

Annual Pre-Conference Survey

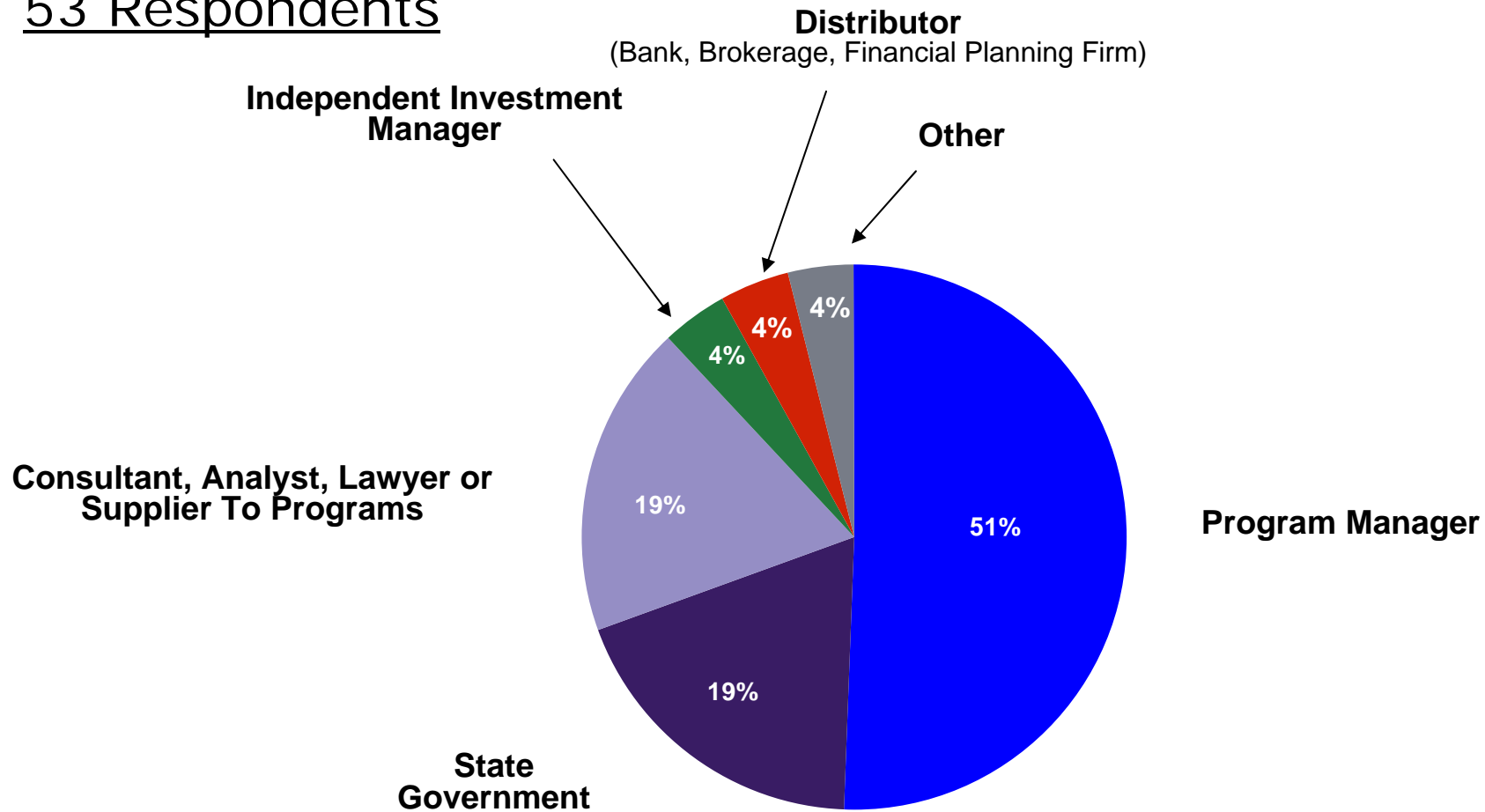
College Savings Foundation
Conference

March 1-3, 2011



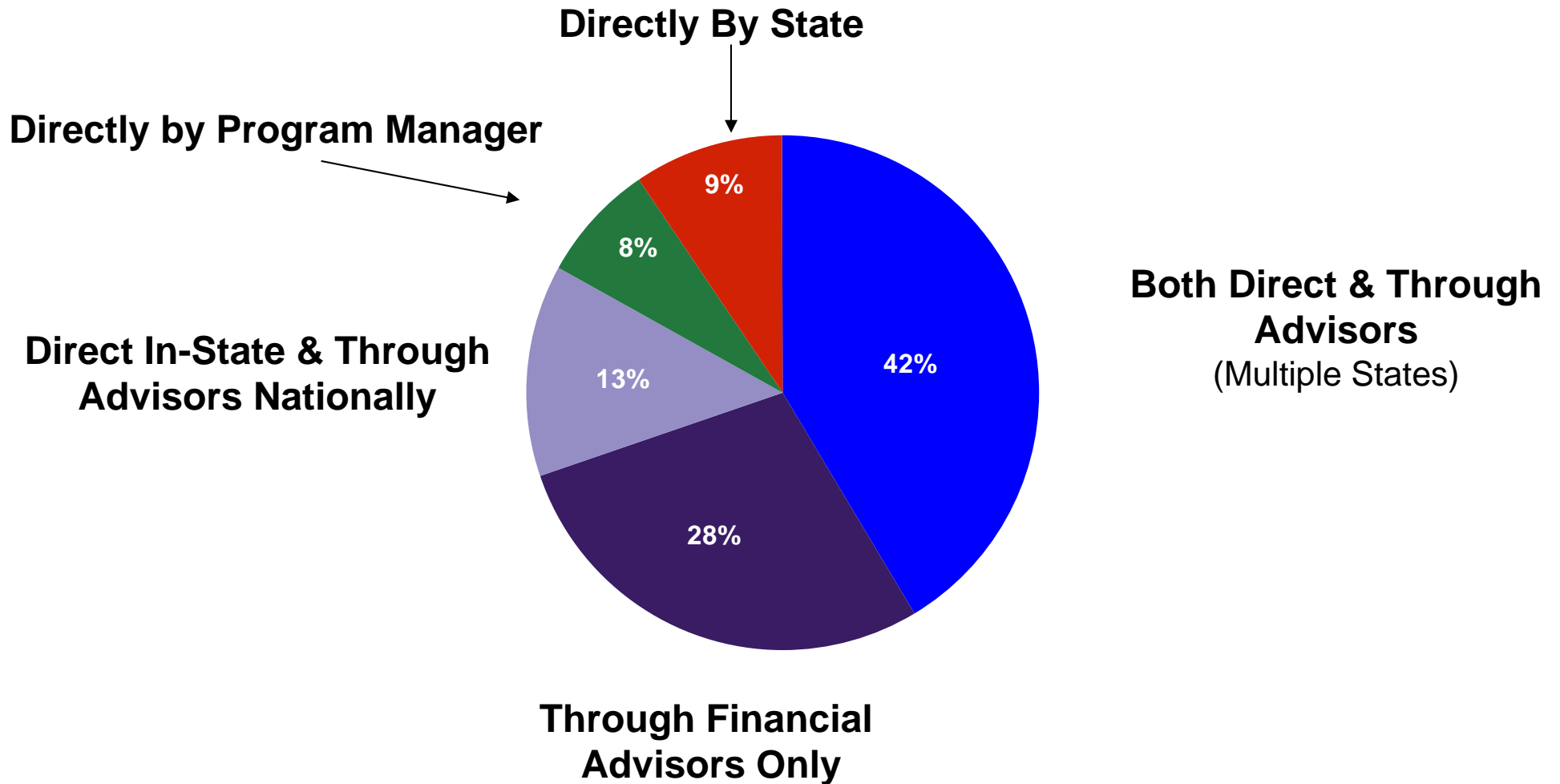
Organizational Representation

53 Respondents



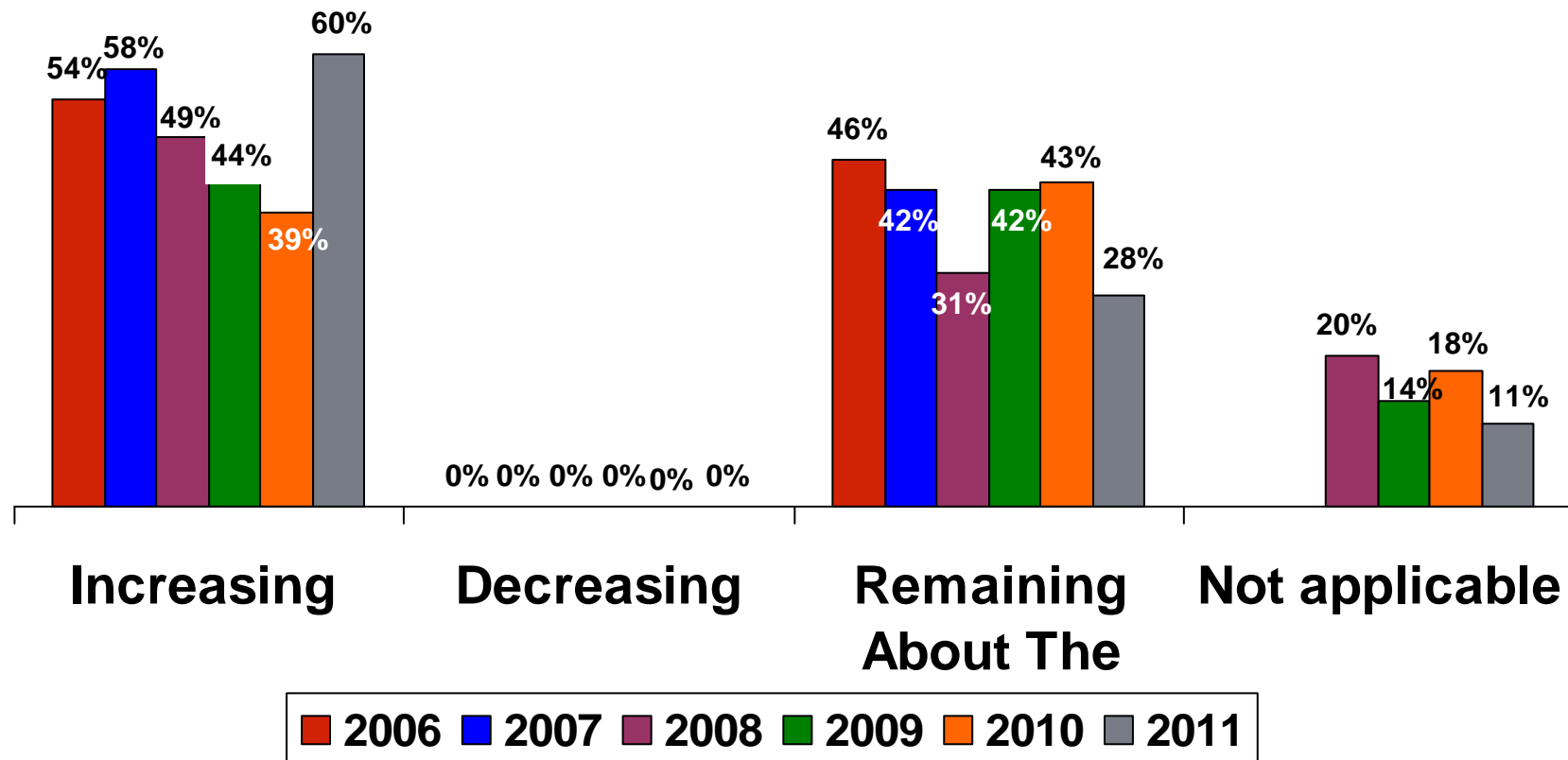
Distribution Model

The plan(s) I am involved in is primarily marketed:



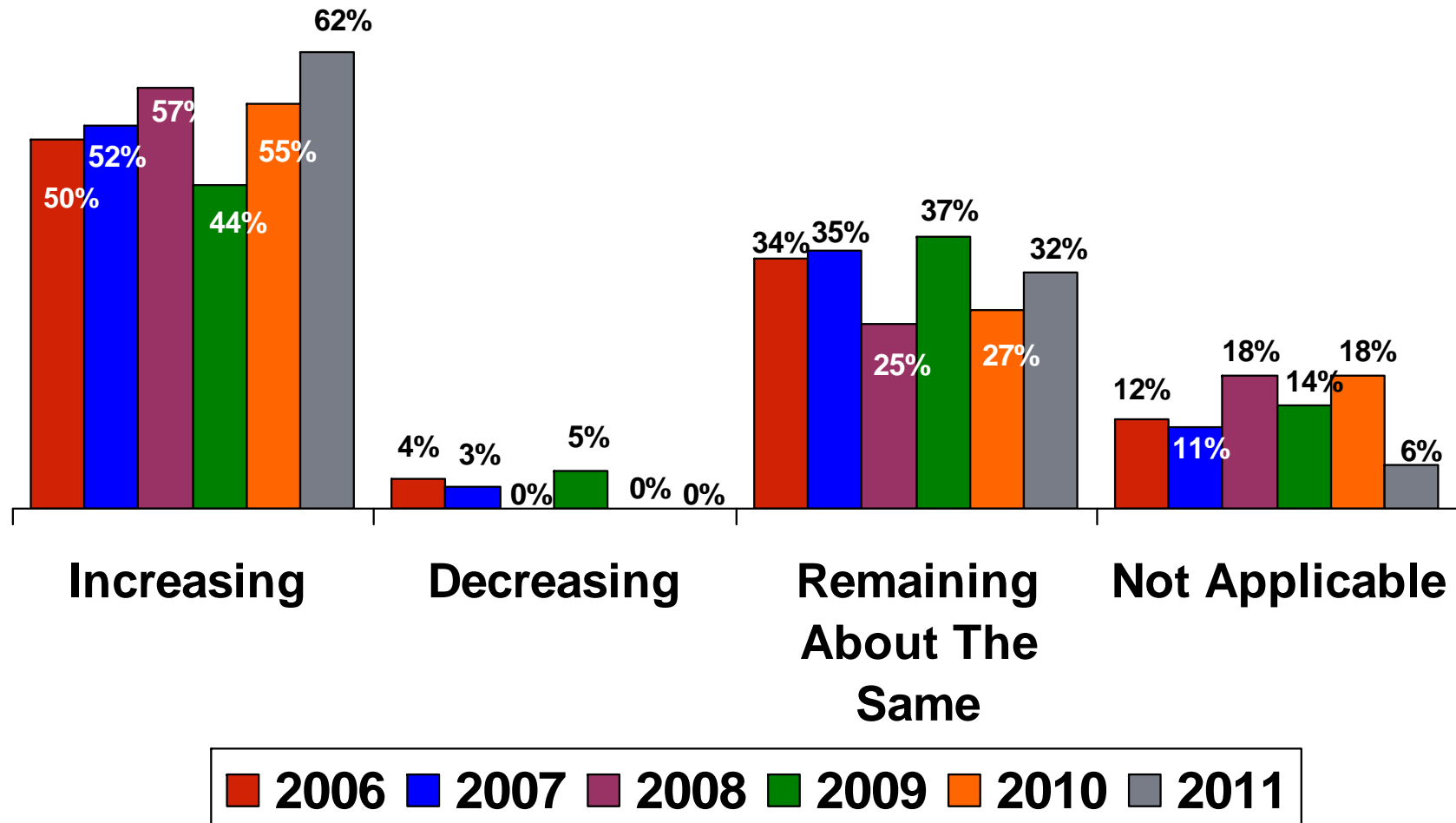
State's Level Of Commitment To 529

Our State's level of commitment to college savings is:



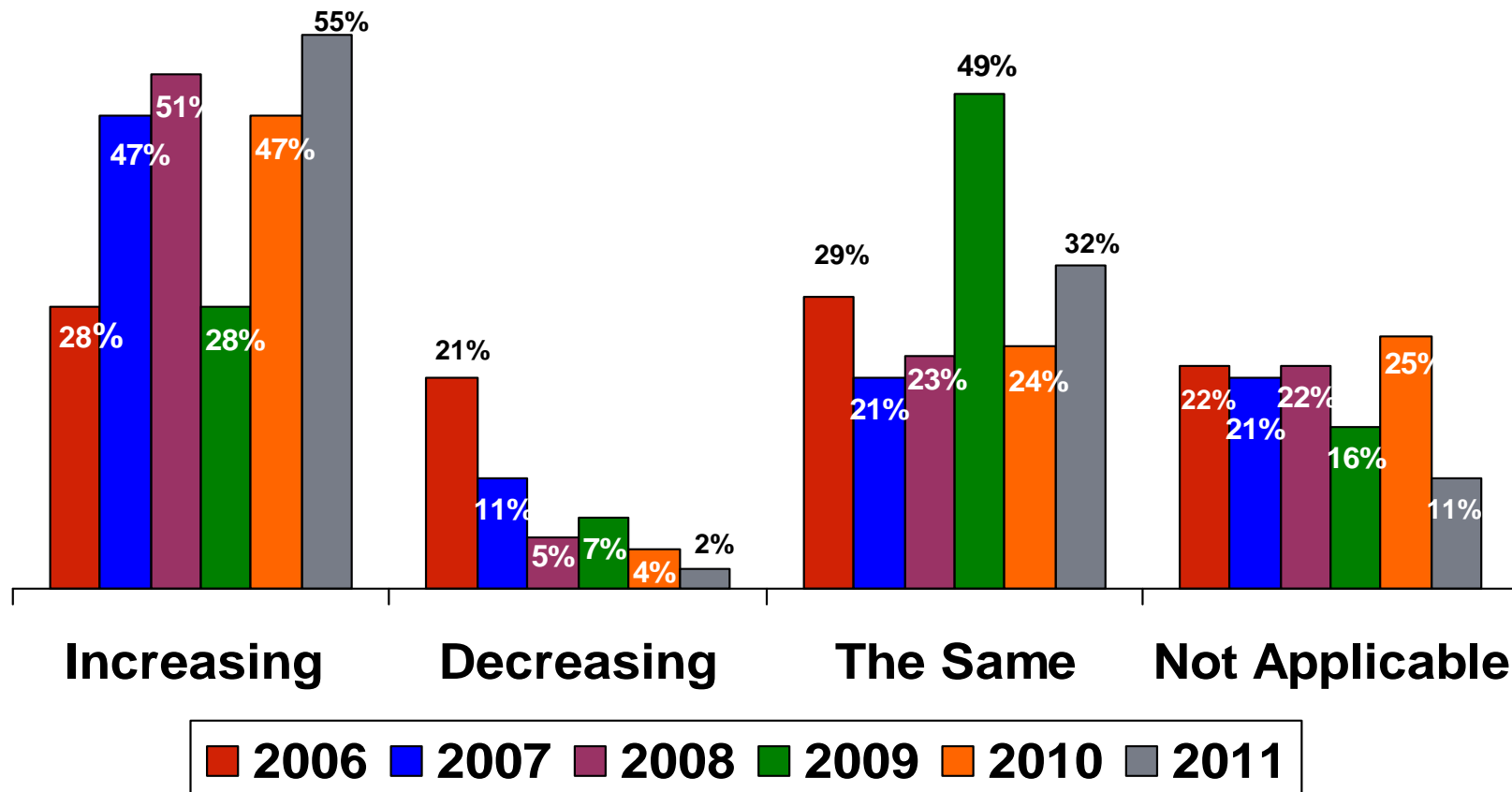
Program Manager's Overall Commitment to 529

Our Program Manager's level of OVERALL commitment to college savings is:



Field Sales Level Of Commitment to 529

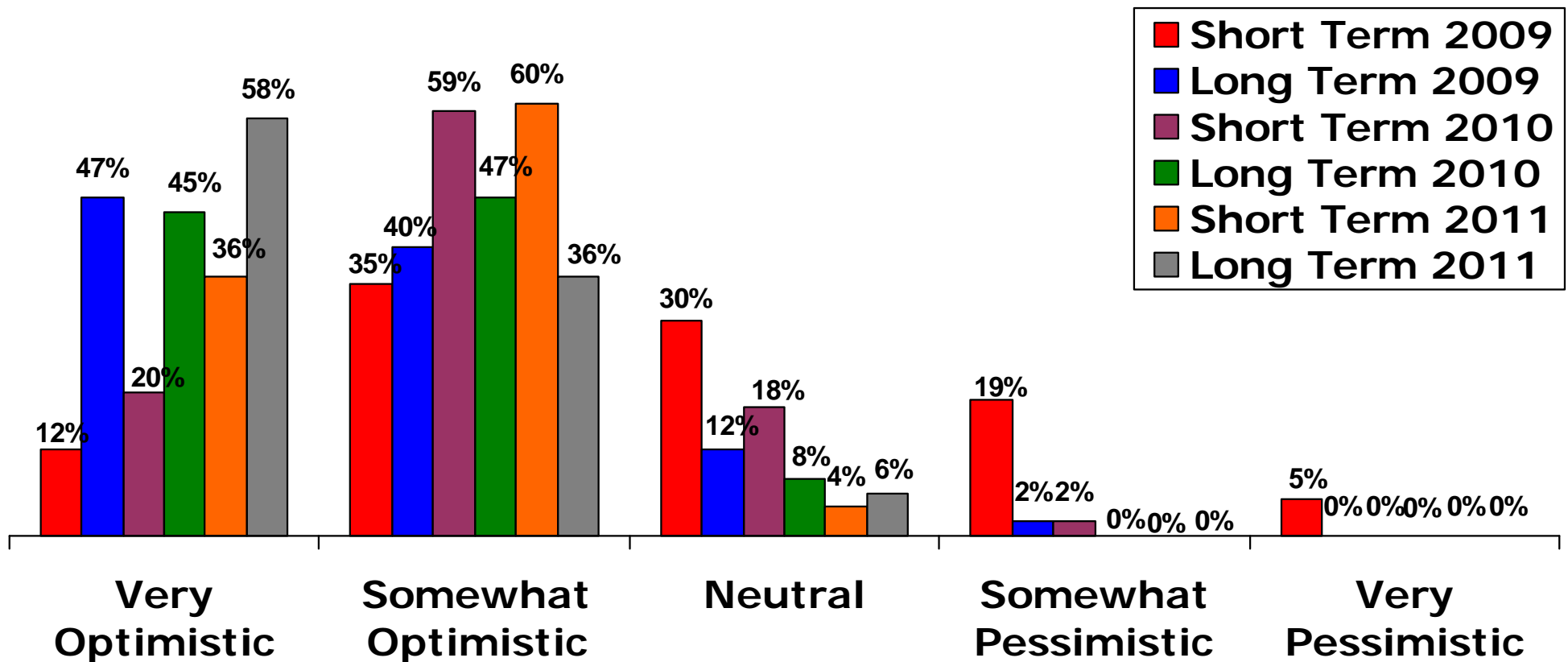
Our Program Manager's FIELD SALES organization's level of commitment to college savings is:



Future Growth of 529 Assets & Accounts

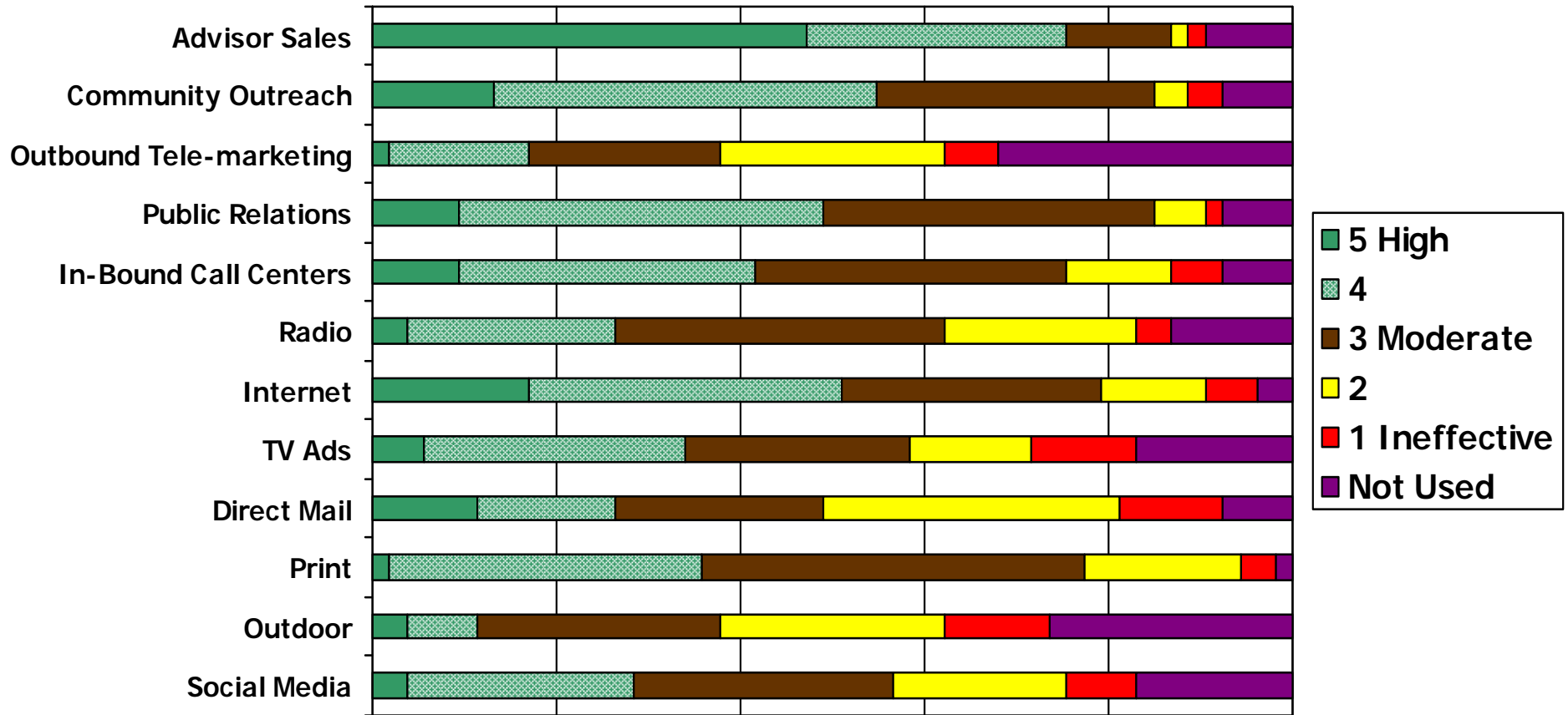
Concerning the future growth of 529 assets and accounts in the short term (i.e. 2011 and 2012), I am personally:

Concerning the future growth of 529 assets and accounts in the long term (i.e. beyond 2012), I am personally:



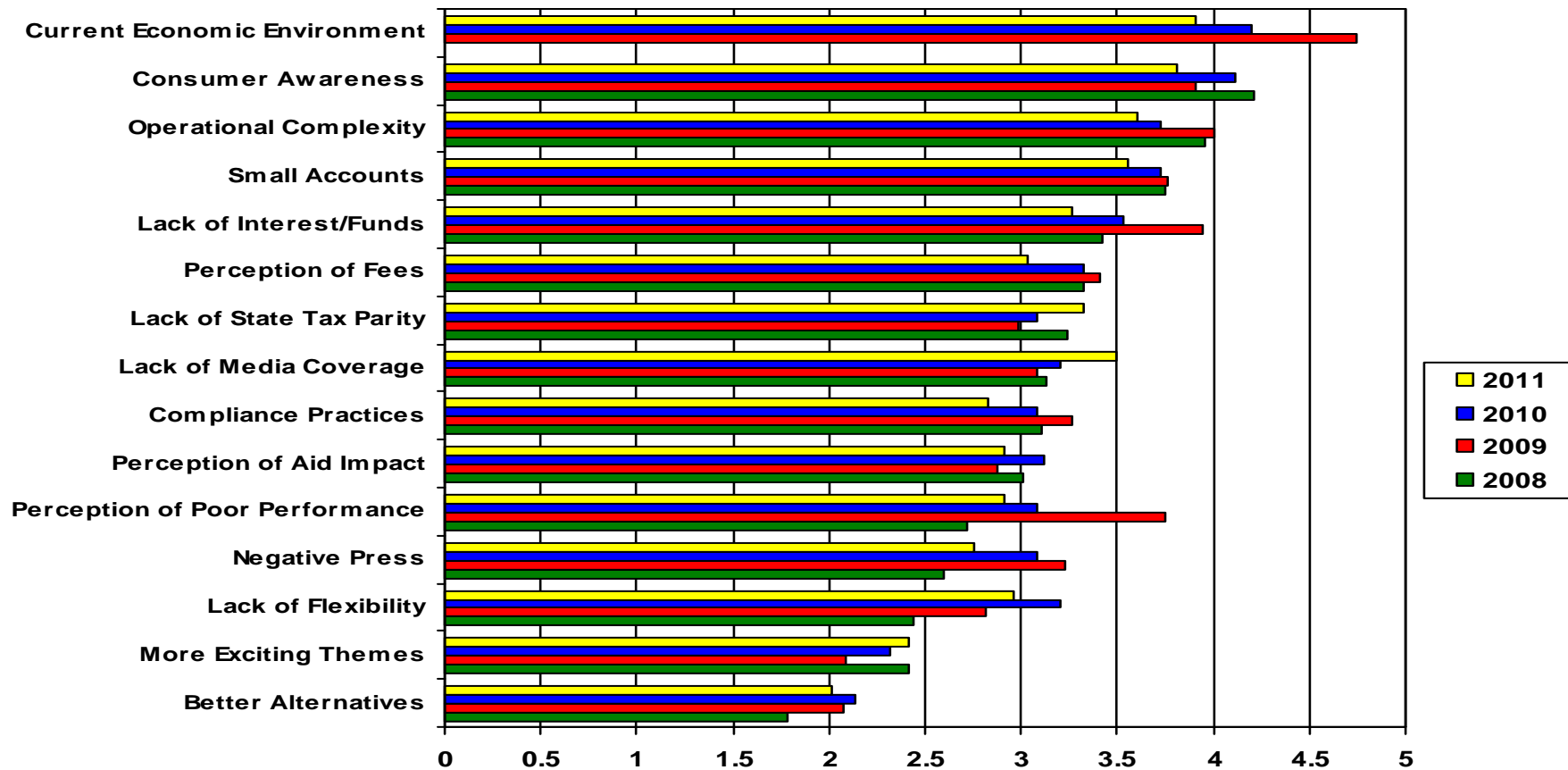
Marketing Program Effectiveness

What promotional techniques are most effective at generating new 529 accounts and assets?



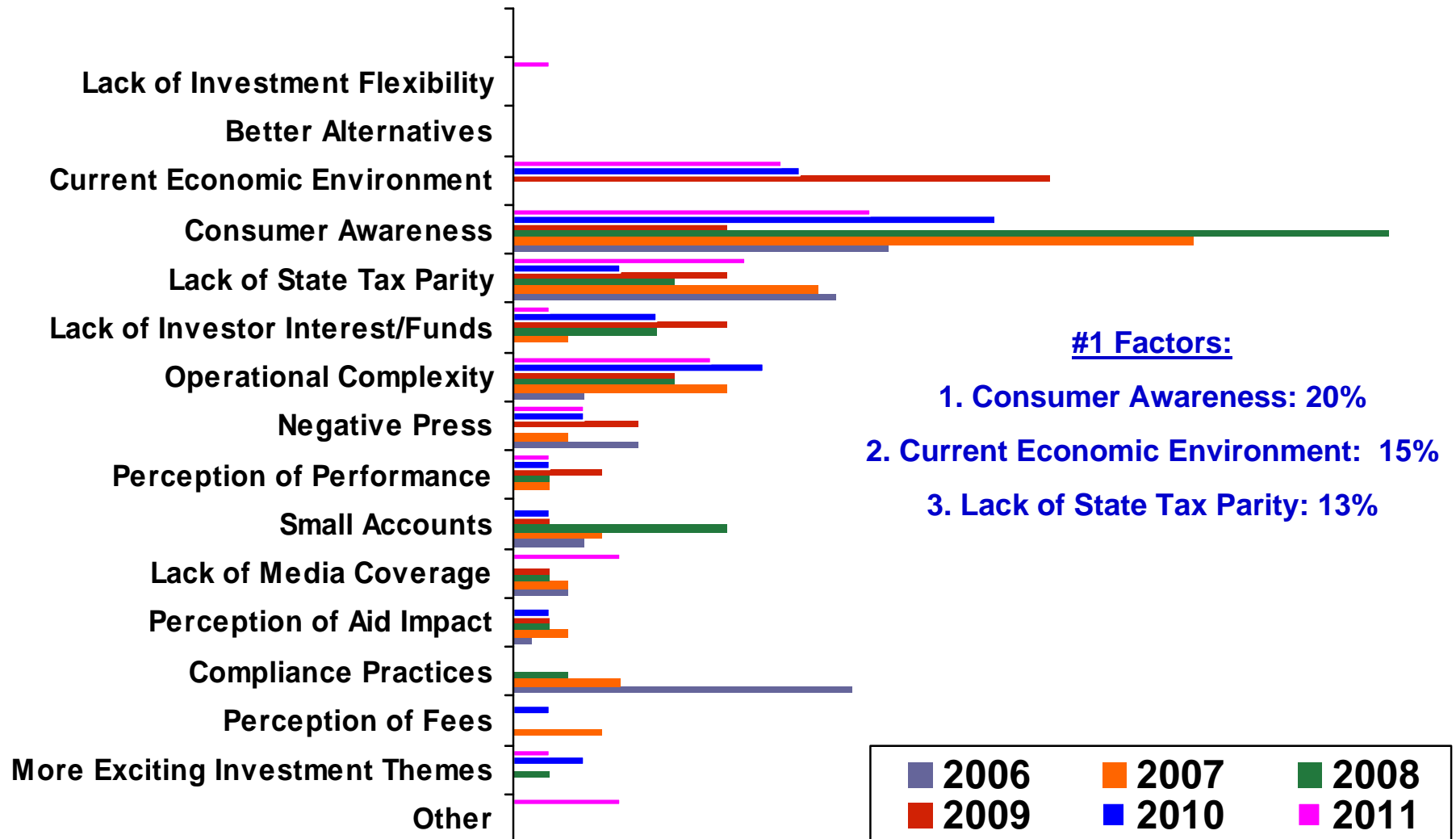
Factors Holding Back 529 Savings Growth

What are the major factors holding back 529 savings growth?



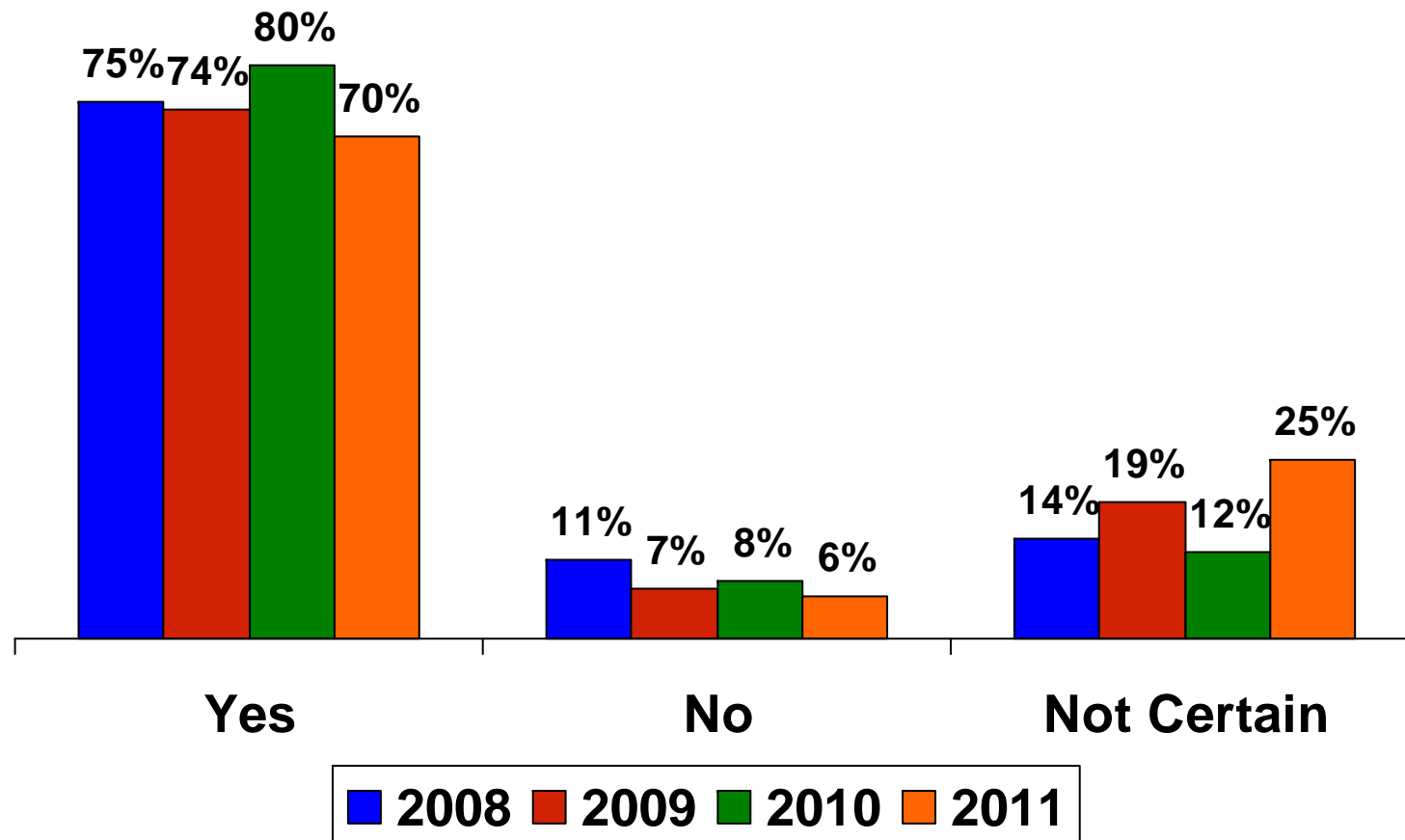
#1 Factor Holding Back 529 Savings Growth

I believe the #1 factor holding back 529 savings growth is:



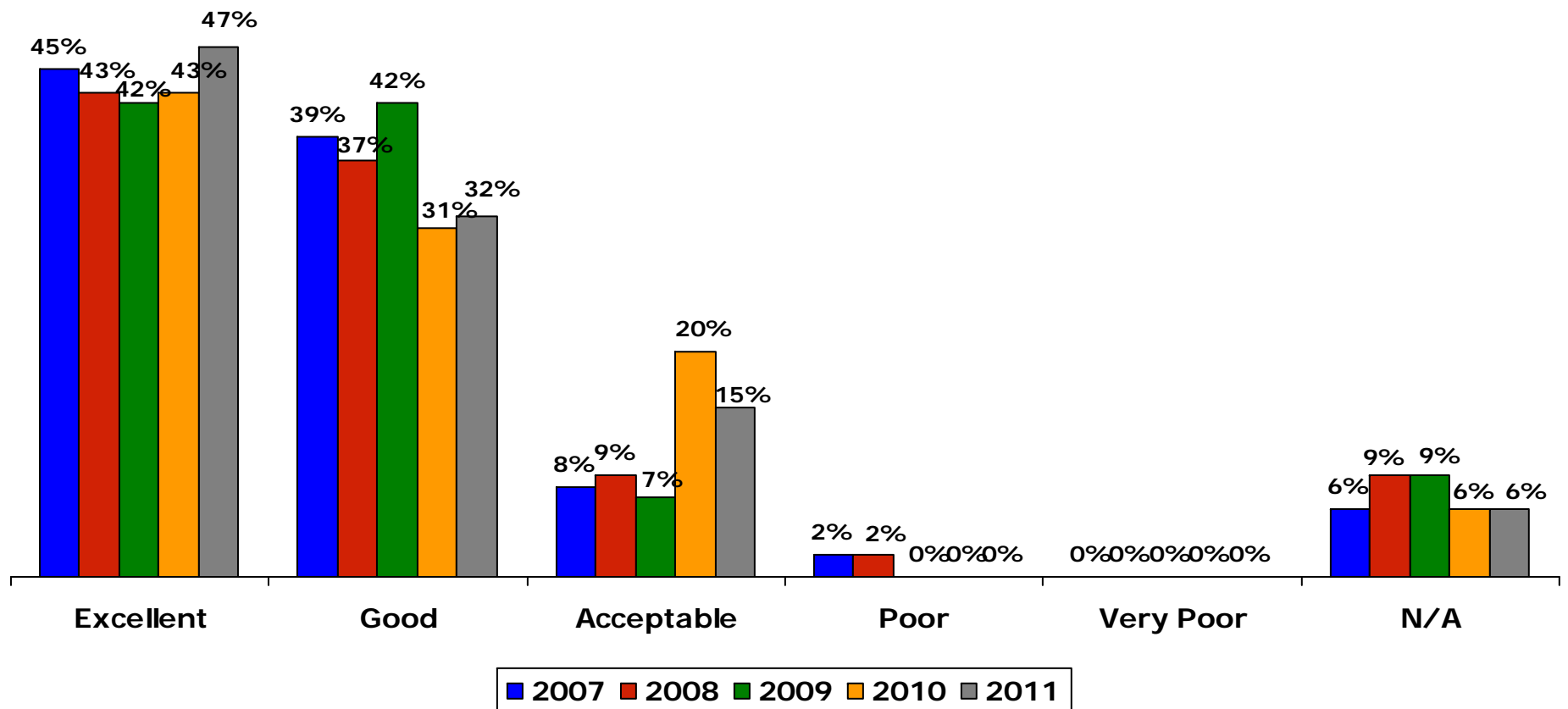
Would An Advertising Campaign Increase Consumer Awareness?

Do you feel that a national, generic 529 advertising campaign is needed to increase consumer awareness?

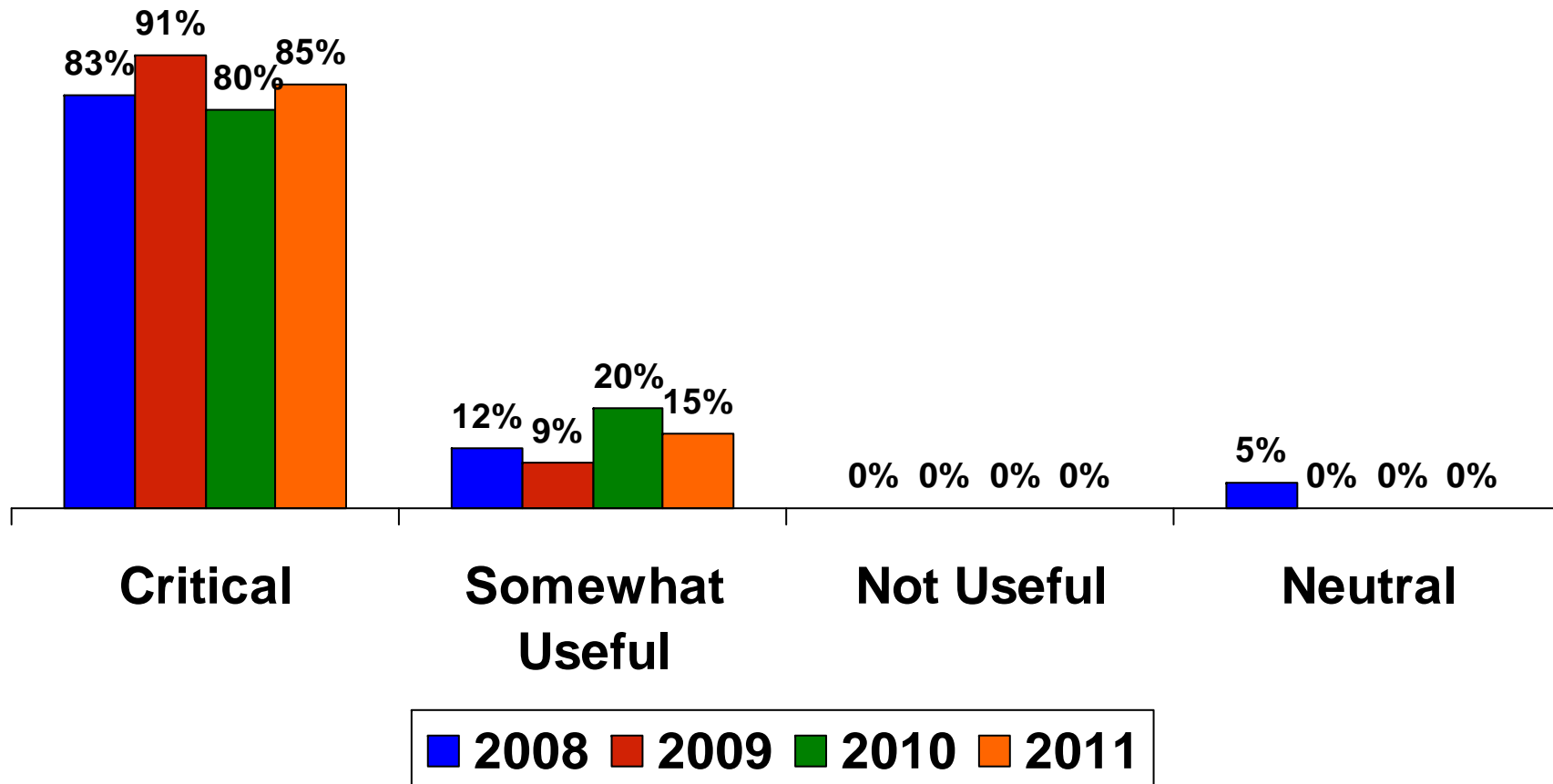


Rating of Private/Public Sector Working Relationships

How would you rate the working relationship between your organization and your private or public sector partner(s)?



Importance of College Savings within Financial Plan



Importance of College Savings within Financial Plan

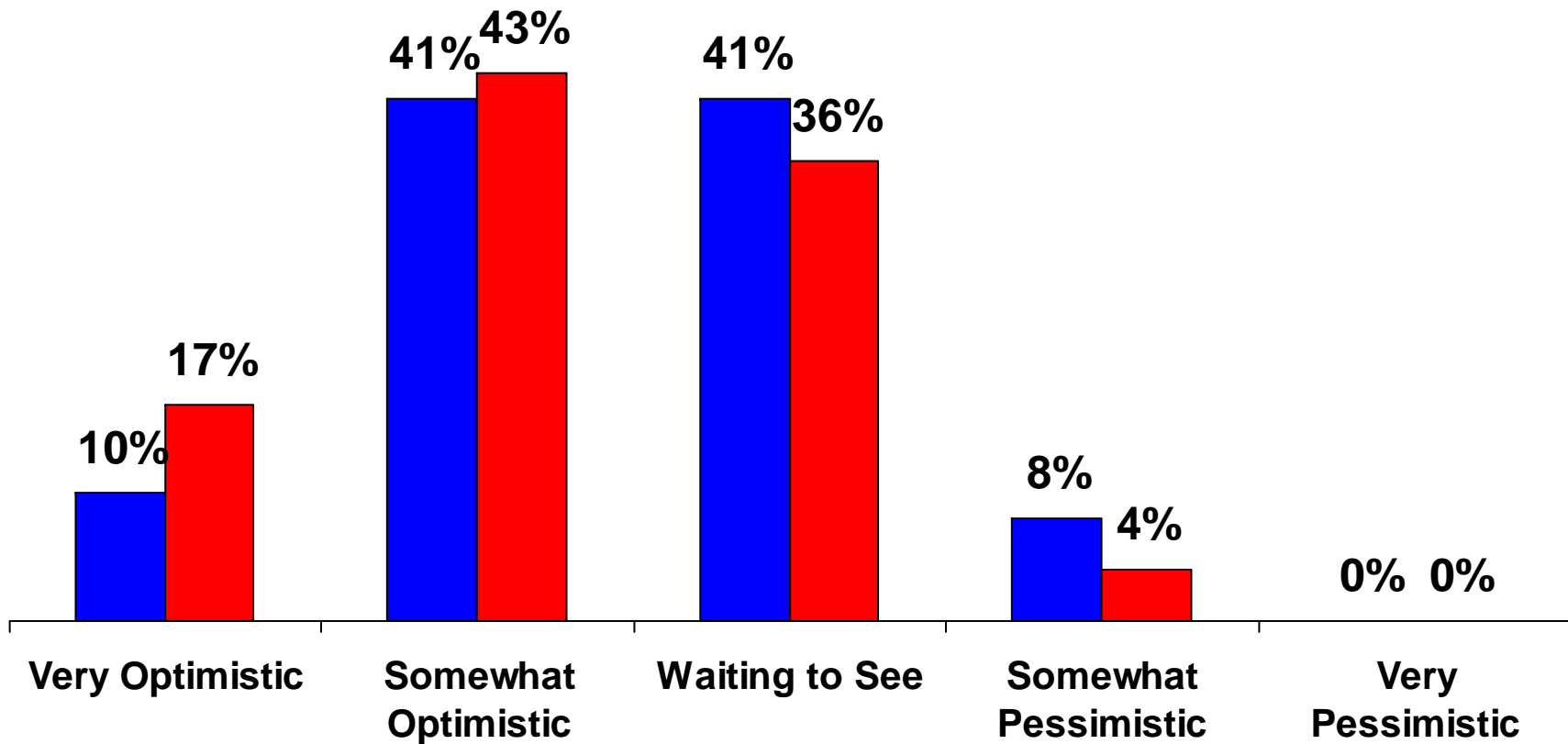
Additional Comments

- *It is irresponsible to omit a discussion of higher education funding in a financial planning discussion with individuals who will likely need to fund higher education at some point.*
- *Financing college is one of the most significant undertakings a family will face. The topic must be discussed.*
- *If college savings is not a part of a comprehensive planning discussion, any savings that exist but have not been earmarked in a 529 plan have a higher chance of being raided for other purposes.*
- *Not incorporating this in an overall plan will adversely affect clients' retirement prospects.*
- *Because of the cost of higher education, a discussion of this topic should be **REQUIRED** when getting to know a client and when developing a financial plan.*

Outlook under the current Presidential Administration



How would you describe your outlook for the future of 529 plans under the current Presidential Administration?



Current Economic Environment & Investors' Behavior



- *Investors will take a more active role in their spending habits and become more familiar with economic trends.*
- *The current economic environment is re-enforcing the need for savings overall, including college savings.*
- *Some consumers continue to look for conservative alternatives to the detriment of their long-term goals.*
- *The rising cost of higher education cannot be overlooked and will contribute to the growth of college savings.*
- *Consumer confidence is increasing.*
- *As time passes, investors will increase their risk tolerance and seek tax favored products for long-term growth and stability.*
- *It's more important than ever to start saving, even if small amounts at an early age.*
- *The challenges over the past few years serve to highlight the effectiveness of consistent, regular contributions to a long-term strategy like college savings.*
- *As the market and economic conditions continue to improve, so will contributions to 529 plans.*

Best Ideas to Expand 529 to More Families

- *Make sure families realize that every dollar saved is a dollar less debt.*
- *Create a Federal Tax Credit or Deduction.*
- *Outreach, outreach, outreach. Break through the chatter in the media and online to connect with families.*
- *Share success stories.*
- *Require ALL states treat 529 plans the same for state tax benefits.*
- *Create a product agnostic national campaign to increase awareness and provide a balanced view on investor experience*
- *There is no silver bullet. Simplify and amplify.*
- *Broaden messaging to position 529 plans as the vehicle for all higher education savings – not just college.*
- *Show the public that the benefit of using a 529 is greater than just saving for college – it sets the expectation of attending higher education.*
- *Host a national 529 Awareness Campaign with workshops.*
- *Provide more matching contributions.*
- *Enable employers to offer tax-deductible 529 contributions to employees.*
- *Create a PSA campaign thanking Congress for passing HR 529.*

Discussion and Questions / Answers



Thank you!
