



Success Story: MPACT on Enrollment

J. Tate Reeves, CFA
Mississippi State Treasurer



Why Social Media for College Savings Mississippi?

- Low cost venue to promote College Savings
- Instant communication with customers and prospects
- Opportunity to provide leadership on issues that are core to college savings
 - Dialogue centered on education planning and college savings
 - Leads to increased awareness and visibility, increased participation, and integral feedback
- Promote program through verbal networking
 - Only 14% of people trust advertising,
 - 78% trust word-of-mouth

Redesigned Web Page as a Launching Point



The screenshot shows a web browser displaying the College Savings Mississippi website. The page has a green and blue color scheme. At the top, there is a navigation bar with 'ACCOUNT LOGIN' on the left and a search box with a 'GO' button on the right. Below this is the 'CollegeSavings MISSISSIPPI' logo and the slogan 'Know They Can Go.™'. A horizontal menu contains buttons for 'HOME', 'ABOUT US', 'WHY SAVE?', 'YOUR OPTIONS', 'FORMS', 'BLOG', and 'CONTACT'. The main content area features a large photo of a diverse group of people, including adults and children. To the right of the photo are two call-to-action buttons: 'CollegeSavingsMPACT MISSISSIPPI' and 'CollegeSavingsMACS MISSISSIPPI', both with right-pointing arrows. Below the photo is a small caption: 'COLLEGE SAVINGS MISSISSIPPI PLANS ARE ADMINISTERED BY THE OFFICE OF THE STATE TREASURER, TATE REEVES'. The page is divided into two columns. The left column has two sections: 'Fund It Forward - Making College Possible For Future Generations >>>' with a paragraph about the MPACT plan, and 'Win A Free Year Of College Tuition >>>' with a paragraph about a tuition giveaway. The right column has a 'Connect with us...' section with social media icons for Facebook, Twitter, LinkedIn, YouTube, RSS, and WordPress. Below this is a 'SPECIAL FACEBOOK PROMOTION >>>' section about winning an iPod, and a 'STATE TREASURER TATE REEVES ANNOUNCES ENROLLMENT PERIOD >>>' section with a detailed announcement from the State Treasurer.

ACCOUNT LOGIN

GO

CollegeSavings MISSISSIPPI

Know They Can Go.™

HOME ABOUT US WHY SAVE? YOUR OPTIONS FORMS BLOG CONTACT

CollegeSavingsMPACT MISSISSIPPI

CollegeSavingsMACS MISSISSIPPI

COLLEGE SAVINGS MISSISSIPPI PLANS ARE ADMINISTERED BY THE OFFICE OF THE STATE TREASURER, TATE REEVES

Fund It Forward - Making College Possible For Future Generations >>>

There's no time like the present to begin to fund their future. With College Savings Mississippi's MPACT plan, you can lock in today's tuition rates for tomorrow's college students, avoid future tuition increases, and rest easy knowing you've got their college tuition covered. Our MACS savings plan offers you the choice of three investment options that allow you to begin to save not only for tuition, but other qualified expenses such as certain room and board costs, and required books and supplies. So, be proactive. Enroll today!

Win A Free Year Of College Tuition >>>

Register now to win a FREE YEAR of College Tuition! Mississippi families can register to win a free year of prepaid tuition from September 1 - December 15, 2009, here on the College Savings Mississippi's web site. State Treasurer Tate Reeves will draw the winner at the end of MPACT's enrollment period. Please see rules for details.

Connect with us ...

f t in YouTube RSS W

SPECIAL FACEBOOK PROMOTION >>>

Become our fan on Facebook and be registered to win a free iPod in the month of September! Details inside!

STATE TREASURER TATE REEVES ANNOUNCES ENROLLMENT PERIOD >>>

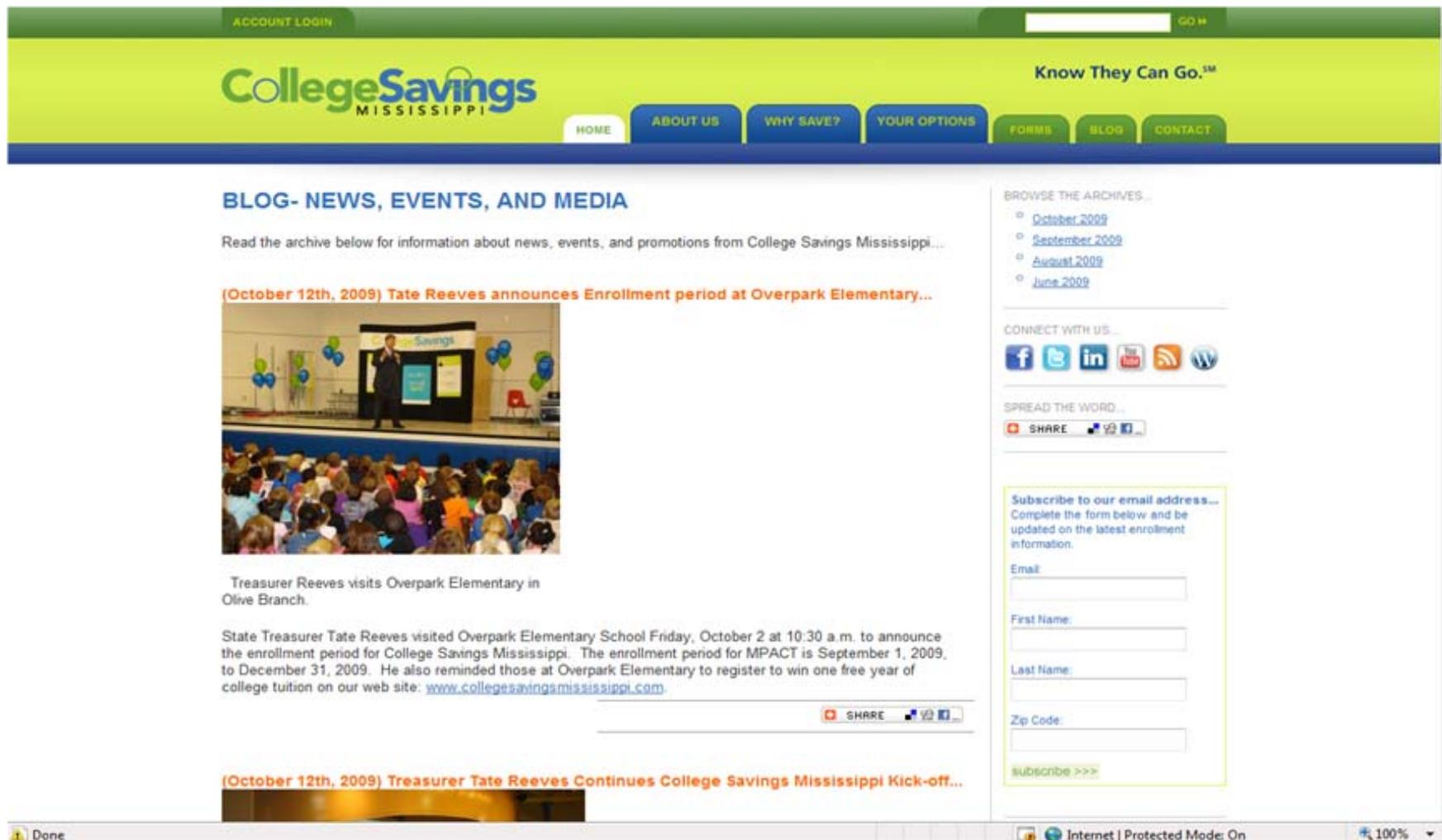
State Treasurer Tate Reeves Announces College Savings Mississippi Enrollment Period Governor Haley Barbour Declares September As "College Savings Month" (Jackson, Mississippi) - State Treasurer Tate Reeves today, surrounded by hundreds of preschool children, kicked off the the Mississippi Prepaid Affordable College Tuition Program (MPACT) enrollment period. From September 1 through December 31, 2009, Mississippi families can lock in

Done

Internet | Protected Mode: On

100%

Blog as News and Calendar Source



The screenshot shows the College Savings Mississippi website. The header features the logo and navigation links: HOME, ABOUT US, WHY SAVE?, YOUR OPTIONS, FORMS, BLOG, and CONTACT. The main content area is titled "BLOG- NEWS, EVENTS, AND MEDIA" and includes a sub-header "Read the archive below for information about news, events, and promotions from College Savings Mississippi...". A featured blog post is titled "(October 12th, 2009) Tate Reeves announces Enrollment period at Overpark Elementary...". The post includes a photograph of State Treasurer Tate Reeves speaking at a podium in front of an audience. Below the photo, the text reads: "Treasurer Reeves visits Overpark Elementary in Olive Branch. State Treasurer Tate Reeves visited Overpark Elementary School Friday, October 2 at 10:30 a.m. to announce the enrollment period for College Savings Mississippi. The enrollment period for MPACT is September 1, 2009, to December 31, 2009. He also reminded those at Overpark Elementary to register to win one free year of college tuition on our web site: www.collegesavingsmississippi.com." To the right of the post is a sidebar with "BROWSE THE ARCHIVES..." (listing October 2009, September 2009, August 2009, and June 2009), "CONNECT WITH US..." (with social media icons for Facebook, Twitter, LinkedIn, YouTube, RSS, and WordPress), "SPREAD THE WORD..." (with a SHARE button and social media icons), and a "Subscribe to our email address..." form with fields for Email, First Name, Last Name, and Zip Code, and a "subscribe >>>" button. The browser's status bar at the bottom shows "Done", "Internet | Protected Mode: On", and "100%".



Blog for Video Postings

(September 17th, 2009) State treasurer pushes affordable college savings plan...



Original story posted here: <http://www.wlox.com/Global/story...>

(October 15th, 2009) New TV Spot for College Savings Mississippi.....

Check out the new television promo for College Savings Mississippi!



Blog as Promotion Driver

BLOG- NEWS, EVENTS, AND MEDIA

Opening paragraph

(August 27th, 2009) Win A Free Year Of College Tuition...

Entries must be received by midnight CST on December 15, 2009. Official selection will take place on December 31, 2009. Winner will be selected at random. Name of winner will be posted here on this blog as well as on our Facebook page. www.CollegeSavingsMississippi.com.

No purchase is necessary. Must be 18 years or older to enter. One entry per person, family or household. Void where prohibited by law. Employees of the Office of the State Treasurer, members of the MPACT Board of Trustees, also know as College Savings Mississippi, employees and agents of affiliated companies, advertising and promotional agencies, and immediate family members are ineligible. Winner is responsible for all local, state and federal taxes related to the prizes. By submitting an entry, entrants accept and agree to be bound by contest rules.

"One year of free tuition" means a one year prepaid tuition contract as set forth in the Mississippi Code of 1972, as amended, and related rules and regulations administered by the Trustees.

At the time of award, winner must designate a qualified beneficiary as set forth in the MPACT Board of Trustees. If at any time it is determined that the award of the beneficiary violates Mississippi law, the award may be rescinded.

Winner agrees cooperate and participate in promotions by College Savings Mississippi and agrees to permit their name and likeness to be used in such promotions.

NO PUBLIC FUNDS OR CONTRIBUTIONS TO THE MPACT TRUST FUND WILL BE USED FOR THE PURCHASE OF THE CONTRACT.

COMMENTS:

SHARE THIS ARTICLE:

BLOG- NEWS, EVENTS, AND MEDIA

Opening paragraph

(August 25th, 2009) Special Facebook promotion...

[Become our fan on Facebook](#) and be registered to win an Apple iPod classic 120 GB (Silver) in the month of September! This is the first of several give-aways this fall!

To qualify, you must become our "fan" on Facebook by midnight, September 29, 2009. Official selection will take place on September 30, 2009. Winner will be selected at random from among our Facebook fans. Name of winner will be posted here on this blog as well as on our Facebook page. [Click here](#) to become a Facebook fan!

No purchase is necessary. Must be 18 years or older to enter. One entry per person, family or household. Void where prohibited by law. Employees of the Office of the State Treasurer, members of the MPACT Board of Trustees, also know as College Savings Mississippi, employees and agents of affiliated companies, advertising and promotional agencies, and immediate family members are ineligible. Winner is responsible for all local, state and federal taxes related to the prizes. By submitting an entry, entrants accept and agree to be bound by contest rules.

If at any time it is determined that the award of the contract or the designation of the beneficiary violates Mississippi law, the award may be rescinded.

Winner agrees cooperate and participate in promotions by College Savings Mississippi and agrees to permit their name and likeness to be used in such promotions.

NO PUBLIC FUNDS OR CONTRIBUTIONS TO THE MPACT TRUST FUND WILL BE USED FOR THE PURCHASE OF THIS AWARD.

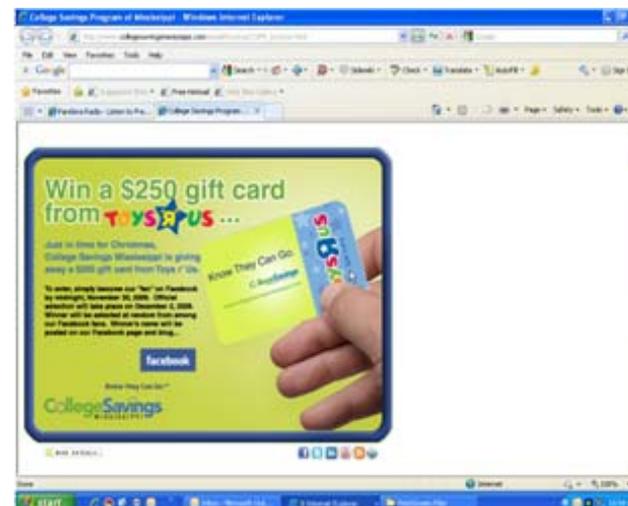
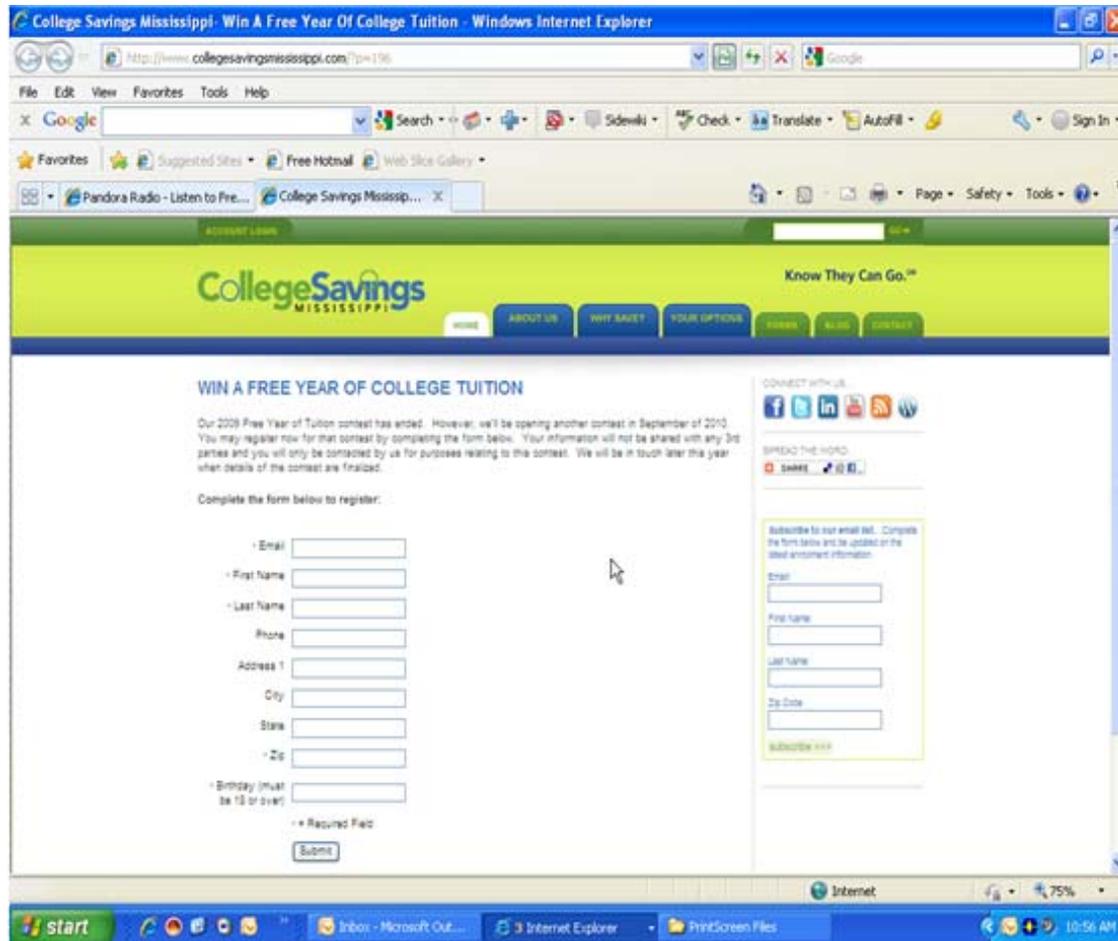
COMMENTS:

SHARE THIS ARTICLE:



Contests – Free Year of Tuition & Give-aways

- Emails to existing customers and prospects -- directing them to web site for tuition contest and to Facebook for monthly give-aways for Fans



Facebook Potential

- Over 430,000 Mississippi residents between 18 and 64 years old use Facebook
- Median user: Female, age 33, has 61 local connections or “friends”
- Goal: Use Facebook to engage this market and create positive word-of-mouth for College Savings Mississippi



Facebook Results

- Over 1,350 Facebook Fans (goal was 1,200)
- Facebook Fans account for 35,000 additional Mississippi Facebook Friends
- Facebook was the 2nd largest source of referral traffic to our main web site



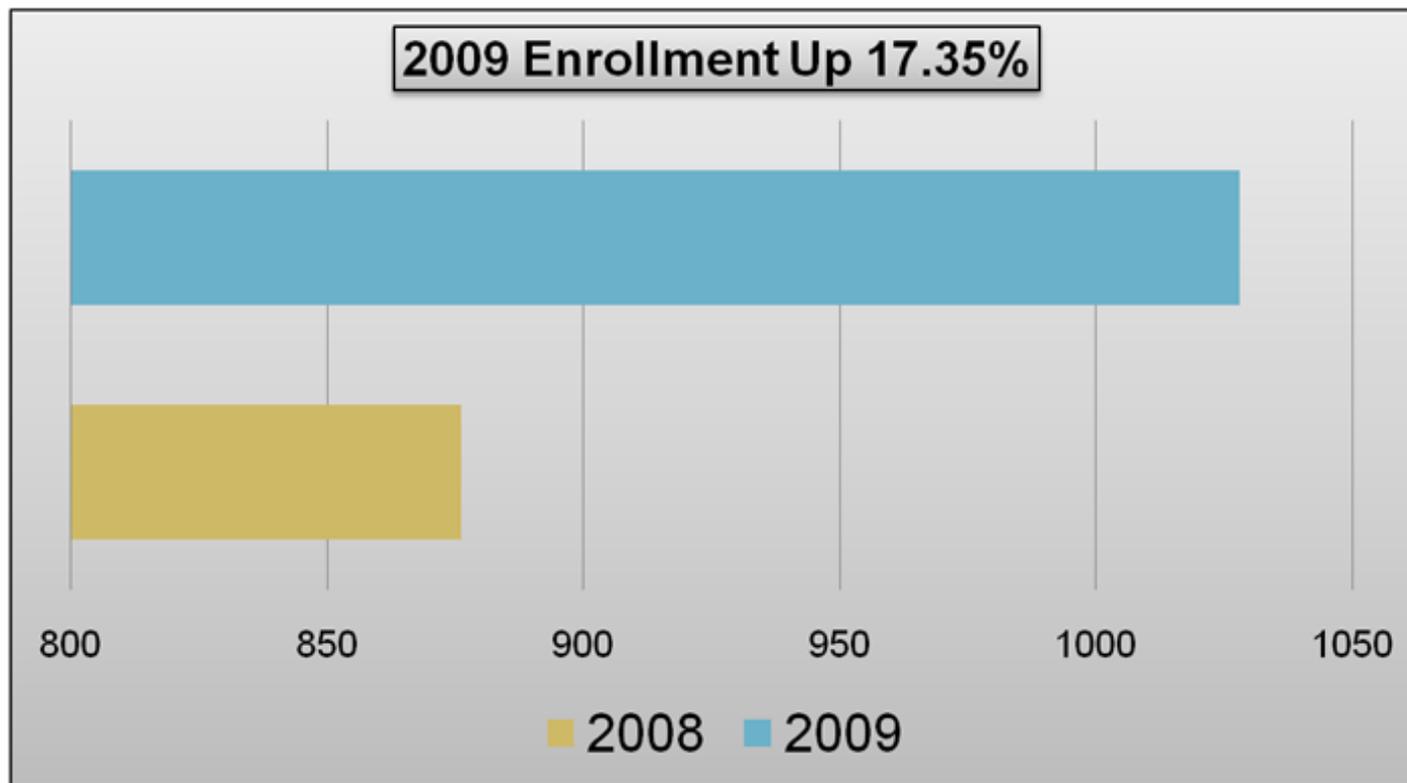
The screenshot shows the Facebook profile for College Savings Mississippi. The page header includes the logo and navigation tabs for Wall, Info, Photos, and Discussions. A search bar is located at the top right. The main content area features several posts from users, including Legail Lampkin, Toni Martin, Tommye Holloway Bridges, Keeley Woods Shaidnagle, Marsha Cummings, Lisa Milling, and Lee Ann Dodd. The left sidebar contains information about the page, such as its location in Jackson, MS, and a list of fans including Anna, David, Bob, Beth, Susan, and Jessie. A photo album titled '2009 Enrollment Kick Off' is also visible.

Positive Posts from Customers

- “We did this for both our grandsons. Its great because it locks in the price of tuition at todays prices.there will be no excuses for Tyson and Eli not to go.Hope i'm around when they are old enough to go.” *February 18, 2010*
- “Have you announced the winner for the 1 year of college tuition? We would be THRILLED if we won! We just enrolled our second child in the program.” *January 12, 2010*
- “Wonderful program!!” *December 13, 2009*
- “[t]hree grand children enrolled and one more to add soon. This is the best gift we can give them.” *December 5, 2009*
- “MPACT has been the best lifetime gift that my son's grandparents has given to their grandchildren. It's the gift that definitely keeps on giving, no matter where the grandkids go...” *November 30, 2010*



Enrollment Results



Internet applications account for a 19% increase!

Going Forward

- We will leverage our connections to create more opportunities for our programs
 - Advertisements geared to the 35,000 Friends of our Facebook Fans
 - Possible tuition give-away on Facebook, with the winner based on how many referrals their Facebook profile creates
- Promotions provide reasons to talk about College Savings Mississippi
 - Social media is based on relationships and people talk about things they care about
 - With the right incentives, our Fans will continue to spread the word
- College Savings Mississippi hopes to encourage more conversations and to generate more good will for our Plans