

THE BOARD OF TRUSTEES OF  
THE COLLEGE SAVINGS PLANS OF NEVADA  
MINUTES OF BOARD MEETING  
November 29, 2016

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Chairman Dan Schwartz, State Treasurer, called the meeting of the Board of Trustees of the College Savings Plans of Nevada to order at 11:02 a.m., on Tuesday, November 29, 2016. The meeting was held by conference call from the State Capitol Building, 101 N. Carson Street, Carson City, Nevada to the Grant Sawyer Building, 555 East Washington Avenue, Suite 4600, Las Vegas, Nevada. Other attendees participated in person or by conference call.

Board members present:

Chairman Dan Schwartz – Carson City  
Ned Martin – Las Vegas  
Bob Seale – Carson City  
Janet Murphy – Excused  
Jamie Hullman – Carson City

Others present:

Grant Hewitt, Chief of Staff, Treasurer’s Office  
Tara Hagan, Chief Deputy Treasurer  
Linda J. English, Senior Deputy Treasurer – South  
Budd Milazzo, Senior Deputy Treasurer – North  
Holly Primka, Treasurer’s Office – North  
Sheila Salehian, Deputy Treasurer for Prepaid Tuition & Financial Literacy  
Shane Chesney, Nevada Attorney General’s Office  
James Canup, Hirschler Fleischer– Telephone

Roll was taken, and it was determined a quorum was present. Ms. English indicated the meeting had been properly noticed and the agenda was posted in accordance with the Open Meeting Law in both Carson City and Las Vegas.

**1. Public Comment**

There was no public comment in Las Vegas or Carson City.

## **Consent Agenda**

2. For possible action: Board review and approval of the minutes of the College Savings Board of Trustees meeting of October 20, 2016.

Tara Hagan read revisions to the minutes as requested by Gina Robison-Billups of Women's Money as follows: *The amount contracted to Women's Money Conferences has been approximately \$406,000.*

- *The reach over the five years has been **5,500** Nevadans registered, attended and follow up in the conferences.*
- ***10,000** books with the STO/CSB advertisements and a full chapter written by the STO on college savings has been distributed.*
- ***847** attendees to an online segment/class with the previous state treasurer regarding college savings programs in Nevada.*
- *Women's Money has conducted over **60** workshops in Nevada to approximately **1500** attendees.*

3. For possible action: Board review and approve revisions to the Nevada College Kick Start Program Policies and Procedures Handbook to reflect Program enhancements for fiscal year 2017.

**Bob Seale motioned to approve the Consent Agenda with the changes that have been read into the record. Ned Martin seconded the motion. Motion passed unanimously.**

## **Discussion Agenda**

4. For possible action: Board review and approve a plan to sponsor financial literacy programs in Fiscal Year 2017.

Staff presented two suggestions on how to utilize a portion of the FY17 financial literacy budget. Staff explained that it will not be utilizing the entire financial literacy budget this year because we are not hosting the conferences, however, staff will come back to the Board in the January 2017 meeting with a plan on how to modify the conferences to be more self-sustaining with outside sponsorships and targeting a more affluent population that is able to pay for attendance and invest in themselves and their families. For FY17 the two plans, which total \$35,000 in expenditures, were presented as follows:

- a. MyPath Program

This is a financial literacy program that will educate high school students who are working part-time, to understand and effectively manage their first paychecks. The program uses paycheck earnings as a teaching opportunity to engage youth

on budgeting and prioritizing, saving, building credit, and the pitfalls of predatory lending options. There will also be an additional 529 college saving component added to the program. The Andson Foundation will implement, administer, mentor and report on the progress of the MyPath program rollout in Southern Nevada. The initial investment for this program is \$25,000 in Fiscal Year 2017.

**Treasurer Schwartz** asked who will administer the program and when does MyPath impart the knowledge.

Staff stated that the Andson Foundation is a nonprofit community partner focused on providing financial literacy and tutoring services to Clark County School District students, who will be trained in the MyPath curriculum, will deliver the program lessons to the participants and will work with Nevada partners in the community, such as Boys and Girls Club to provide mentoring, savings incentives and success rates. The program will support up to 100 young people who are currently working part time earning their first paychecks. The students will have a choice to 'opt into' the MyPath program of the employer partners.

**Jamie Hullman** commented that he fully supports these programs but has concerns about the cost. He would feel better about these types of programs if they were specifically geared towards budgeting and saving for college and helping students and parents understand all of the tools available for helping them save for college.

Staff reported that adding the 529 college savings component to this program expansion in the south is the first step. If successful, the 529 college savings component may be added to the MyPath Program in northern Nevada.

b. Dawson College Bound Program.

The College Savings Board sponsorship would provide an elective course to this existing program by adding a Junior Achievement financial literacy course, "JA Personal Economics," to the summer program that helps kids who are high-achieving students in middle school prepare for college. Among other concepts, it will help them learn the financial impacts of student loans versus college savings and expose them to the various college savings plans the Board offers. It will also define job and career exploration and assist with achieving long term financial independence and success. The initial investment for this program is \$10,000 (\$30 per student) in Fiscal Year 2017. The program will be implemented in June of 2017 and will conclude in July of 2017.

**Bob Seale** questioned if the program is only being held in Las Vegas.

Sheila Salehian responded that yes, the program is an existing program in Las Vegas, sponsored by the Board of Trustees of the Alexander Dawson School (a

private school) to give back to the community by inviting high achieving, high performing public school kids to their campus over the summer and help them obtain access, resources and support to pursue their academic and career dreams, including going to college. It is a three year program, and this request is to add a financial literacy and college savings component to their existing curriculum.

**Bob Seale** commented that the whole thought for college savings 20 years ago was to present a college savings program to the citizens of the state of Nevada and there was no thought process to market the program beyond what Vanguard and Upromise were willing to do. It appeared that their marketing efforts were more external to Nevada rather than internal to Nevada and the results were relatively poor. Since then no one has seen the kind of results we'd hoped for in terms of increased number of Nevadans saving for college. He questioned what is the Board's goal regarding financial literacy. He questioned if financial literacy should be a focused with dedicated resources from the endowment. He noted that if financial literacy is an opportunity to spread the word on college savings and to advance significantly the participation in the 529s then he is all for the programs.

Treasurer Schwartz commented that he agrees 100% and that is why we want to re-focus our mission to programs that have past successes.

Grant Hewitt also commented that we use financial literacy as a vehicle to get in front of families. We need to make sure we are targeting the right group of people when we walk them in the door and make sure they are customers who can afford to invest in college savings. **Bob Seale motioned to approve a plan to sponsor financial literacy programs in Fiscal Year 2017. Ned Martin seconded the motion. Motion passed unanimously.**

#### Update on Nevada College Kick Start

Staff updated the Board that welcome letters went out to the incoming 2016 kindergarten class over the last week and a half and over the last few days 242 families have claimed their Kick Start account through the new portal. For the first time, we are able to track families who acknowledge they have an account. Additionally, 61, out of the 242, families who registered also linked their personal Nevada 529 to their Kick Start account.

#### 5. Public Comment

No public comment in Carson City, NV; no public comment in Las Vegas, NV; and no public comment on conference call.

Meeting adjourned at 11:51am.

Attest:

  
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Linda English, Secretary to the Board