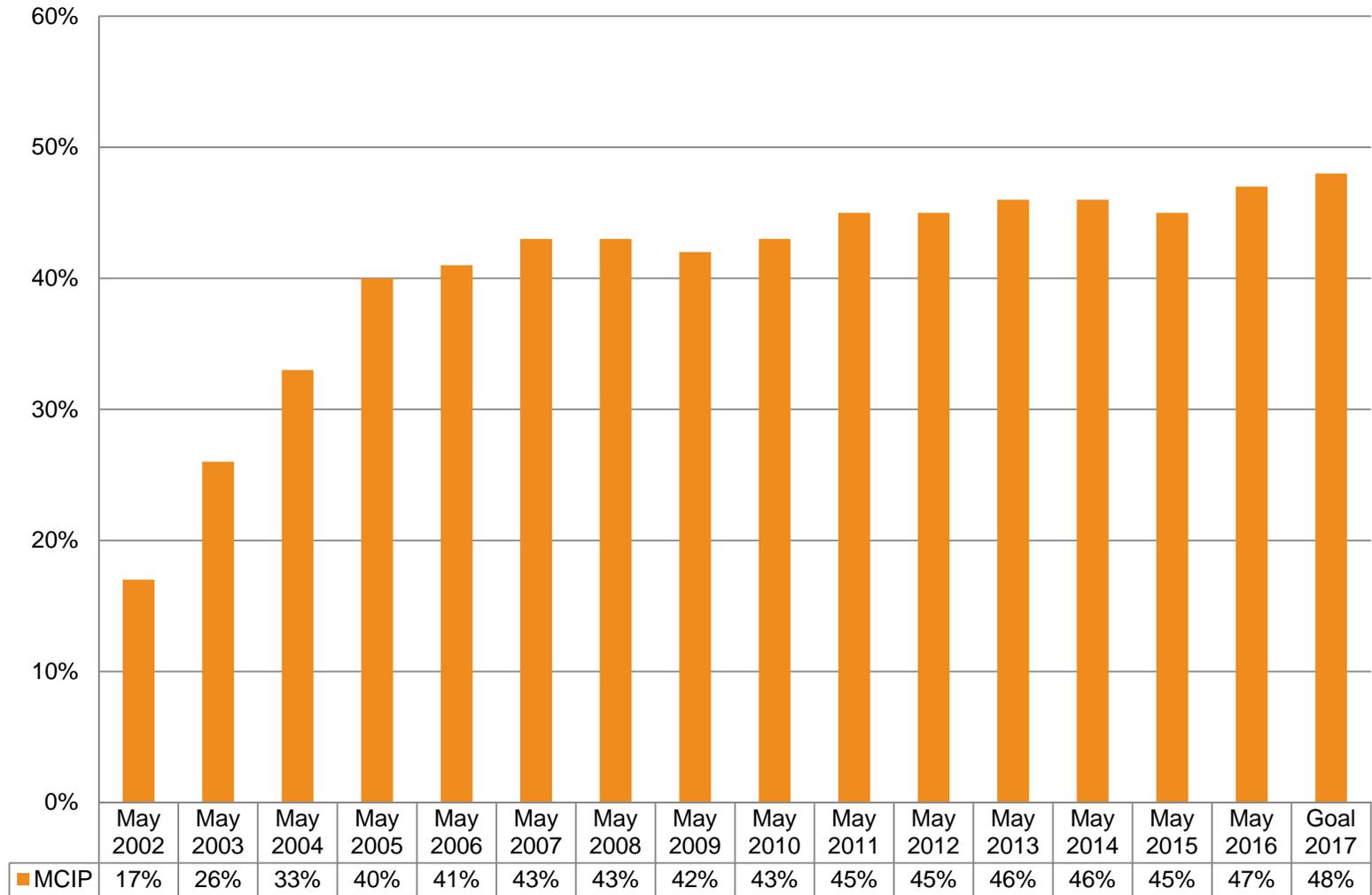


MCIP Average Account Balance



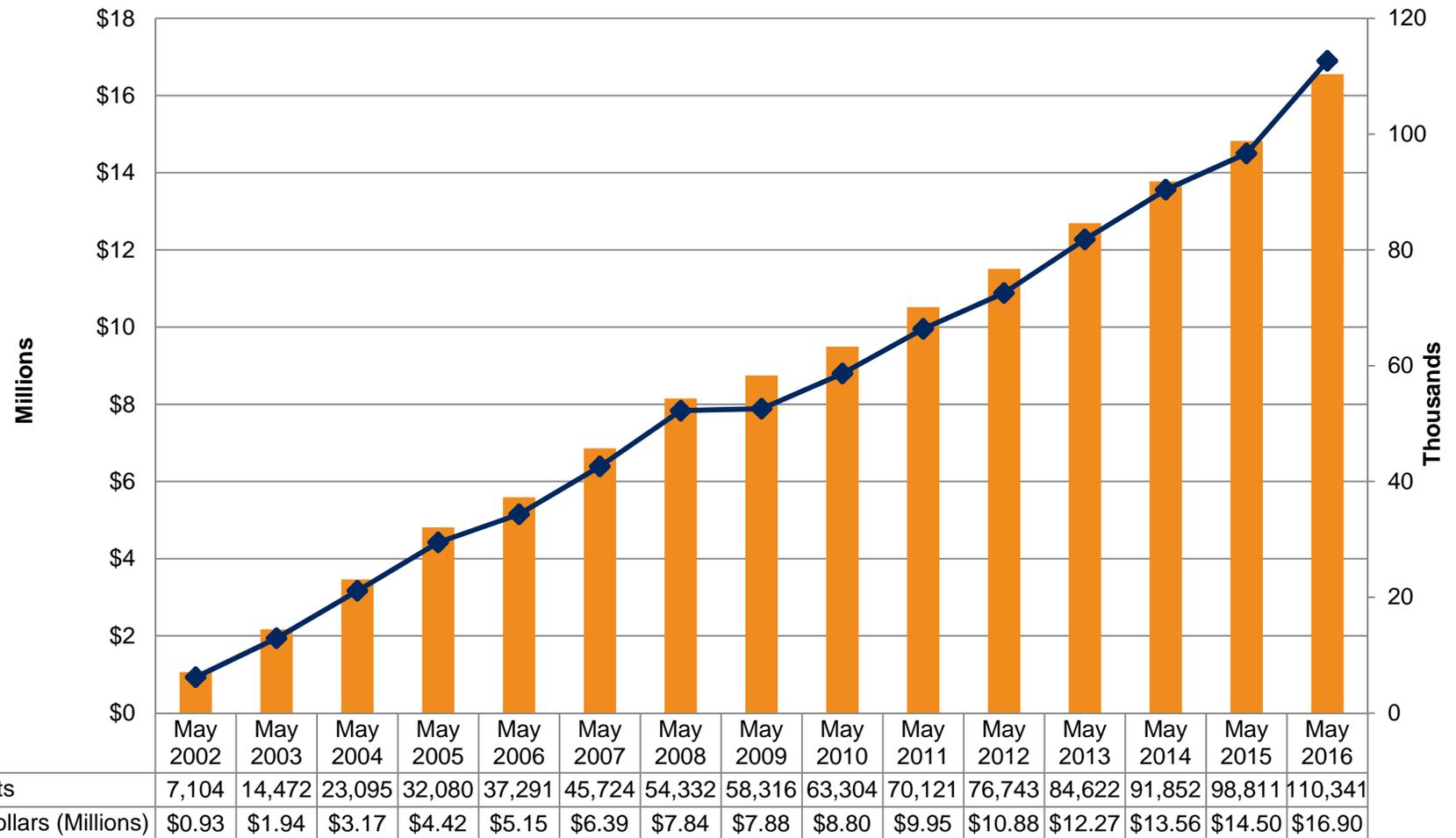


AMC Participation (% of total accounts)



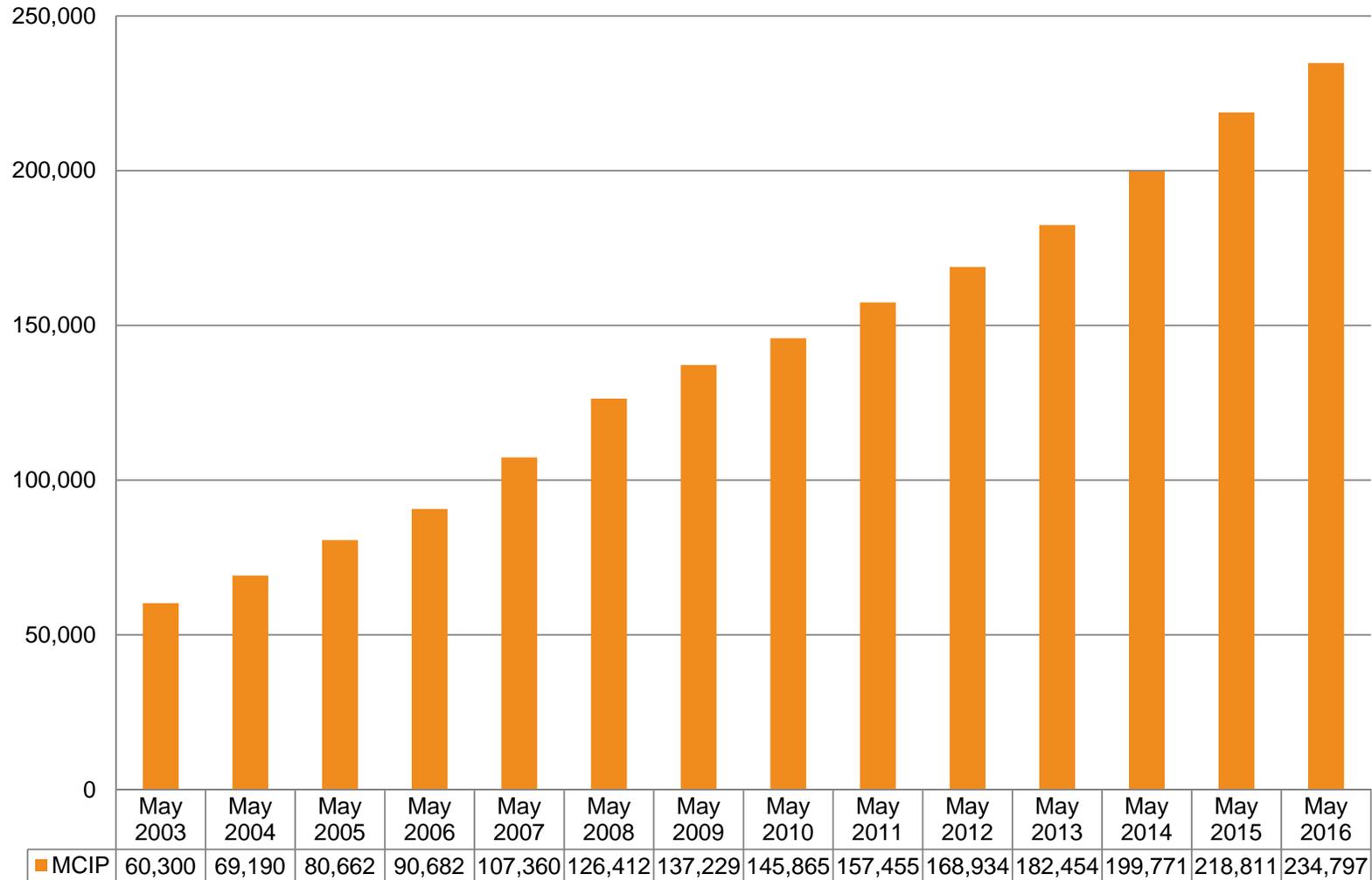


Historical Growth AMC Contributions and Accounts



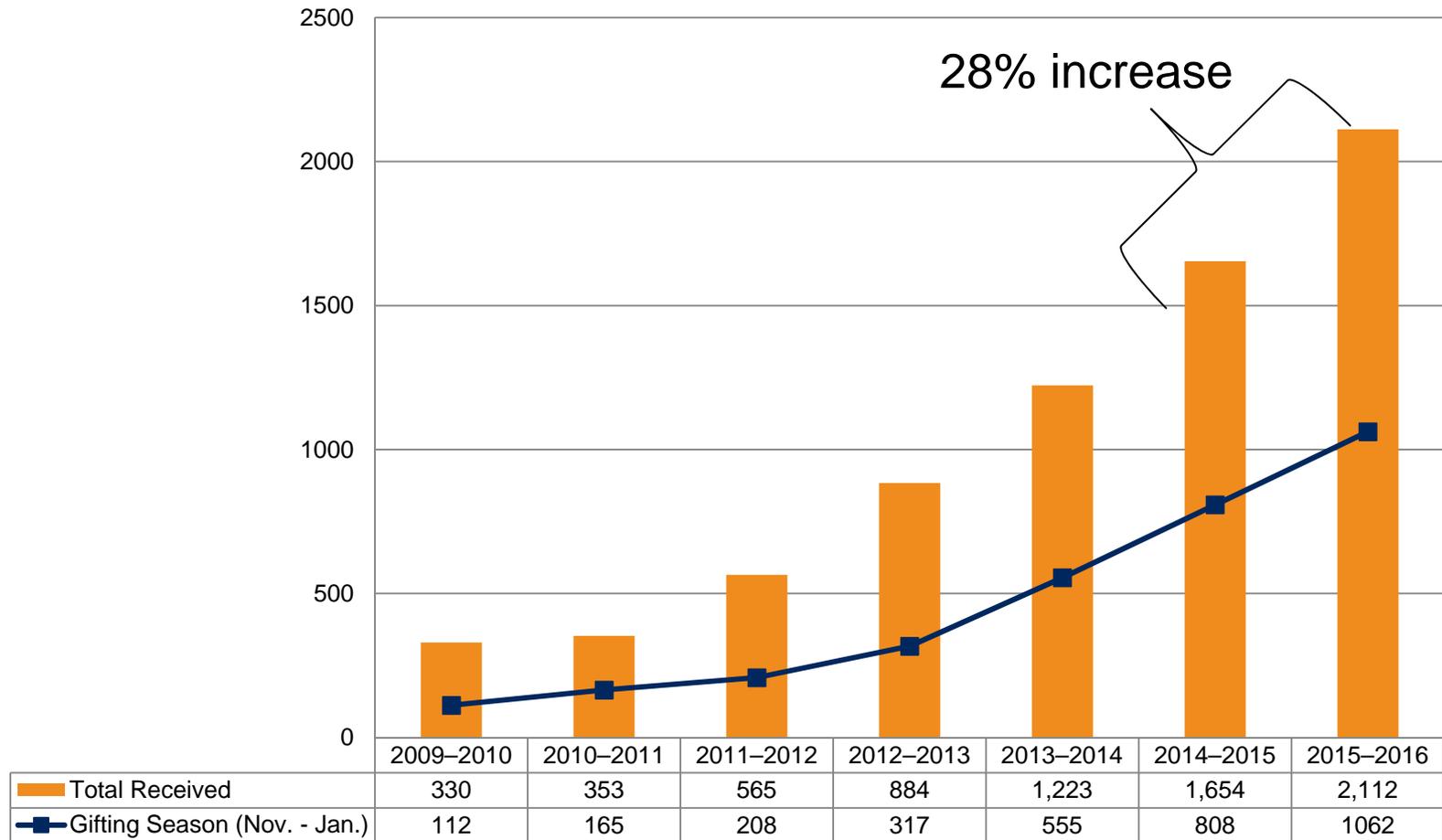


Total Funded Accounts





MCIP Gift Contribution Slips

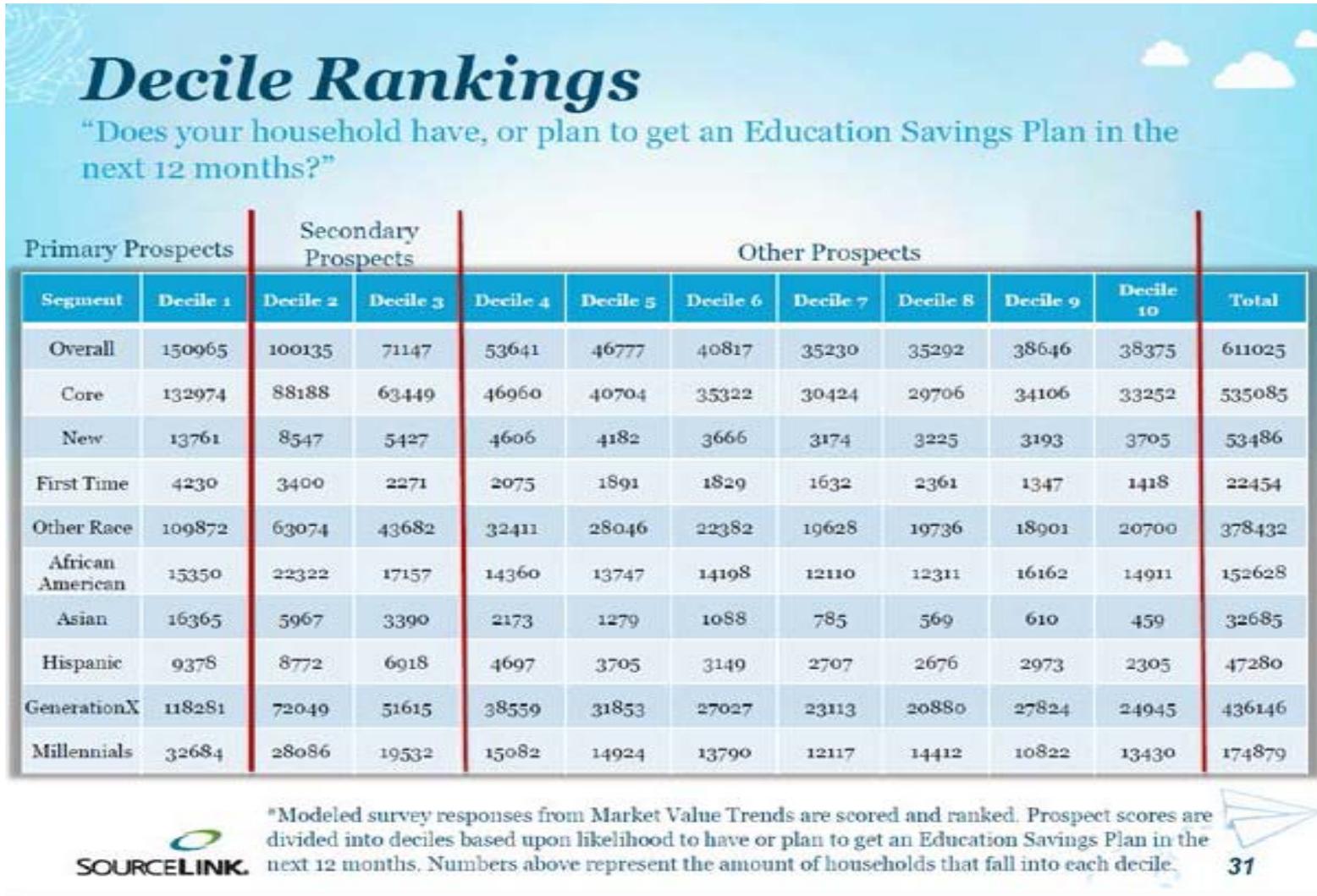


Appendix





Consumer Data and Segmentation





Branding Transition: Phase 1

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com
888.4MD.GRAD (463.4723)

Annual Report Summary and Highlights
for Account Holders

For the Fiscal Year Ended June 30, 2015

2015/2016 Maryland College Investment Plan
Disclosure Statement & Enrollment Form

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

They'll be in college before you know it.
Start saving now.

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com
888.4MD.GRAD (463.4723)

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com
P.O. Box 17083 | Baltimore, MD 21287-1083

Saving for college is easier than you think.
Learn more today.

2015/2016 Enrollment Kit
Maryland Prepaid College Trust | Maryland College Investment Plan

Save for nearly any college in the country with Maryland's two affordable 529 Plans.

With a smart plan, your child could really go places.

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

Learn more and register for a FREE webinar at Maryland529.com/webinar

2015/2016 Maryland Prepaid College Trust
Disclosure Statement & Enrollment Form
Enrollment Period: December 4, 2015 - April 26, 2016

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

2015/2016 Enrollment Highlights
Maryland Prepaid College Trust | Maryland College Investment Plan

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

They'll be in college before you know it.
Start saving now.

4'6"
4 feet
3 ft

Start here.



New in 2016

- Email marketing newsletter
 - Four distributions
 - 200,000 total deliveries
- Cinema advertising: 421 screens
 - Central MD
 - Metro Washington, D.C.
 - Eastern Shore
 - Southern MD
 - Western MD





Expanded in 2016

- Web banner advertising

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

SAVE FOR COLLEGE
NOW
WITH AS LITTLE AS
\$25
a month

Learn More!

Learn More!

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

COLLEGE SAVINGS
PLANS OF MARYLAND
Maryland529.com

SAVE FOR COLLEGE **NOW** **\$25** a month
WITH AS LITTLE AS

Learn more
at an upcoming
FREE webinar!



2016 Public Relations



The Washington Post

Saving for college is about to get a little easier for Maryland's lower-income families

A Save for Later Reading List

By Danielle Douglas-Gabriel April 10



College Savings Plans of Maryland offers in-person enrollment help in the final days of open enrollment

Experts to host a series of free events leading up to the May 2nd deadline

By PHIL VERRY (Open Post) April 1, 2016 8:19 pm ET

BALTIMORE (March 21, 2016) – The College Plans of Maryland, an independent State agency that provides flexible and affordable plans to help fund future college expenses, announced today that it will host a series of three information and enrollment events throughout the State this April. These events will:

1. Provide information on the plans and how to enroll.
2. Student's recent video spreads online, draws comments at state private school.

"Maryland's two college savings plans have been growing in popularity in recent years," said Lauren Shipley, executive director of College Savings Plans of Maryland.



In shadow of UM partnership, lawmakers pushed student debt relief

"It gives us another tool to encourage people to start saving for college," Shipley said, adding that saving ahead of time rather than taking out student loans – and paying interest – can cut the cost of a college education nearly in half.



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



Wednesdays With Us will begin June 15

For the Cumberland Times-News May 6, 2016

CUMBERLAND — The Allegany County Library System has announced its 2016 Summer Reading Club. The activity is designed to help children avoid summer learning loss by encouraging them to read over the summer. The Allegany County Library System's Summer Reading Club also extends to older children.

"...corporate sponsorship from the Baltimore Orioles, College Savings Plans of Maryland, the Maryland Science Center, Taco Bell, Wal-Mart and the Western Maryland Regional Library."

Parents read aloud to them. Older children can complete a free book tote when they pick up a reading log. Planet Fitness, Kindle e-Readers and tickets to

"You are starting to see the generation of families where the mom and the dad have their own student loan debt, and are starting to say 'I don't want this for my kids.' It's become more of an urgency to save."



2016 Public Relations

Online Influencers

HUDSON AND EMILY
marriage · memories · motivation

(COOL) PROGENY

SCARY MOMMY

CHESAPEAKE FAMILY
Home, Health and Living for Maryland Parents



Jen Snyder
family photographer & motherhood blogger

DudeMom

BALTIMORE'S
CHILD
Baltimore's Best News For Families

TechSAVVY
MAMA

hip
as i wanna be

a parent in silver spring

N I'm Not the Nanny



2016 Multicultural Outreach

Hispanic Media



Hispanic Community-Based Organizations and Blogs



Latino Ed Beat



ESL Program



WHITE HOUSE INITIATIVE
on EDUCATIONAL EXCELLENCE for HISPANICS
25 Years of Fulfilling America's Future



Thank You

For existing client in strategy only. Not for further distribution.
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