

THE BOARD OF TRUSTEES OF THE COLLEGE SAVINGS PLANS OF NEVADA

MINUTES OF BOARD MEETING Wednesday, December 18th, 2024

Location:

Via videoconference at the following locations:

State Capitol Building
1st Floor State Treasurer's Office
101 N. Carson Street, Suite 4
Carson City, NV 89701

Governor's Office Conference Room
1 State of Nevada Way, 4th Floor
Las Vegas, NV 89119

Board members present:

Chairman Treasurer Zach Conine
Michael Rankin
Robin Hager
Chris Viton standing in for Donna Velez
Lisa Cano Burkhead

Others present:

Nicole Ting, Deputy Attorney General
Kirsten Van Ry, Chief of Staff
Lori Hoover, Chief Deputy Treasurer
Tya Mathis-Coleman, Deputy – College Savings
Troy Watts, Treasurer's Office
Blanca Platt, Treasurer's Office
Leslie Milton, Treasurer's Office
Naomi Nevers, Treasurer's Office
Kristina Ramirez, Treasurer's Office
Veronica Kilgore, Treasurer's Office
Ariel Luke, Treasurer's Office
Itzel Fausto, Treasurer's Office
Aysun Kilic, Meketa Investments
Kay Ceserani, Meketa Investments
Henry Lopez, Meketa Investments
Jennifer Walker, Vanguard
Matthew Kurimay, Vanguard
Chris Catanese, Ascensus
Johnny Saldana, Ascensus
Mannik Dhillon, Victory Capital
Scott Kefer, Victory Capital
Jessica Campbell, Victory Capital

Caroline Churchill, Victory Capital
Jennifer Fuentes, Victory Capital
Lance Humphrey, Victory Capital
Douglas Polak, JP Morgan
Liz Farrell, JP Morgan
Jacklyn Tarapacki, JP Morgan
KC Simon, Wealthfront
Nikki Williams, Wealthfront
Kyle Brice, Estipona Group
Owen Truesdell, Abbi Agency
Paul Curley, ISS Market Intelligence

1. Roll Call

Chairman Treasurer Conine called the meeting to order at 10:00 am, and determined a quorum was present.

Member Chris Viton is standing in representation for Member Hager.

2. Public Comment.

There was no public comment.

Consent Agenda

- 3. For possible action to approve:** the minutes of the College Savings Board of Trustees meeting of September 27, 2024.
- 4. For possible action:** the minutes of the College Savings Board of Trustees meeting of November 13, 2024.
- 5. For possible action:** the Ascensus program manager's report encompassing results for Vanguard, USAA, Future Path, and Wealthfront 529 plans for the quarter ended September 30, 2024.
- 6. For possible action:** the Putnam 529 for America program manager's report for the quarter ended September 30, 2024.
- 7. For possible action:** the Nevada Prepaid Tuition Program activity report for the quarter ended September 30, 2024.

Motion to approve the Consent Agenda from Member Cano Burkhead and a second from Member Rankin. Motion passed unanimously.

Discussion Agenda

8. For discussion: Presentation by Meketa regarding Nevada 529 College Savings Programs – Alternate Monitoring Framework.

Kay Ceserani with Meketa Investment Group presented this agenda item beginning on page 88 of the meeting materials. She stated they are still in the process of reviewing and updating the governing documents, which include the investment policy statement and monitoring procedures. She provided a brief recap of the investment policy statement and monitoring procedures at a high level noting Meketa has conducted some analysis and research on what should go into the monitoring procedures. She highlighted on page 90 what goes into an investment policy statement with the governing principles for the program which shows how and what decisions are made, it defines the roles and responsibilities of who does what, and it provides the program objectives and sets out the monitoring procedures in terms of how the underlying funds are monitored. There is also a separate document that covers this in the monitoring procedures but can also be found in the investment policy statement. She reviewed what the underlying principles are for the monitoring process and reminded there should be objectivity in the way that the underlying strategies are monitored and should be balancing the short-term issues that come up with the plan by considering also the long-term objectives of the plan overall as well as the strategy. This is a fluid process as they are looking at these funds on a regular basis to ensure that the process itself is systematic and documented so that they have on record how frequently they're reviewing things with certain parameters that would place a fund on watch. She reviewed that the process should include both qualitative and quantitative aspects to understand the role of the fund in the program as there should be a clear time period of review. On page 92 of the materials lays out the goal when thinking about their research in terms of the project of reviewing what they do today. She noted there's been minor tweaks over the years, and they took a fresh look to see what else is out there in terms of different methodologies or ways of evaluating funds to ensure that they follow best practices. They reviewed the published research that they could find and looked not only for actively managed funds, but also passively managed funds and their analysis focuses mainly on the factors to evaluate the funds as well as the methodology of how the overall status of a fund is assigned by using that data. They found there's nothing from the CFA Institute that tells the best way to do it. She reminded that in the actively managed funds they are looking at performance versus the benchmarks over one-and three-year periods. They look at rolling periods and if a fund under performs its benchmark by certain performance threshold, which is established by asset class for six or more months and it qualifies for watch as well as qualitative or nonperformance issues. She went over the passive funds still looking at the same criteria from the nonperformance factors, but for the quantitative, they're looking at tracking error which looks at how closely a fund is aligning with its index over time. They are also looking at the rolling one and three-year periods and relative performance over the five-year period. She reviewed they are looking at short- and medium-term performance versus the benchmark over the rolling one and three-year periods. Short is the one-year period, medium is the three-year period, and they look at it monthly. She focused on the last quarter where there's three periods in the quarter and there's a performance threshold so if a fund has a positive rating in the first month and then acceptable the second month and the third month, it's still going to have a positive rating for the short term over that one period and they do the same for the medium term. They then take the worst rating of the two so if the short was positive and

the medium was caution, then that fund would be placed on caution. She provided an overview of the two buckets or components which are the quantitative and the qualitative side. From a quantitative standpoint she noted that it is formulaic so they either pass or fail however they are trying to seek understanding on how funds underperform due to different circumstances. On the qualitative side, they're looking at those nonperformance issues and want to make sure if there has been changes with the team, the organization, or some legal issue. They want to understand the implications of that event to see if it is positive or negative or if it's going to change the team or the firm culture. A fund can be placed on watch for either type of factors or have had funds placed on watch for both of them over the years. After going through their due diligence and what's published out there, they found that the monitoring procedures should have both the quantitative and qualitative aspects. They found on the quantitative side; they should be looking at performance not just against an index and should also be looking at it versus its peers. She noted there was also quite a bit of literature talking about needing to strike a balance between having these criteria called the watch list. Some boards will have these types of policies in place and the immediate action or want is to terminate a fund because it's been placed on watch but that's not what this is for. She explained this is to identify funds that have underperformed, seek understanding, and recognize that there will be times that underperform for quarters or in some cases several years just based on their investment style. She stated they have also taken into consideration, current methodology and are wanting to simplify. They found that most all of the funds that qualify for watch today continue to qualify. She reviewed that the Vanguard fund still qualifies as it fails both the medium-term performance versus the benchmark as well as the peer group. She went over three funds in the Putnam program. They look at the performance using the monitoring criteria that has the rolling 12-month performance. Their recommendation is to suggest that while they continue the process to evaluate the governing documents, that they should consider shifting to this process, which would incorporate more complete picture in their view of how the funds are doing by incorporating the peer ranks as well as eliminate talking about things that aren't necessary, such as some of the passive funds.

This agenda item is informational only and therefore does not require a vote of members.

9. For discussion and for possible action: the Nevada Prepaid Tuition Investment Monitoring Report prepared by Meketa Investment Group for the quarter ended September 30, 2024.

Aysun Kilic with Meketa Investment presented this agenda item beginning on page 108 which is a snapshot of economic indicators and helps show the stage of the economy, the health of the economy, and makes predictions about the market movements. The key takeaway from this page is that the economy remains strong with no signs of any major slowdown going into 2025. She reviewed the real GDP continues to be a positive number and then both US unemployment and US inflation are well below their pandemic highs. The US yield curve helps look at the yields of the shorter-term maturities versus long term. She noted some of the key things to watch going forward will include the monetary policy, geopolitical concerns, any changes in US unemployment and US inflation, and also any potential changes with what the new administration will do. Global markets rallied in the third quarter with positive returns across major indices. They also see strong results for the one, five, and ten years with very strong positive numbers for the quarter. Emerging markets outperform non-US developed, which in turn outperformed domestic equities. The equities value was a strong performer, stronger than growth, and small caps outpaced large caps. Within the fixed income world, emerging market debt was the strongest performer followed by US credit and the US core fixed income. She then went over the Nevada Prepaid Tuition plan portfolio showing it continues to grow with an aggregate value of \$464.8 million as of September

30th, 2024, and that was an increase in value by \$23.8 million. She reviewed the performance figures for various investment periods on page 110 of the materials showing they monitor short term but focus on the long term. For the short term, for the quarter the portfolio underperformed its policy benchmark but outperformed its peer group. For the one, three, and five years, the total portfolio outperformed both its policy benchmark and its peer median group. With the assumed rate of return being 525.25% for Nevada Prepaid Tuition, the plan outperformed this number for the quarter for the three years and five years. She reviewed page 112 showing the underlying components for this portfolio are highlighted on that page with public equity being passive and the performance of the passive underlying funds being in line with their benchmarks for the long and the short term. The fixed income is an active separate account with the manager performing its benchmark for various investment periods. The Covered Calls that's implemented for mutual funds is a downside protection component of the overall portfolio. It's expected to do well and better when the markets are down. That hasn't happened recently, so it has underperformed, but it has done well in the longer-term investment periods. She reviewed the asset allocation versus the targets, and they saw three of the asset classes out of six are in line with the policy targets. One is that cash is not included in the asset allocation, but they do have allocation due to liquidity needs and then two that are outside of the investment policy statement ranges are Large CAP and Fixed Income which are just marginal outliers.

10. For discussion and for possible action: the Nevada 529 College Savings Plans Investment Monitoring Report prepared by Meketa Investment Group for the quarter ended September 30, 2024.

Ms. Kilic presented this agenda item and began on page 126 of the materials. She reminded there are five programs within the 529 program. She started with the Vanguard 529 program and noted 87% of funds have either a positive or acceptable status. The Vanguard US growth is the one fund remaining on watch. For the USAA 529 program, 92% of the funds have either a positive or acceptable status with no funds on watch, no new funds qualifying for watch, and one fund improved during the quarter. In the Putnam 529 program, 93% of the funds in this program have been positive or acceptable status. No funds deteriorated for the quarter and one fund that was already on watch continues to qualify for watch which is the Federated Hermes Short-Intl Government Bond fund. She reviewed that from the 529 program 89% of the funds have either a positive or acceptable status and no funds on watch. Under the JP Morgan 529 program, 90% of funds have either a positive or an acceptable status, no funds qualified for watch, and two funds improved while another two funds deteriorated during the quarter. She reminded they also review the funds for any changes for the quality of components including the performance portfolio manager changes and for this part there were two funds that had portfolio manager departures. When they followed up, they learned that in both cases for Victory Market Neutral Income and Putnam Income the portfolio manager is in transition out from the team but remains with the firm and remains a resource to their original team. She noted pages 146 to 154 where there is further performance information for the underlying funds which they monitor quarterly and look at the shorter term or long-term performance. Pages 155 through 177 also have risk return statistics for the portfolios. She went over page 179 which is the watch memo and noted they review the funds quarterly and update the watch status. She reviewed currently three out of the five programs have no funds on watch and no new funds qualifying for watch. The Vanguard US Growth Admiral fund continues to qualify for watch. They incorporated analysis from the watch memo from last quarter and noted that for the three, five and ten years this fund has outperformed 90% of the funds benchmarked against the Russell 1000 Growth. She noted it is a difficult environment for an active manager

to outperform a benchmark and for this fund specifically, it qualifies for watch based on 36-month rolling performance medium term. For the quarter, this fund outperformed by 90 basis points which is an improvement in performance. This fund is offered as an individual fund option where Vanguard doesn't have any other active US Large CAP Growth fund. She provided a brief overview of the Federated Hermes Short-Int Government Bond fund which also qualifies for watch based on its medium-term performance. It had some detractor to its performance for both duration management and exposure of mortgage-backed securities. This one also had an improvement in its performance for the quarter, but it continues to qualify a medium term. They recommend continuing to keep monitoring this fund and to keep it on watch until Putnam transitions to JP Morgan.

Motion to approve the agenda item from Member Cano Burkhead. Motion passed unanimously.

11. For discussion and for possible action: Annual marketing update and overview

- a. State Treasurer's Office
- b. 529 Partners
 - i. JP Morgan Future Path 529 Plan
 - ii. Putnam 529 for America
 - iii. USAA 529 Savings Plan
 - iv. Wealthfront 529 Plan
 - v. Vanguard 529 College Savings Plan

Deputy of College Savings Tya Mathis-Coleman began presenting this agenda item and reviewed that the Nevada Treasury went through a vigorous selection process to secure their new marketing vendors. She was delighted to introduce two exceptional marketing vendors who have been integral in promoting their college savings initiatives over the last few months. After the meticulous selection process, they are excited to present the Estipona Group and the Abbi Agency as these vendors have demonstrated extraordinary capabilities in their respective domains and have already made a significant contribution to their mission over just a short time. She reviewed that the Estipona Group specializes in digital marketing strategies and has been responsible for designing and executing comprehensive online campaigns for the College Savings Division. Their services include social media marketing and targeting digital advertisements. They have leveraged innovative techniques to expand reach and engagement with the diverse audience across various digital platforms. She noted the Abbi Agency brings an expertise in traditional marketing channels and have been managing their public relations efforts. Abbi Agency's commitment to community engagement and innovative storytelling has made them a valuable partner in their efforts. She then introduced Kyle Brice with the Estipona Group and Owen Truesdell from the Abbi Agency.

Mr. Brice provided a brief overview of their partnership with the Nevada Treasury highlighting the specific strategies and impact achieved through collaboration. He reviewed a quick report of the social media success over the year. The Estipona Group took over the Nevada Treasury social media starting April 1st, 2024 and in that time, they've made great progress. Some of the bigger pushes that were made during this time frame have been executing the Women and Money Campaign to generate individuals coming to that event. They launched a brand-new LinkedIn profile for the Nevada Treasury, launching the prepaid advertising tuition campaign that is running currently, and in that time period also produced a total of 839 social posts. That led to generating

over 1.1 million total social media impressions, 1,900 new social media followers, have seen a 72% increase in organic reach compared to the previous period last year, and a 205% increase in content interactions compared to the previous period. That's also resulted in a 58% increase of social media website traffic being driven back to the navigate.gov website. They are very pleased with how those metrics have come together. The Rest Easy Prepaid Tuition campaign is currently running and so far, have seen over 78,000 impressions on these ads and over 1,200 clicks to the navigate.gov website. 64% of all of content engagements at this time have been with individuals under that 35-year-old category which aligns nicely with the young parent target audience that they're trying to reach with these ads and get folks set up with their college savings early to help them rest easy the rest of their child's lives. He provided a 2024 Website Traffic overview where the navigate.gov website saw over 100,000 sessions which was primarily driven through direct, referral, and organic search. All three of those channels saw growth but there was a decline related to the paid search channel in 2023. There appeared to be a bigger investment in paid search that was reduced in 2024 and ended right before the Estipona Group joined. He noted that single channel was driving a lot of traffic to the website last year, but the State Treasury wanted to make sure that everything was being done as efficiently as possible and was one of the channels that was cut for 2024. On their side, one of the channels that had the most growth was social media which was up 38% year over year looking in January through December and in e-mail traffic they saw 1,600% increase.

Owen Truesdell with the Abbi Agency provided an overview of the public relations process and expressed their honor to work with this organization to help promote College Savings for all Nevadans and to work with their friends at Estipona Group. He reviewed in April they did a Women and Money Financial Summit and in May helped promote the partnership event around 529 Day with Discovery Children's Museum that resulted in more than 100,000 placement views from onsite interviews with Fox 5 and KSNV. In July and August, they ramped up focus on the back-to-school fair at Rancho distributing press releases around that. He noted that in August and September they focused on the 2024 art contest and through all of these were distributing press releases, media advisories, and leveraging direct connections with reporters to garner interest in those events. He reviewed in the most recent three months they pivoted around to talk about the Memorial Scholarship winners and the Open Enrollment for the Prepaid Tuition program and most recently this month finalized information about their art contest winners where a press release went out. In addition to their public relations activities, they did support a few other targeted marketing efforts, including the Fall 2024 Newsletter, the NVigate physical calendar, and the redesign of the newsletter template to create a more visually appealing and modern look to help increase engagement to that e-mail as well. They did six press releases and got 43 media placements with an estimated coverage views of a little over 400,000.

Liz Farrel who is the Head of 529 Marketing with JP Morgan Asset Management presented this agenda item highlighting the key marketing achievements for 2024. She reviewed their marketing strategy for Future Path is grounded in three pillars, first, demonstrating expertise across marketing for JP Morgan Asset Management by leading with insights as they have a series of insight programs. College Planning Essentials is the cornerstone of their education savings insight program. Secondly, they differentiated what makes Future Path unique including the management of the plan by their Multi Asset Solutions team. Lastly, they're looking to drive engagement with financial advisors. She reviewed the College Planning Essentials is industry leading as there isn't another piece out there like it and is a guide they publish annually which is meant to be used by financial advisors to aid in their discussions with their clients. It covers the rising cost of tuition, the realities around scholarships, grants, and financial aid. It also captures the importance of having

a plan in place and the benefits of 529 plans. In 2024, they published the 11th Annual College Planning Essentials and are proud to say that they received recognition this year as they received a number of accolades from the Gramercy Institute, including Best Content Program and Best Marketing Collateral. As they publish their 2025 Guide, they are happy to say they can call it award-winning. In addition to these essentials, one of their areas of focus in 2024 was expanding their leadership articles to address hot topics in the market as they saw a lot of success in doing that, in particular with some of the confusion around the federal aid application process. They published several articles with great success and are looking forward to doing more of that next year. She reviewed they launched a new LinkedIn strategy last January and is through the JP Morgan Asset Management handle as they are sharing space with a lot of other content. This year they posted sixteen 529 focused posts and got a substantial share of voice there. The LinkedIn handle has over 550,000 advisor followers and saw over 107,000 impressions on their 529 posts and nearly 3,000 engagements. She noted the engagements are when people like, click, or share. As part of their social strategy, they launched a video series called Lesson Plan 529 in September of this year and is something that will continue in 2025. As far as demonstrating expertise, they worked closely with their public relations team and got quite a lot of press opportunities, in particular with their Head of Education Savings, Tricia Scarlata, who appeared on Yahoo Finance twice this year. They had features in publications like Yahoo Finance, USA Today, and Private Bank International. When it comes to differentiating Future Path 529 over the summer, they promoted the simplicity and efficiency of the plan in a campaign right around the one-year anniversary where that campaign included advisor emails, web posts across both their advisor site, the Future Path 529 web page, LinkedIn, and public relation opportunities too. They also have a number of marketing materials. She reviewed from a financial advisor engagement standpoint; they have year-round search engine marketing in place and in the fourth quarter they used some targeted paid media levers to reach advisors. One of the things they did was called a LinkedIn boosted post. They had a Future Path post that was on the JP Morgan Asset Management handle, but it was also served up to people that met the financial advisor profile outside of their network to extend the message and try to get people to engage. They also host advisor webcast on 529 twice a year and generally get over 1,000 advisors on the line. These events are usually featured Ms. Scarlata and either a market strategist or one of their multi asset solution specialists. They also get great engagement with events hosted and partner with key broker dealers for in house opportunities. For example, last week Ms. Scarlata was interviewed on a radio show called UBS On-air, which is just an internal radio show that's published daily, and she talked about what differentiates Future Path to that audience. They had another opportunity this year where Ms. Scarlata was interviewed for a new Morningstar podcast called The Big Picture in Practice and had over 600 downloads and is something new that they'd like to try again next year. In the first quarter, they'll publish their 2025 College Planning Essentials at the end of January and Launch Tactics will start in early February. They also talk about the lead up to tax season and the opportunities there. The second quarter they consider their national holiday 529 Day on May 29th and the focus is around college commitment deadlines and graduation season. The third quarter is all about back to school and the fourth quarter is quite busy with the federal aid application deadlines and year end reminders. She reviewed this year, one of the new things they launched was a JP Morgan Asset Management campaign called Be Tax Active campaign of the year. They are using all of the levers possible to promote College Planning Essentials again with an effort to lead with insights. Some of the key opportunities for 2025 where the theme will be bigger as they release a handful of leadership articles bimonthly to continue to have engagement and have content to promote on their social channel and through e-mail amongst the advisor audience. She noted that Edward Jones was on boarded in the fourth quarter and they're planning a robust marketing plan to promote Future Path with that audience. They also have what they consider to be their new

advisor launch kit whereas new firms are on boarded. They'll continue to implement that, introduce them to Future Path, and utilize media tactics to become a more prominent part of their marketing strategy next year as they have seen great results.

Jessica Campbell Head of Channel Marketing for Victory Capital provided an overview of their marketing update. She reminded of their objectives for the plan which have not changed over the years. They seek to provide institutional grade investment capabilities to their individual investors along with tools and resources to help them make informed decisions about their financial future. Their marketing goals for the year are centered around the individual to deepen relationships.

They increased their presence with the military community and sought to grow with the 529 plan accounts. Every year, they focus on providing easy to access, high quality service, and personalized touch points. They do feel that these objectives and goals came to life in 2024 as so far, they've seen about 12,000 new accounts come into the plan and an average of 18% year over year increase in assets since the third quarter of 2023. They also have a cross-sell opportunity of approximately 690,000 individuals within Victory Capital's direct investor platform and nearly all of them have a military affiliation. They maintain a new investor journey to learn more about education savings and ensure that they receive the right type of content and take advantage of the guidance that they provide, which is at no additional charge. She noted this is a great feature that they offer and are particularly excited this year going forward about their complex segmentation capabilities that have and will continue to allow to target audiences with specific messaging or content. Within the campaign front, they have a typical engagement rate of just over 58% from all of their targeted audiences. She highlighted a few tactics that to give the Board a glance into their 2024 activity as they helped display their deepening existing relationships, elevating the Victory Capital brand, and being present with the individuals particularly with the military community. In September, they deployed the College Savings Month campaign, and their goal was to pull every possible tactic, every channel, and lever to get that message out there to each of their targeted audiences. They deployed 6 distinct emails in the journey and complemented them with a broad social campaign. This campaign garnered over 1,500 increased or new AIPs into their plan. They also use this as an opportunity to promote the plan to select investors across their consumer business using specific segmentation criteria and as part of that, nearly 600 new accounts can be attributed to this campaign. She noted in 2024, they displayed educational content design for new and experienced 529 investors on their website and added a 529 tile above the fold on their homepage on vcm.com to drive traffic as well as a promotional ribbon on the 529 product page to help complement all of their campaigns. Their Post-login Pop-up platform allowed to reach over 230,000 unique investors which is another way that they leverage the website to ensure they always have relevant targeted messages and content on vcm.com. She then went over their holiday campaign and in person events for their fourth quarter efforts. They currently complement their holiday campaign with U-gift as it's a great time of year to encourage friends and family to contribute to 529 plans and find this to be good tactic to use with investors. The campaign targets not only existing 529 investors, but also other Victory Capital investors and even broader audiences through their social channels. This brings increased contributions and encourages new accounts to open and the results so far this year have been strong. Also in the fourth quarter, Victory Capital attended 2 Nellis Air Force Base events as this is considered their boots on the ground initiative. Both gave the opportunity to highlight high quality service and maintain that personal touchpoint that they care so much about. They had great conversations and feedback and had Nevada staff on site and found the event to be highly engaging. She reviewed their partnership with the State of Nevada as they continue to build their presence with Nevada residents. They meet monthly with the marketing outreach team to plan around upcoming events and initiatives in the state and gather feedback. She went over the Secure 2.0 Act video, their brochure, and media

collaborations. She talked about the Distinguished Valor Matching Grant program, which remains an important tactic for Victory. This program is in partnership with the Nevada State Treasurer's Office and the Nevada College Savings Board of Trustees and is one way they feel they're able to give back to the military community, so applications for the grant increase nearly three times what they saw in 2023 and are eager to replicate that growth. She stated they are very close to that \$100,000 mark of giving back through on the Distinguished Valor matching grant program. She then went over their media opportunities as they are firm believers that these media outlets, whether large or small have great impact on the awareness of their brand recognition. They had a few recent promotions where they made appearances to their local 529 day and College Savings Month where Lance Humphrey shared insights on the benefits of education savings plans. There was also a radio show where they were invited to join Treasurer Conine and Doctor Mathis-Coleman to talk about the Distinguished Valor Matching Grant program which was a great time to speak to the Nevada military community as the show aired during the month of the military family. She expressed this was a great opportunity to be able to participate alongside the Treasurer's Office. She concluded stating that they 2025 marketing prep for the plan is in full swing with their seasonal campaigns and the events they intend to participate in, focus on the military to help continue to support their goals for the 529 plan. She noted they do have a rebrand ahead and are excited by the work they have already done with investors to elevate the Victory Capital brand and to ensure a smooth transition. As they strategize and develop their plan for this, their focus will be really on integrating with their in-market tactics and maintaining all of this good momentum in 2025.

Director of Marketing KC Simon with Wealthfront went over their marketing strategy as they are a direct-to-consumer investment advisor and broker dealer offering a cash management solution and a suite of investing products. Their strategy is to attract new clients, mostly millennials through broad advertising and awareness focused more into their cash management solution. Things are shifting a bit more toward a balanced look at their investing products as well as their cash management solution. Once they bring folks in through that awareness and focused advertising, they delight them with a seamless user experience and useful product functionality that grows with their needs. Then their strategy is to introduce them to additional services and expand their use of Wealthfront over time. She reviewed their millennial audience have high expectations for the way technology makes lives easier in every aspect, so their awareness advertising focuses on TV commercials, podcasts, and out of home placements. They also run social advertising and affiliate advertising into the consideration and conversion part of the funnel to drive folks to their website for that final conversion stage. They have a robust life cycle and customer engagement marketing program to introduce clients who come for point solution to their finance needs and introduce them to other products that fit their use cases, including their 529 account. She provided more detail on their ad channel and noted they have a podcast advertising program as well as affiliates. Affiliates are particularly an important part later down in the funnel and tend to be more specific to an individual product solution. They have quite a bit of live advertising on Facebook and their brand advertising this year has consisted mostly of out of home with billboard placements and TV commercials running on connected TV platforms and YouTube. Their strategy is to bring people in through the products that are most broadly applicable, which for the past two years has been mostly their cash management account with a very attractive yield and referral program. That means that more than 75% of new 529 accounts this year are add-on accounts, meaning they are the higher add account of a Wealthfront client. For those that are coming directly for a 529 solution, their strategy is their paid-in content strategy to capture that high intent traffic through organic search driving to content that they publish on their blog related

to how clients should be thinking about saving for college for their kids. There are also paid placements on Google for people looking for 529 accounts and directs that traffic to the web page.

Senior Relationship Manager Jen Walker with Vanguard extended a significant thank you to the Treasurer, staff and members of the Board with regards to lowering the minimum last month. She expressed they were very grateful that they were able to get to that point and see that go down from \$3,000 to \$1,000 for out-of-state residents and \$1,500 for in-state residents which is a very significant difference as they see an uptick in new accounts coming in. She noted that the two weeks prior to lowering the minimum they were looking at around 1,700 new accounts and for the two weeks post lowering the minimum with marketing plans that were in place, they were hovering around 3,000 new accounts which is nice to see the change that they feel is trending. For 2024 their marketing efforts are focused in three main areas which was bringing awareness within the State of Nevada, increasing their number of accounts for the plan, and also deepening engagement for existing account owners. They saw much success and with the lower minimum, they think 2025 is going to look even better. Senior Marketing Manager Matt Kurimay reviewed the success they had in 2024 and the plan for 2025. He noted that marketing continued to play a big important role in helping Nevadans. They focused their efforts on the automated touch points, journeys, and using data to drive campaigns and targeting. Those efforts led to a strong year from a marketing standpoint driving over 14,000 new accounts into the plan and a subsequent \$500 million in contributions which is tremendous growth in addition to the organic growth that the Vanguard plan sees on a given month in the year. He noted they are fortunate to have a large cross selling opportunity within Vanguard's Personal Investor Division as they target those that are grandparents and those that have presence of a child in the household through campaigns, retargeting, online banners, and content. This is a strong driver of the almost 9,600 accounts into the plan throughout the year. They also ensure they are visible in the market which helps support people with education and awareness. They focused most efforts in the paid space on low funnel areas such as the paid search, banners, and enrollees on savingforcollege.com. They are continuing that path into 2025 and are seeing great success there even with some additional competition from some of the competitors in the market. For 2024 they also took a step back and thought more about how to better support the account owners. With some of their other cross selling and prospecting efforts being automated and triggered off behaviors, it freed up some of their resources to think more about how to help people continue to save for their educational goals. This could be through seasonal campaigns or some of the behavioral touch points of having a dormant account campaign on so if they haven't contributed in 18 months, they make sure to send a more encouraging and lighter message to get them re engaged. They also send nudges or some of the behavioral touch points if contributing to help people reach those outcomes and see the value of the market commitment as they all want to be efficient. He reviewed they have seen tremendous success in conversions and are also seeing an increase in average contribution amount. This gives good feedback on that and will continue to refine and learn based on some of the experimentation in the campaigns that they are putting into market. He highlighted the propensity model that's been developed internally using their data through third party data to be able to better understand or give a likelihood of someone converting to the Vanguard plan in the next six months. He noted people get a lot of emails and campaigns daily and they don't always have great insight into how they're responding but the opportunity to send texts via mobile in the moments that matter or times that matter throughout the year is proving to be something that they're testing, learning a lot from, and seeing good results. The 30% and 38% increase in the contributions versus the non-treated groups was from their 529 Day campaign. He noted they just sent one out last week from a tech standpoint in their fourth quarter campaign with the mobile app push coming in the next Friday to help spur a yearend push to be contributing and thinking more about engaging account owners. On

529 Day they had a number of interviews in the market, through Scripps and Investor's Daily. Vanguard internally allowed all crew members to wear college, elementary school, or any school they support. He went over the high-level themes and opportunities for 2025 as it is a continuation of modernizing their growth engine through personalized targeting, the journeys, and the behavioral touch points. He noted within their propensity model learning and their planned activations they see a hyper personalization. This is an opportunity to take all the data points across different offers, data points, and engagement to ensure they're serving up the right offer at the right time for people. They will continue automated material to have visible when people are coming to vanguard.com. They plan to focus on having a strong foundational and automated side that allows those seasonal and more targeted messages. They will continue to review what role that plays in one-off campaigns or seasonal campaigns to continue to build awareness around some of the added flexibility and the commitment to the market that they are expressing with that lower minimum. They recently launched a micro tool that they're calling from a state tax benefits standpoint to clarify their various plans to make clear as they're supporting their education and the awareness about how to select the 529. They are also continuing to make sure they have the right content gaps and are addressing some of the search engine optimization to reflect the most current use cases and then making sure people can find it when they're Googling or on Yahoo to make sure that they are able to find the right information. He stated they are excited about the success that they've had in the past couple years as they have a strong conviction in the path they are taking now from the automation and the data, so they'll continue to play a big role in helping people meet their educational needs.

Treasurer Conine expressed they are looking forward to another great year together.

The Putnam 529 plan was excluded from this motion of approval and will roll out to a future meeting.

Motion to approve the agenda item from Member Rankin. Motion passed unanimously.

12. For discussion and for possible action: Vanguard presentation on the 2024 investment review.

Ms. Walker with Vanguard provided an overview of the investment updates for 2024. She stated they have no recommended changes for the glide path. From an investment perspective, the team is always doing due diligence to make sure that it's meeting the expectations of the account owners and the investment needs for the plan. She noted there were some significant changes across the plan back in July and are in good shape as they go forward. She introduced Jonathan Kahler who is the Head of Investments for 529s at Vanguard. He went over page 251 in the materials with the details of their Life-Cycle Investing Model that they use for glide path recommendations across Vanguard which is this is the same model they use for not only the enrollment portfolios, but also for their retirement funds, and other custom applications where they're looking at goal-based solutions throughout Vanguard. Every year they validate the inputs to that model related to investor behaviors and how they're defining the particular goal that they're targeting. They update capital market expectations, incorporate any new changes into the model itself, and any real significant changes across one or all of those elements could justify changes to how they're recommending the glide path be positioned. He reviewed page 256 to provide an example of what that would look like relative to changes that were considered for this year. He noted they do have a threshold of 10 basis points of expected annual value creation before they would recommend a change. Their

current positioning with the path is robust and sufficient. They are currently working on ambitious research agenda to evaluate some more substantive changes to that model and the associated inputs which could put them over that threshold. Ms. Walker went over 258 noting similar to the glide path, there are no recommended changes for the stand-alone portfolios going into 2025 at this time as well for similar reasoning. With the changes that they made in July, she expressed they are in really good shape position for moving forward. Mr. Kahler moved on to page 260 to give an overview of how they're thinking about the broader options in the plan as they recently made some fairly significant changes to those options that were implemented in July. He stated they really appreciate the partnership on that as they are looking to bring the plan in closer alignment with their broader portfolio construction methodology and rationalize the options in the plan. They look at their options across really two spectrums where they have core standalone portfolios. Within the client path options they want to have similarly positioned static multi asset position portfolios using a similar approach to portfolio construction that would allow investors to maintain that stable risk preference overtime if the glide path were not to meet their need and still have an all-in-one solution that's diversified. Along with that, they offer building block portfolios that would allow further customization if they would want to have a different expression of either broader asset allocation that's not offered elsewhere, or different positioning on US versus international. They are careful not to slice the market too broadly in those options as they don't want niche options in the plan or options that might be too volatile but want to provide some optionality. He reviewed they did remove a few options that were previously in the plan and added some others and in those new options they have seen some significant asset growth.

Motion to approve the agenda item from Member Burkhead. Motion passed unanimously.

13. For discussion and for possible action: Vanguard 529 Plan Proxy Vote.

Chief of Staff Kirsten Van Ry noted as described in the cover memo for this item, this relates to a proxy vote for Vanguard funds in both the Vanguard and the Wealthfront plans. The proxy vote is for the Board members who will serve on the Board of Trustees for these funds. Staff and Meketa are supportive of this proposal and recommend the vote. She reviewed if the Board approves it today, they'll work with their partners at Ascensus to figure out the logistics of casting the actual votes on behalf of the Board.

Motion to approve the agenda item from Member Velez. Motion passed unanimously.

14. For discussion and for possible action: Consent agreement to the Vanguard 529 Plan.

- a. Consent agreement to the Vanguard 529 Plan changes approved during the November 13, 2024 Board Meeting and other contractual changes.
- b. Consent agreement to future immaterial amendments to the Vanguard 529 Plan contract.

Chief Van Ry provided an overview of this sub item (a) of this agenda item which relates to the changes approved during the last board meeting in November for the Vanguard plan regarding the minimum account deposit threshold and the service levels. The amendment capturing those changes also included a few other changes that staff views as immaterial to the plan's operations. Notwithstanding, staff does not have the authority to sign on behalf of the Board without formal approval and are seeking approval for that amendment today. She reviewed along those same lines, under sub item (b) staff is requesting the authority to sign future consent agreements for the

Vanguard 529 plan amendments on behalf of the Board that include only previously approved items for the Board and immaterial changes or only immaterial changes. These changes from their perspective would include things like fixing clerical errors, updating address or entity names, and updating references to reflect changes in federal or state law. She noted if approved, staff is happy to provide an informational item at the next regularly scheduled board meeting should they sign on behalf of the Board in the future.

Motion to approve the agenda item from Member Velez. Motion passed unanimously.

15. For discussion and for possible action: Contractual amendment the Victory Private Label Product Agreement reflecting changes approved during the November 13, 2024 Board Meeting and other immaterial contractual changes.

Chief of Staff Van Ry presented this agenda item noting it relates to the changes approved during the last board meeting regarding the Victory Capital Contract. This amendment memorializes those changes and also makes a handful of smaller clean up changes such as the updating of entity names. She thanked the teams at Victory Capital and Ascensus for their work on this.

Motion to approve the agenda item from Member Rankin. Motion passed unanimously.

16. For discussion and possible action: Calendar year 2025 College Savings Board of Trustees Meeting Schedule.

Motion to approve the agenda item from Member Viton. Motion passed unanimously.

17. Public Comment.

There was no public comment.

18. ADJOURNMENT.

Meeting adjourned at 11:50am.