

Zach Conine
State Treasurer



Members
Donna Stanfel
Robin Hager
Michael Rankin
Lisa Cano Burkhead

STATE OF NEVADA
OFFICE OF THE STATE TREASURER

PUBLIC MEETING

AGENDA

MEETING OF THE BOARD OF TRUSTEES OF THE
COLLEGE SAVINGS PLANS OF NEVADA

Thursday, January 25, 2024, at 11:00 a.m.

Meeting via videoconference and at the following physical location:

State Capitol Building
101 N. Carson St.
1st Floor State Treasurer's Office
Carson City, NV 89701

Zoom Meeting Link:

<https://us06web.zoom.us/j/88416443710?pwd=4evuXbEXpMtjuaOUUnQdq0jGrL1ugv4.1>

Meeting ID: 884 1644 3710

Please email Itzel.Fausto@nevadatreasurer.gov for meeting password.

All items listed on this agenda are for discussion and action by the Board of Trustees unless otherwise noted. Action may consist of any of the following: approve, deny, condition, hold, or table.

Agenda Items:

1. Roll Call.

2. Public Comment.

Comments from the public are invited at this time. Pursuant to NRS 241.020(2)(d)(7), the Board intends to limit to 3 minutes the time for an individual to speak and may impose reasonable restrictions on place or manner for such comment. No restriction will be imposed based on viewpoint. Comment will only be received on matters relevant to the Board's jurisdiction. The Board may discuss but is precluded from acting on items raised during Public Comment that are not on the agenda.

Discussion Agenda

3. **For discussion and possible action:** Board review and approval to contract with the following three (3) firms to provide marketing services.
 - a. The Abbi Agency
 - b. Davidson Belluso
 - c. Estipona Group
4. **Closed Session:** Board to enter into a closed session pursuant to NRS 241.015(3)(b)(2) with counsel to discuss the Putnam 529 for America contract.
5. **For discussion and possible action:** Board to direct State Treasurer staff to identify a solution to potential contractual issues as a result of the acquisition of Putnam Investments by Franklin Templeton.
6. **Public Comment.**

Comments from the public are invited at this time. Pursuant to NRS 241.020(2)(d)(7), the Board intends to limit to 3 minutes the time for an individual to speak and may impose reasonable restrictions on place or manner for such comment. No restriction will be imposed based on viewpoint. Comment will only be received on matters relevant to the Board's jurisdiction. The Board may discuss but is precluded from acting on items raised during Public Comment that are not on the agenda.
7. **ADJOURNMENT.**

Notes:

Items may be taken out of order; items may be combined for consideration by the public body; and items may be pulled or removed from the agenda at any time.

Prior to the commencement and conclusion of a quasi-judicial proceeding that may affect the due process rights of an individual, the Board may refuse to consider public comment. See NRS 233B.126.

The Nevada College Savings Board of Trustees is pleased to make reasonable accommodations for persons with physical disabilities. Please call (775) 684-5600 if assistance is needed.

Itzel Fausto may be contacted at (775) 684-5600 to obtain copies of supporting materials.

THIS AGENDA HAS BEEN POSTED IN THE FOLLOWING PUBLIC LOCATIONS:

- **Capitol Building, 1st & 2nd Floors, Carson City, Nevada**
- **Legislative Building, Carson City, Nevada**
- **Nevada State Library, Carson City, Nevada**
- **Blasdel Building, Carson City, Nevada**
- **Grant Sawyer Building, 1st and 5th Floor, Las Vegas, Nevada**

Also online at: [Nevada Treasurer](#) and the [Nevada Public Notice](#).

THE BOARD OF TRUSTEES OF THE COLLEGE SAVINGS PLANS OF NEVADA

Agenda Item 3 January 25, 2024

Item: **Board review and approval to contract with the following three (3) firms to provide marketing services.**

- a. The Abbi Agency**
- b. Davidson Belluso**
- c. Estipona Group**

Summary:

On January 31, 2024, the Board's current marketing contract will expire. In anticipation, the State Treasurer's Office – College Savings Division worked with State Purchasing on soliciting proposals from qualified marketing firms identified under Statewide Master Service Agreement, 99SWC-S2340. Four firms were invited to provide presentations to Staff. Following presentations, three (3) firms were identified as the best fit to provide College Savings marketing services.

All three (3) firms will operate under the same scope of work and collaborate to provide various services to the Division, such as public relations, social media, and website design and maintenance.

Dr. Tya Mathis-Coleman, as well as representatives from The Abbi Agency, Davidson Belluso, and the Estipona Group, will be available for questions.

Staff recommended motion:

Move to approve the three (3) firms to provide College Savings marketing services.

**THE ABBI
AGENCY™**



UNLV
UNIVERSITY OF NEVADA LAS VEGAS

Hi, we're

The Abbi Agency



Certified



Corporation

We
are

Creatives.

Media Mavens.

PR Perfectionists.

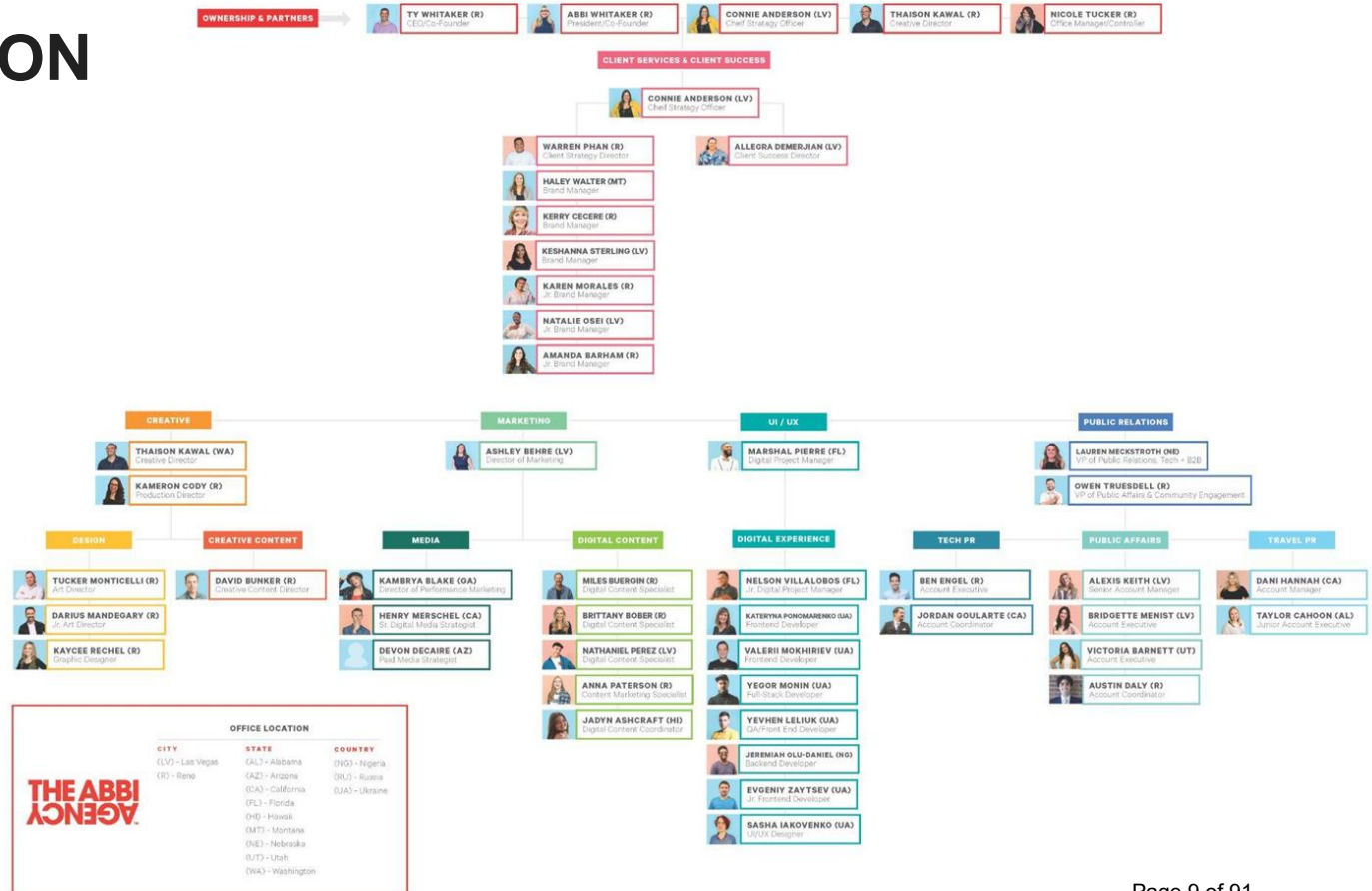
Movers and Shakers.

Industry Experts.

Problem Solvers.

OUR TEAM

Our Team ORGANIZATION CHART



| Performance Driven Approach



Performance-Driven Key Performance Indicators

Evaluating Performance at Every Level



AWARENESS

Impression and Reach
Share of Voice
Mentions
Website Traffic
Search Volume
Ad Recall
Brand Perception
Number of Placements



ENGAGEMENT

Engagement Rate
Video Views
Time on Content
Bounce Rate
Brand Equity



CONVERSION

Clicks-Through-Rate
Form-Fills and Phone Calls
Sign-Ups and Purchases
Cost per Conversion
Return on Ad Spend



ADVOCACY

Net New Followers
Shares and Virality
Sentiment
Key Message Pull-Through
Unique Views
Domain Referrals

Leveraging Data Analytics

Analyzing Brand Performance

Integrated Brand Audits & Ongoing Measurement

Holistic look – to see what audiences are saying about us, what we are saying about ourselves, and how the brand is experienced by audiences.

- **Public Relations** - share of voice compared to competitors; sentiment and key themes; influencer voices
- **Social Media** - top and low engaging content; audience sentiment; search intent; potential influencers; competitive opportunities
- **Website and Content** - competitive opportunities; usability and navigability; heat mapping and user experience testing; SEO strength and opportunities
- **Brand and Creative** - brand and creative perceptions; technical and competitive brand audits; brand positioning

OUR TECH STACK

HubSpot

SEMRUSH

ahrefs

MUCK
RACK

BuzzSumo

Screamingfrog

propel

mailchimp

Heepsy

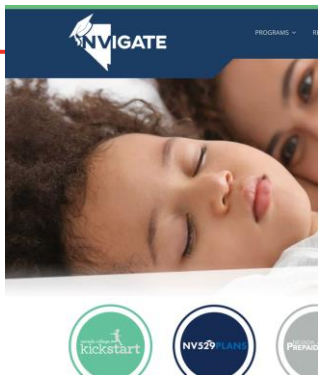
CoverageBook

sproutsocial

STRATEGY

College Savings Division

Primary Goals



Increase brand awareness -
Nvigate.gov



Increase the number of Prepaid tuition accounts sold each open enrollment season.



Increase the claim rate for the College Kickstart Program along with the number of families that add to their account and start saving for college.



Improve overall engagement with families, institutions, and community partners.

Situation Analysis

Higher Education

Hurdles and Trends:

- Economic challenges and pressures shift higher education priorities
- Language and cultural barriers
- Perception that investment in higher education is less worthwhile
- 8/10 self-report that it is important for their child to attend college
- Lack of awareness of NVigate programs and flexibility (4% report less than knew a lot about NVigate)



65%

**of jobs require post
secondary education**



1/3

**Hispanic or Latino Race in
Nevada, current students
are majority minority**

Target Audiences

Main Audiences

Audience: Parents

Demo: 25 - 44 yrs old (Elder Gen Z & Millennials), average household income \$35,000-\$99,999

Pain Points: High living expenses (inflation, childcare, rising tuition costs)

Insight: As digital natives managing a full calendar and commitments, this group has short attention spans and requires consistent and brief communications.

Message: A short investment of time now gives you peace of mind for your child's future.



Target Audiences

Main Audiences

Audience: Grandparents

Demo: 55 - 64+ yrs old (Gen X & Boomers),
average household income \$25,000-\$70,000

Pain Points: Unlikely to have graduated themselves, they understand the value of higher education, but do not understand the intricacies of how to support their family members through it.

Insight: With a high number of this group entering a form of retirement, they are digital converts that receive information through both traditional mediums and smartphones.

Message: Ensuring future generations' success begins now with an investment in their educational future.



Target Audiences

Audience Segment

Audience: New to Nevada

Demo: All ages from main audiences

Pain Points: Want lower cost of everything, they don't know all the benefits to being a new Nevadan, they are inundated with information and unsure where to look

Insight: Likely chose Nevada due it a better cost of living, which implies added budget for saving monthly.

Message: Nevada is an affordable place to live in all aspects, with affordable tuition and a variety of college savings programs, your child can be set up for success now.



Target Audiences

Audience Segment

Persona: Spanish-Speaking Nevadans

Demo: All ages from main audiences

Pain Points: Less trust in the government and digital avenues, more apt to take care of situations as they happen

Insight: Messaging that culturally resonates

Message: Support future generations with the gift of higher education for the children in your life.



Brand Audit and Opportunities

Strategic Opportunities

- **Numerous brands under the NVigate umbrella** – opportunity to create cohesive brand guidelines document
- **Shifting messaging to include “where should you get started”** - ensuring messaging is personalized to their part of the journey and action oriented
- **Personalized Messaging** - heavy on parental messaging, does not include grandparents or others who often start a fund



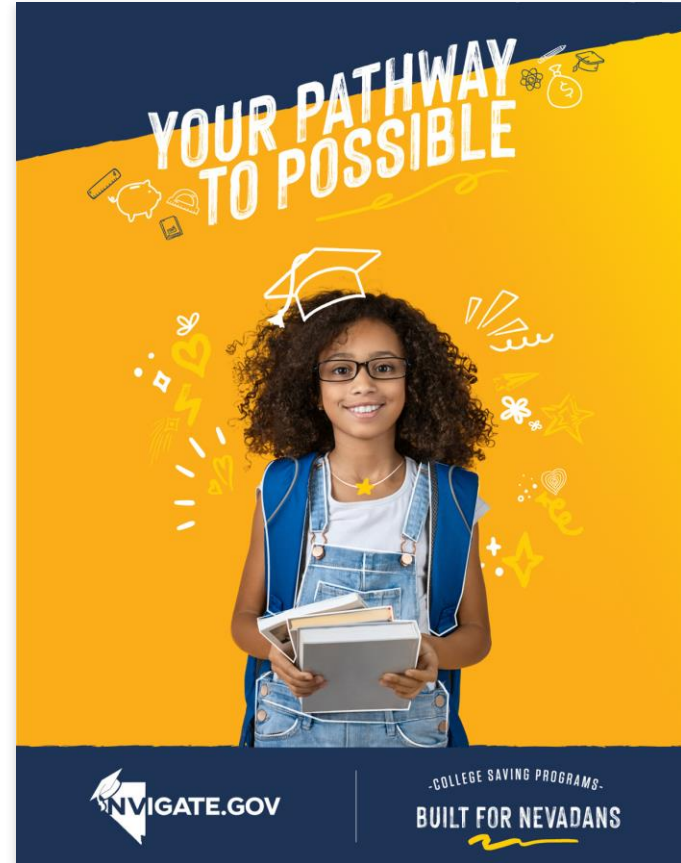
CONCEPTS

Creative

Your Pathway to Possible

With the rising costs of college enrollment, paying for four years of tuition can seem overwhelming to parents, perhaps even impossible. The “Your Pathway to Possible” campaign removes that mystique of inaccessibility, and shows how NVigate.gov dramatically lowers the financial barriers to college for Nevadans of all income groups and demographics. By showcasing the array of NVigate college savings options, this campaign empowers Nevadans to take control of their college savings plan, and grasp hold of a future where anything is possible.

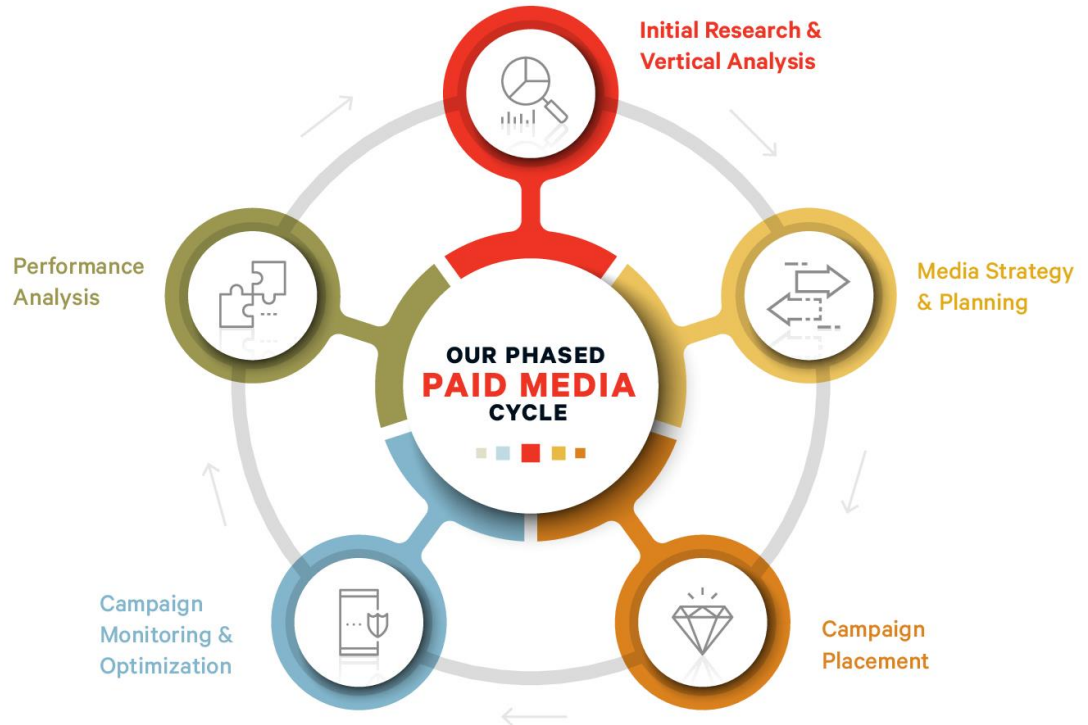
Using strategic targeting, customized messaging per demographic and psychographic and Spanish-language advertising creative, this campaign elevates the NVigate brand, inspires college savings plan enrollment and empowers Nevada parents and grandparents to invest now in the educational attainment of future generations.



Phased Paid Media Approach

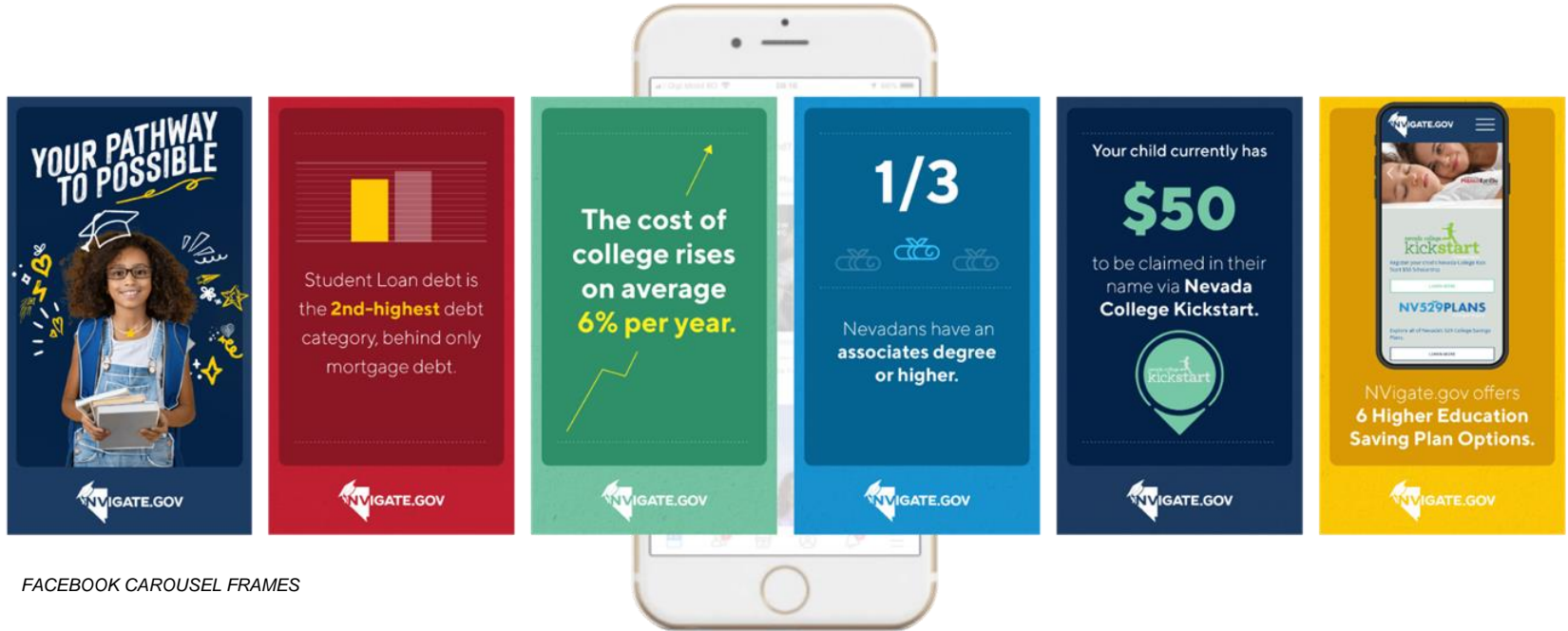
Our Strategic Opportunities

- Spend across Nevada, with increased spend in Clark County
 - Study indicated higher level of awareness in Reno area
- Maintain focus on brand awareness
 - 58% in 2022 and 65% in 2021 reported “know nothing” about NVigate
- Social media and online ads result in high consistency and higher level of ad retention
- Omni-channel approach with sequential messaging
 - Initial target - awareness message
 - Retarget - additional information



Creative Execution: Parents

- **Channels:** Stronger Digital Mix - Instagram, TikTok, Pinterest, Connected TV



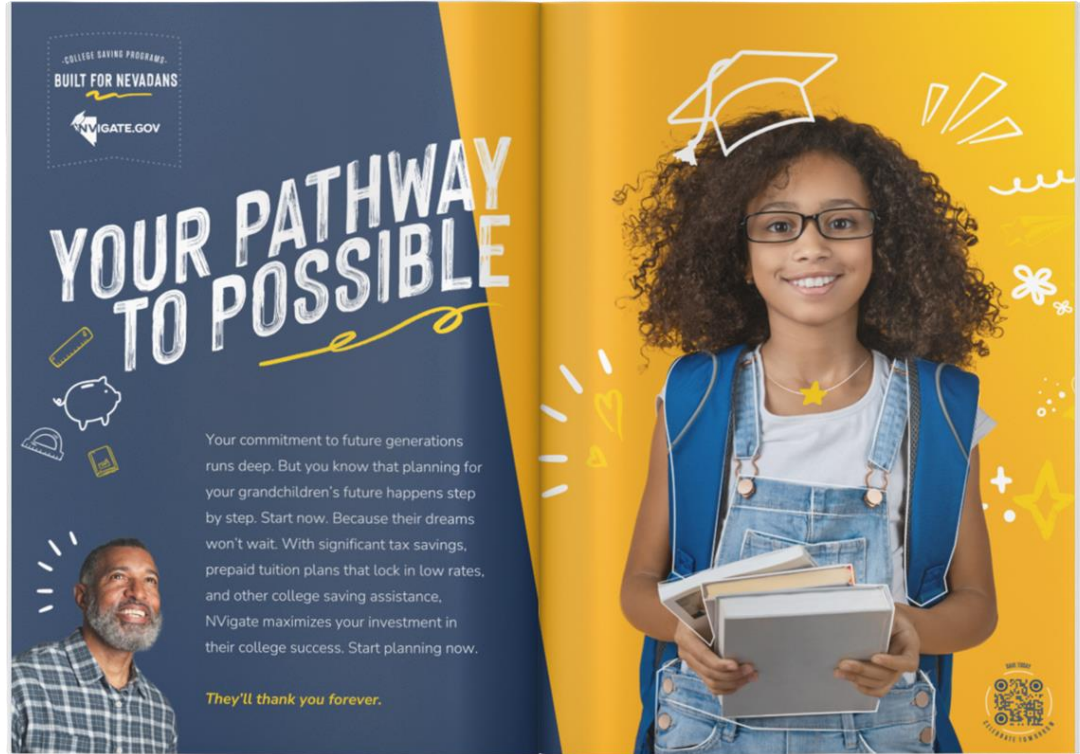
FACEBOOK CAROUSEL FRAMES

Creative Execution: Grandparents

- **Channels:** Traditional & Digital Mix, Facebook, Radio, Broadcast TV



Radio Ad Audio



Creative Execution: New to Nevada

- **Channels:** Every Door Direct Mail, Zip Code and Local Magazines, School Program Communications, Digital Targeting & Retargeting

YOUR PATHWAY TO POSSIBLE

**YOUR NEW STATE WELCOMES YOU
WITH COLLEGE SAVINGS
PLANS THAT SAVE YOU MONEY**

From Prepaid Tuition to 529 Plans with big tax advantages and Kickstart Scholarships, NVigate is the place to find the best Nevada College Saving Plans.

**START SAVING TODAY. SO YOU
CAN CELEBRATE TOMORROW.**

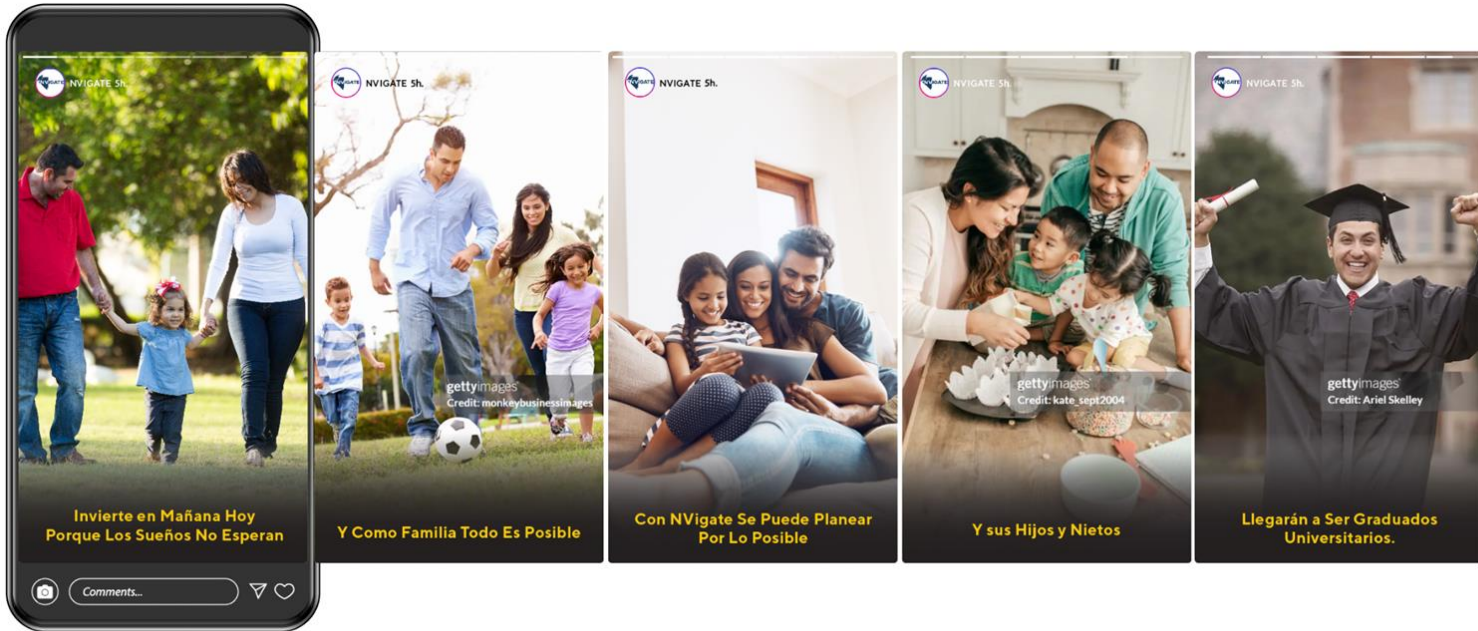
NVIGATE.GOV

**COLLEGE SAVING PROGRAMS.
BUILT FOR NEVADANS**

NVIGATE.GOV

Creative Execution: Spanish-Speaking

- **Channels:** Social Media Channels, Spanish Radio, Spanish Broadcast TV, Spanish Connected TV



NVigate Website Audit

- Currently there are six above-the-fold CTAs at the same level of importance
- **On Homepage** - add “quick links” with links to key resources and/or FAQs, including resources in other languages and key dates
 - This assists in crawling from search engines, showcasing the breadth of information available on the website
- **On Homepage** - add “highlighted events” with upcoming events and/or recent webinar recordings; website is rich with this content
- Update Navigation that is more centered around the target audience journey.

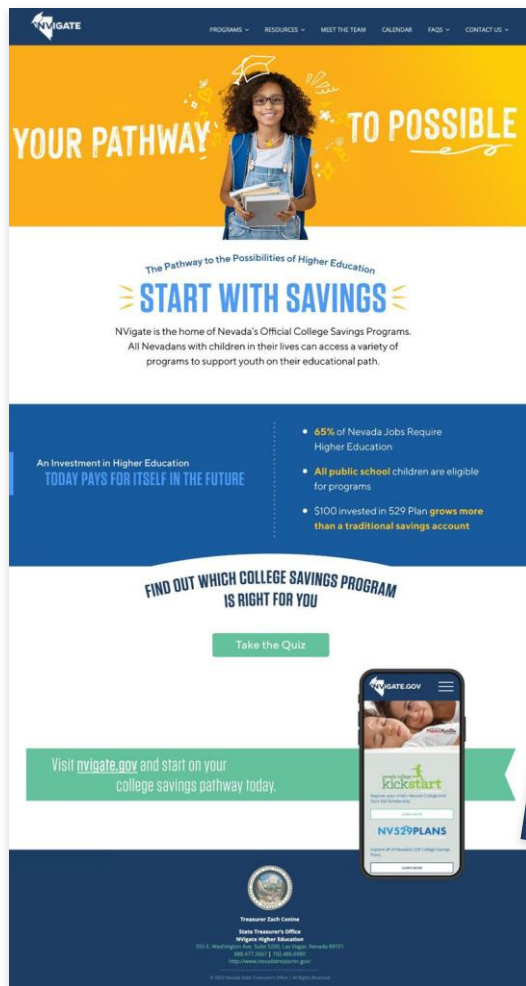


NVigate Website Opportunities

- **Opportunity to possibly route visitors through an interactive process to understand where to start** – cut down the overwhelm and confusion
- **Craft Content focused on audience** – who they are and where they are in the parenting journey, assisting visitors to self-select



CAMPAIGN LANDING PAGE

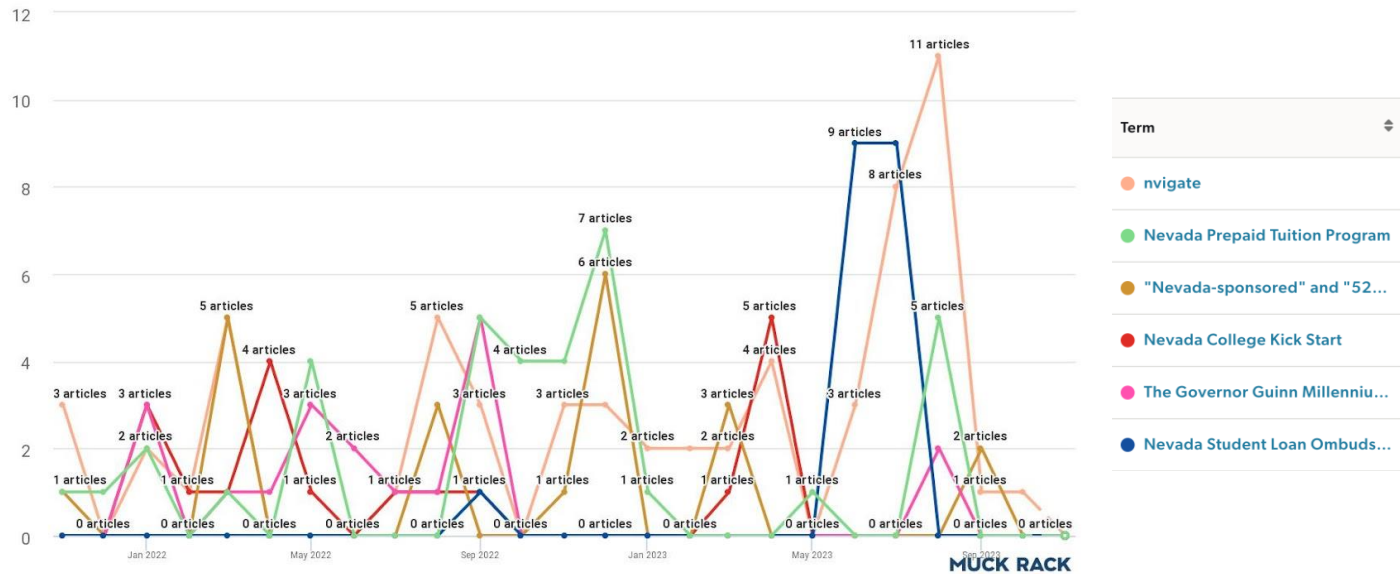


INTERACTIVE QUIZ



PR Audit

Overall, the NVigate program received 60 total mentions over the past two years, with the highest spike in August 2023 with 11 articles.



PR Opportunities

LAS VEGAS
REVIEW-JOURNAL



reno gazette journal
PART OF THE USA TODAY NETWORK



Strategic Opportunities

- **Newsjacking** - The price and value of postsecondary education is in the news at the local and national level. STO can leverage those news moments and insert itself into the conversation with a Nevada point of view and solution.
- **Create News Moments** - There is a rhythm to the news cycle, especially with news about higher education. STO can create an annual news moment that can serve to regularly highlight its programs and drive interest in its programs.
- **Leverage Your Data** - STO can generate earned media coverage by packaging data like the number of new savings programs started, geographic breakdowns and year-over-year trends with easily digestible graphics.

PR Opportunities

- **Discover Your Spokespeople** - Reporters are often looking for authentic stories and real people in the community to spotlight. The treasurer and current enrollees serve to be valuable testimonials to grow third-party buy-in.
- **Become an Expert, Nonpartisan Source of Guidance** - Parents, caregivers and families often find the process of saving for college daunting and confusing. STO should be a source of clear, trustworthy information about their options and how to navigate savings for college.

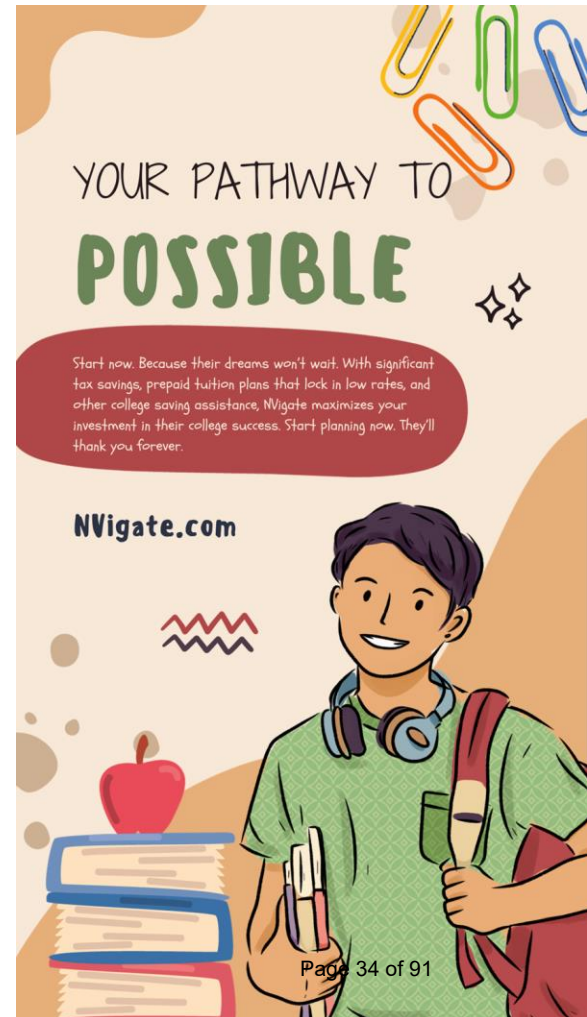


Social Media Audit and Opportunities

Strategic Opportunities

The State Treasurer's office has demonstrated great efforts on its various social media platforms. However, we have identified key findings and strategic opportunities that can further enhance its current efforts:

- **Utilize Hashtags on X (Twitter):**
 - Ex: #NevadaEducation, #NevadaTuition, #529Day
- **Update Instagram Story Highlights:**
 - Create a visual timeline of significant events through Instagram stories
 - Keep content relevant, and inform audiences.
- **Leverage Video Content on Instagram and Facebook:**
 - Generate higher engagement with dynamic video content
 - Lean into digital communities that best connect with your target audiences, i.e. [momtok](#), [Facebook](#)



Social Media Audit and Opportunities

Strategic Opportunities

The State Treasurer's office has demonstrated great efforts on its various social media platforms. However, we have identified key findings and strategic opportunities that can further enhance its current efforts:

- **Consistent Tagging/Mentioning Across Platforms:**
 - Increase visibility, create connections and engagement by tagging users.
- **Content Mix:**
 - Create content that drives inspiration, creativity, and emotion
 - Engage with appropriate viral trends - [Nevada Health Link](#)
 - Leverage partnership campaigns, i.e. Las Vegas-Clark County Library District, Nevada Universities
 - Drive relevancy by joining trending conversations, i.e. #HigherEducationDay, #WorldTeachersDay



EXPERIENCE

State of Nevada Experts and Enthusiasts

NEVADA CLIENTS



Education Passion and Experience

EDUCATION INNOVATION



Why The Abbi Agency?

We are a **performance-driven** marketing agency, rooted in ongoing optimization to reach real results.

We **specialize in Nevada** and have a true **statewide team**, enabling us to bring perspective, partnerships and support all across the state.

Our experience in Nevada paired with the **financial and educational industry** allow us to bring the perfect blend of **local knowledge** and **national know-how**.

We are **strategic, thoughtful and experienced**, and our **understanding of the local population** can help push you toward new audiences.



QUESTIONS?

NEVADA STATE TREASURER'S OFFICE — COLLEGE SAVINGS DIVISION

Public Relations, Advertising, Marketing, and Social Media Services

Oral Presentation



PRESENTED BY:

Davidson Belluso

DATE:

November 20, 2023

DAVIDSON/BELLUSO

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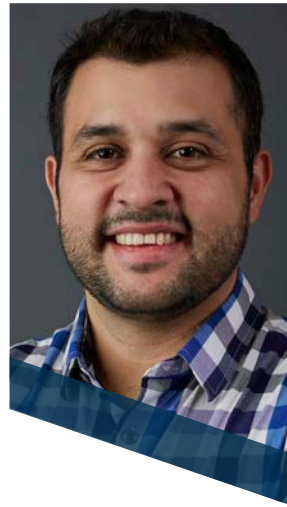
Your leadership team.



Mike Barcia
General Manager



Bruce Nilsson
Chief Creative &
Strategy Officer



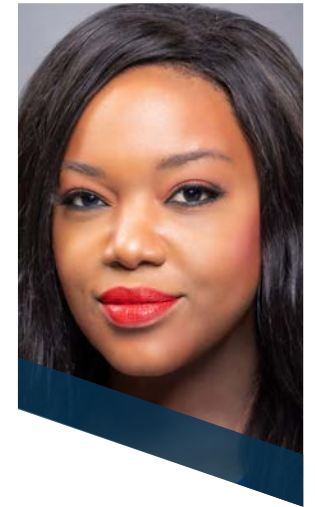
Gustavo Estrella
Director of
Creative Services



Christine Korecki
Director of
Account Management



Holly Silvestri
Partner/Co-Owner



Latoya Bembry
Vice President of
Strategic Communications

Agenda

- **Agency Overview**
- Why Us?
- Audit for Actionable Intelligence
- Key Opportunity/Creative
- Metrics
- Summation

We're just your friendly, local, national agency.

DAVIDSON BELLUSO AT A GLANCE



Established in 2001



Southwestern focused
agency with offices
in NV, AZ and UT



Certified Woman Owned
Business National Council
(WBENC)



Full-service marketing,
advertising and PR



The value to the D/B/Ferraro Group relationship.



- Ability to reach all corners of NV
- Offices in LV, Reno, Carson City



- Community partners with shared values
- Youth, family, schools, financial health



- Strong media relationships

Agenda

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- **Why Us?**
- Audit for Actionable Intelligence
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Masters in 529 Education Savings Program Marketing.



7

years

partnership
with AZ529



39%

increase

in new AZ529 accounts
(32,775 new accounts open)



18.3%

increase

in plan assets
(up to \$1.92 billion)



504%

increase

in essay contest
submissions



71%

increase

in art contest
submissions

AZ529's Success Earns Recognition.

AZ529, Arizona's Education Savings Plan
upgraded to
Silver Medalist Rating
Morningstar 529 Ratings



AZ529
ARIZONA'S EDUCATION SAVINGS PLAN
TREASURER KIMBERLY YEE



Agenda

- Agency Overview
- Why Us?
- **Audit for Actionable Intelligence**
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Marketing:

- Clarity on what NVigate 'is'
- Clarity on programs
- Design and narrative impact



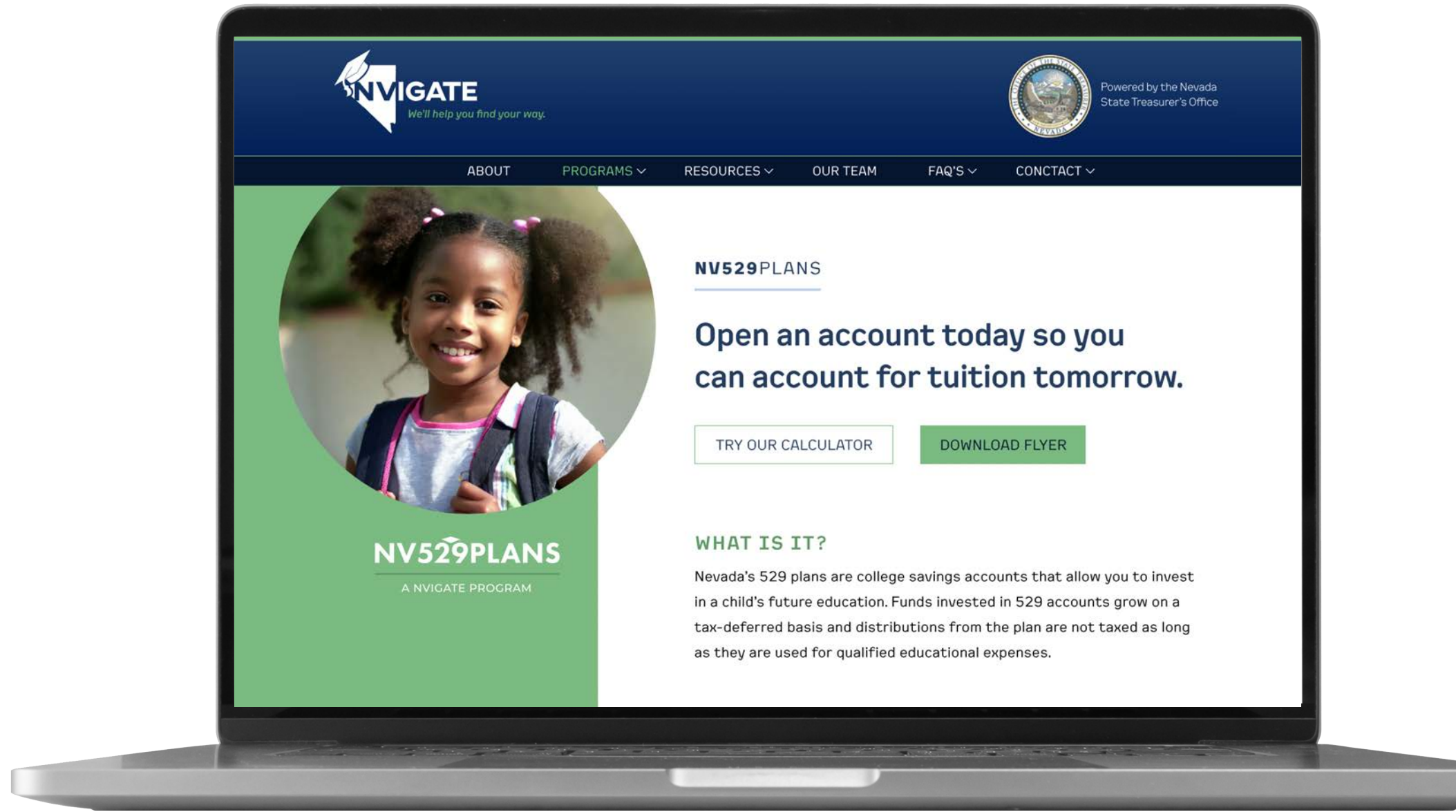
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DRAMATIC
CLARITY
AND COHESION:
NVIGATE



DRAMATIC
CLARITY
AND COHESION:
NVIGATE



DRAMATIC
CLARITY
AND COHESION:
NVIGATE



Lost on how to
avoid college debt?
We'll help you find your way.

Higher education should be a realistic option for every Nevadan. **NVIGATE** is your resource for planning, saving & paying for higher education. It's never too soon to start saving for college.

Contact us today!

(888) 477-2667 (Toll Free)
collegesavings@nevadatreasurer.gov
nvgate.gov



DRAMATIC
CLARITY
AND COHESION:
NVIGATE



Lost on how to start
saving for college?
We'll help you find your way.

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nvgate.gov



DRAMATIC
CLARITY
AND COHESION:
NVIGATE



Lost on student
loan options?

We'll help you find your way.

Higher education should be a realistic option for every Nevadan. **NVIGATE** is your resource for planning, saving & paying for higher education. It's never too soon to start saving for college.

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collegesavings@nevadatreasurer.gov
nvgate.gov



DRAMATIC
CLARITY
AND COHESION:
NEVADA PREPAID
TUITION



Cap the cost of a college education.

Families can lock in future college tuition at today's rates in as little as 15 minutes and \$42 a month.

NEVADA
PREPAIDTUITION

A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education. It's never too soon to start saving for college.



Contact us today!

nvigate.gov/programs/nevada-prepaid-tuition



We'll help you find your way.

Powered by the Nevada State Treasurer's Office

DRAMATIC
CLARITY
AND COHESION:
NEVADA PREPAID
TUITION



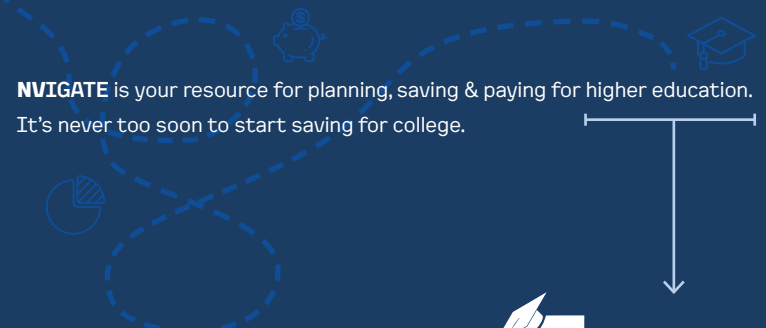
As tuition costs keep
growing, so will your smile.

Families can lock in future college tuition at today's rates
in as little as 15 minutes and \$42 a month.

NEVADA
PREPAIDTUITION

A NVIGATE PROGRAM


NVIGATE is your resource for planning, saving & paying for higher education.
It's never too soon to start saving for college.



Contact us today!
nvigate.gov/programs/nevada-prepaid-tuition

NVIGATE
We'll help you find your way.
Powered by the Nevada State Treasurer's Office

DRAMATIC
CLARITY
AND COHESION:
THE NEVADA
COLLEGE KICK
START PROGRAM



\$50 says you can start saving for college.

When it comes to paying for college, every kid deserves a kickstart.

nevada college
kickstart

A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education. It's never too soon to start saving for college.

Contact us today!
nvigate.gov/programs/nevada-college-kick-start

NVIGATE
We'll help you find your way.
Powered by the Nevada State Treasurer's Office

DRAMATIC
CLARITY
AND COHESION:
THE NEVADA
COLLEGE KICK
START PROGRAM



So they grow up owing only
a debt of gratitude.

When it comes to paying for college, every kid deserves a kickstart.

nevada college
kickstart
A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education.
It's never too soon to start saving for college.

Contact us today!
nvigate.gov/programs/nevada-college-kick-start

NVIGATE
We'll help you find your way.
Powered by the Nevada State Treasurer's Office

DRAMATIC
CLARITY
AND COHESION:
NV529 PLANS



Money doesn't grow
on trees. It grows here.

It's never too soon to start saving for college. Start saving today.


NV529PLANS
A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education.
It's never too soon to start saving for college.

Contact us today!
nvigate.gov/programs/nevadas-529-plans

NVIGATE
We'll help you find your way.
Powered by the Nevada State Treasurer's Office

DRAMATIC
CLARITY
AND COHESION:
NV529 PLANS



It'll save the day,
years from now.

It's never too soon to start saving for college. Start saving today.


NV529PLANS
A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education.
It's never too soon to start saving for college.

Contact us today!
nvigate.gov/programs/nevadas-529-plans

NVIGATE
We'll help you find your way.
Powered by the Nevada State Treasurer's Office


DRAMATIC
CLARITY
AND COHESION:
NV529 PLANS




Be the
grandest of
grandparents.

Celebrate National Grandparent Day
by opening an NV529 account!

NV529PLANS




Powered by the Nevada State Treasurer's Office



Be sure to stuff
your NV529
account, too.

Start saving today at [NVIGATE.GOV](https://nvigate.gov).

NV529PLANS




Powered by the Nevada State Treasurer's Office



You add.
We'll multiply.

Take the contribution challenge
at [NVIGATE.GOV](https://nvigate.gov).

NV529PLANS



Powered by the Nevada State Treasurer's Office

DRAMATIC CLARITY AND COHESION: NV529 PLANS

Leveraging Public Relations

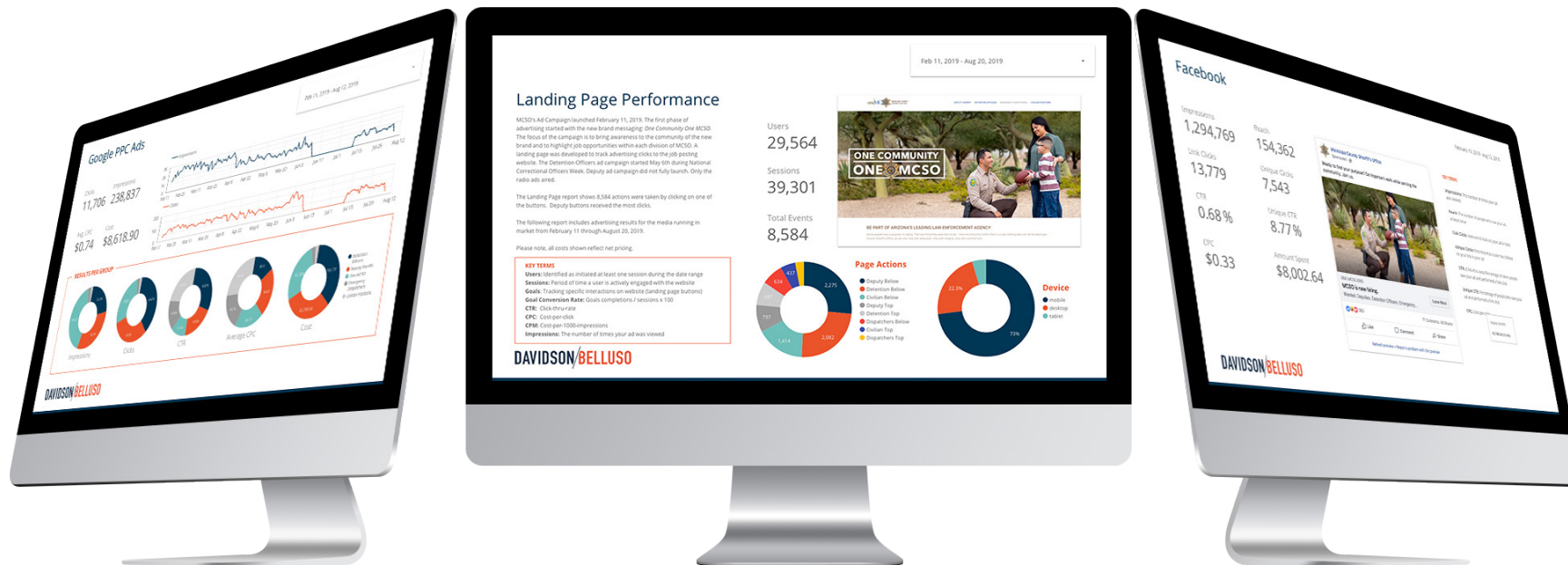
- Meet them where they're at
- Statewide schools and Boys & Girls Club outreach – interactive activities – media/social media worthy
- Require winners from all counties, schools (public, homeschool, tribal)
- Become stronger media partners, send B-roll, in-studio tips segments, flexibility
- Enhance existing NV programs – March Madness = [Diaper Derby at UNLV](#)
- Partner with influencer - "Unbox a Future Career", they explain NV savings programs
- College question social media challenge ("Kindergartener vs. College Freshman") - How much does college cost?
- Highlight trade and technical school pathways - "Most Interesting Jobs", Treasurer on the job as crane operator, motorcycle mechanic, electrical lineperson, etc. for social media videos and news segments

Agenda

- Agency Overview
- Why Us?
- Audit for Actionable Intelligence
- Key Opportunity/Creative
- **Metrics**
- Summation

Data to drive decision making.

- Define success early
- Digital Dashboard (customized, confidential)
- Monthly tracking reports
- Real-time analytics (clicks, CTR, conversions, social platforms, creative, location, more)
- Recommended changes/adjustments



Summation

- Previous Experience
- Partnerships
- Process
- Passion
- Performance


GOVERNMENTAL AGENCY EXPERIENCE



DAVIDSON BELLUSO PARTNERSHIPS




Q & A



Be sure to stuff your NV529 account, too.

Start saving today at [NVIGATE.GOV](https://nvigate.gov).

NV529PLANS



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NV529PLANS

Open an account today so you can account for tuition tomorrow.

[TRY OUR CALCULATOR](#) [DOWNLOAD FLYER](#)

WHAT IS IT?

Nevada's 529 plans are college savings accounts that allow you to invest in a child's future education. Funds invested in 529 accounts grow on a tax-deferred basis and distributions from the plan are not taxed as long as they are used for qualified educational expenses.



Cap the cost of a college education.

Families can lock in future college tuition at today's rates in as little as 15 minutes and \$42 a month.

NEVADA PREPAID TUITION

A NVIGATE PROGRAM

NVIGATE is your resource for planning, saving & paying for higher education. It's never too soon to start saving for college.

[Contact us today!](https://nvigate.gov/programs/nevada-prepaid-tuition)
nvigate.gov/programs/nevada-prepaid-tuition



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NVIGATE

Your resource for **planning, saving** & **paying** for higher education.

[START HERE](#) [DOWNLOAD FLYER](#)

OUR PROGRAMS

 **NV529PLANS**   

Thank You

Hello, State Treasurer's Office!

Thanks for having us.

**At its core, NVigate
is about creating
opportunity for all
Nevada's children.**

**Let's give them the best chance
at success.**



Case Studies



immunize
nevada

Case Study: 3 Million Reasons

Immunize Nevada COVID-19 Campaign

Goal: Convince eligible Nevadans to
get a COVID-19 vaccine



Case Study: 3 Million Reasons

Immunize Nevada COVID-19 Campaign

Relevance to ST0:

- Broad statewide reach
- Sophisticated targeting with differentiated messaging based on language, culture, political orientation, ethnicity
- Educate, establish credibility, motivate action



Case Study: 3 Million Reasons

Immunize Nevada COVID-19 Campaign

Results:

746M+

Impressions

132,736

Social media
engagements

300+

Earned media
placements

2M+

Referrals to
vaccination
partners

The logo features the word "Vaxx" in a stylized, rounded font. The "V" and "a" are purple with a blue outline, while the "x" is a yellow bandage with blue outlines and four small blue cross patterns. Below "Vaxx" are the words "NEVADA" and "DAYS" in a bold, blue, sans-serif font with white outlines.

Vaxx NEVADA DAYS

July 8 - August 26

Case Study: Vax Nevada Days

Nevada Health Response Statewide Campaign

Goal: Set up, promote and run a statewide, 8-week vaccine promotion

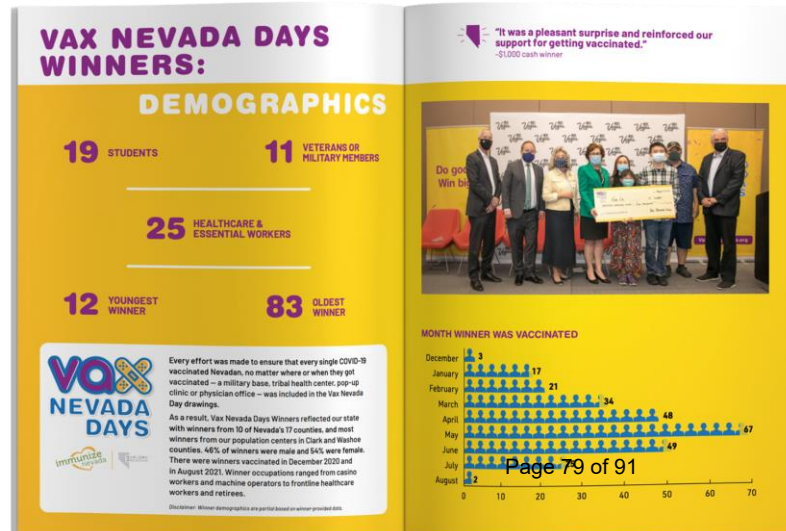


Case Study: Vax Nevada Days

Nevada Health Response Statewide Campaign

Relevance to ST0:

- Event-focused
- Broad statewide reach
- Collaboration with 24 partners in government and private business
- First-hand experience educating Nevadans about 529 plans



Case Study: Vax Nevada Days

Nevada Health Response Statewide Campaign

Results:

440,988

COVID-19 vaccine
doses administered in
the 8-week promo

2 dozen+

Partners in
government and
private business

\$5M

Given away in cash
and prizes

108

Press stories in
print, online and
broadcast media

6.7M+

Ad impressions

Case Study: Youth Suicide Prevention

Hope Means Nevada / SilverSummit Healthplan Campaign

Goal: Reduce Nevada youth suicide attempts by connecting low-income families with free mental health resources



Case Study: Youth Suicide Prevention

Hope Means Nevada / SilverSummit Healthplan Campaign

Relevance to ST0:

- Reach underserved Nevada populations
- Target and differentiate messages for youth and parents, in English and Spanish
- Communicate with people where they are



Case Study: Youth Suicide Prevention

Hope Means Nevada / SilverSummit Healthplan Campaign

Results:

3,194

Daily website users

440K

Website
sessions

930K

Social media
engagements

4,057

Anti-suicide actions
taken from the
website

207M+

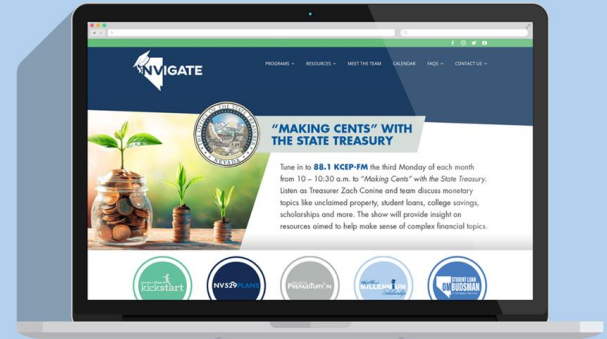
Impressions

**Opportunities
are everywhere**

Opportunity:

NVigate.gov

- Clarify NVigate brand
- Use accessible language
- Enhance program detail
- Add participant testimonials
- Add radio episodes
- Address accessibility and UI/UX issues
- Search Engine Optimization (SEO)



Opportunity: Outreach

- Create relatable testimonials
- Programmatic advertising
- Reframe prepaid tuition language
- Influencer campaigns
- Education as ultimate gift



Opportunity: Partnerships

NVigate is the pathway to higher education with deep impact across the State, offering rich opportunities for collaborations.





Class dismissed!

Thank you.

Estipona Group Contact:

Nicole Rose Dion

Account Director

nicole@estiponagroup.com

775.624.3587



THE BOARD OF TRUSTEES OF THE COLLEGE SAVINGS PLANS OF NEVADA

Agenda Item 5 January 25, 2024

Item: Board to direct State Treasurer staff to identify a solution to potential contractual issues as a result of the acquisition of Putnam Investments by Franklin Templeton.

Background: On January 1, 2024, Franklin Templeton acquired Putnam Investments, which serves as the Program manager for the Board's Putnam 529 for America ("Plan") nationwide advisor-sold 529 plan.

Issue: New Jersey's 529 College Savings Plan, NJBEST, is managed and distributed by Franklin Distributors, LLC, an affiliate of Franklin Resources, Inc., which operates as Franklin Templeton.

NJBEST is a nationwide advisor-sold 529 plan. Franklin Templeton's contract with New Jersey includes an exclusivity clause which does not allow for a competing 529 plan to be sold nationwide under the Franklin Templeton umbrella.

Staff Recommendations:

Staff is recommending the Board direct Staff to work with Franklin Templeton, Putnam Investments, AKF Consulting, and Meketa to identify a solution that best protects future and existing participants in the Putnam 529 for American Plan. Such a solution may include, but not be limited to: Plan restructuring or contractual termination and Plan conversion. The proposed solution will be provided to the Board at a subsequent meeting for review.

Staff recommended motion:

Move to direct Staff to work with Putnam Investments, AKF Consulting, and Meketa to identify a solution to potential contractual issues as a result of the acquisition of Putnam Investments by Franklin Templeton. A solution will be identified and brought forth to the Board at a subsequent meeting.