

DE 529 EDUCATION SAVINGS PLAN

2022 Q1 BUSINESS UPDATE

PLANS MANAGEMENT BOARD

JUNE 2022 MEETING



	Q1 2022	Q1 2021	YTD 2022	YTD 2021	Commentary	
New Accounts	492	650	492	650	• Delaware plan is down 23% and industry was down 25%	●
New Accounts-Delaware Residents	347	421	347	421	• Delaware accounts were down 18% vs Q1 of 2021	●
% of new accounts for beneficiary under 5	49%	45%	49%	45%		●
% of new accounts from Fidelity customers	65%	71%	65%	71%		●
Contributions	\$17 MM	\$19 MM	\$17 MM	\$19 MM	• 2021 strong contribution growth with 22% growth over '20	●
Distributions	\$21.4 MM	\$21.9 MM			• Flat year over year resulting in net sales of \$1.7 MM	●
Assets	\$710 MM	\$734 MM			• Market movement and distributions; industry & DE down 3%	●
% of assets for beneficiary 14 years or older	73%	74%	73%	74%		●

2022 Highlights:

- ✓ HB145 (tax incentive legislation) passed by House and Senate
- ✓ Launch of Stable Value product (April) and removal money market fund (May)
- ✓ Expanded newborn postcard program to hospitals in all three counties
- ✓ Concurrent Resolution by General Assembly marking May 29th and DE529 Day
- ✓ DE529 Baby Race at University Delaware basketball game (February)
- ✓ Revisions to the 529 Investment Policy Statement
- ✓ Table in Legislative Hall promoting the DE529 (May)
- ✓ Launch of the ASPIRE529 program to help Delaware’s foster youth
- ✓ May promotion day at the Delaware Museum of Nature and Science

Upcoming Initiatives:

- June Enchanted Garden Day at Winterthur Museum
- Movies and Bonfires* Dewey Beach promotion (June- August)
- Launch of incentive program “First State, First Steps”
- State Fair promotional material
- Revisions to 529.Delaware.gov and fidelity.com/delaware
- Morningstar Annual Rating Interview (September)
- Explore ESG investment offerings
- Apple Scrapple Festival and Sea Witch Parade (Fall)
- Truck and Tractor Day at Winterthur (October)





If you missed the DE529 Baby Race 🙄, don't miss out twice!

Spoiler Alert: Photo Finish 📸

The 2nd place finisher will also receive \$529 in a DE529 College Savings Account!

#BlueHens



I'M GONNA HAVE HOW MUCH STUDENT DEBT?

We can help!

EDUCATION SAVINGS PLAN
DE529
529.DELAWARE.GOV



Summer finally arrives this month, and there is so much to enjoy this season at Winterthur. Wander the garden for sun- and shade-loving seasonal flowers, walk the hiking trails and wooded paths to keep cool during the hot summer days, and explore indoors with our exhibitions, programs, and events.



In the Garden
Summer weather is perfect for exploring the garden and estate on your own or through one of our guided programs. On consecutive Wednesdays in June, 11:00 am-12:00 pm, we'll explore these topics: Sycamore Hill, fabulous ferns, plants of Oak Hill, the Reflecting Pool, and the history of the headhouse. On June 11, 8:00-9:30 pm (bring a flashlight!), join Winterthur Director Chris Strand for a guided evening walk to see the meadows, streams, and ponds on the Winterthur estate. If you love seeing all the beautiful birds that call Winterthur home during the summer months, join us on June 16, 8:00-10:00 am, for a birding walk. We'll visit natural areas, including wetlands, meadows, and woodlands along Clenny Run, which provide great habitat for a wide variety of birds year-round. Beginning and experienced birdwatchers: \$20, \$10 for Members. [Find out more.](#)

On June 18, 10:00 am-3:00 pm, join us for Enchanted Summer Day and enjoy a magical day in Enchanted Woods, our award-winning children's garden. The day's events include making craft listening to thrilling tales and musical entertainment, being wowed by magic tricks, and playing fashioned lawn games. [Find out more.](#)

Sponsored by the Office of the State Treasurer, administrator of the DE529 Plan



Colleen Davis • 2nd
Delaware State Treasurer
3h • 📍

+ Follow

Applications are now being accepted for Aspire529 awards. Listen to Treasurer Davis's interview with WDEL's Peter MacArthur for details. #delaware #treasurer #aspire529 #529plans #fosteryouth #education #highereducation #wdel

- State Treasurer Colleen C. Davis - State of Delaware
treasurer.delaware.gov • 1 min read



APPENDIX





Program Summary:

Delaware’s 529 Plan, also known as DE529, is sponsored by the State of Delaware and managed by Fidelity Investments. The Plan provides tax-advantaged accounts designed to help parents, grandparents and others pay for education expenses, reducing the possibility of debt. Contributions can be invested in portfolios tailored to a person’s age or the investor’s ability to identify an asset allocation strategy.

① GROW ACCOUNTS

- Goal One – Further Optimize Fidelity Marketing and DE529 Plan Marketing Spend
- Goal Two – Test and Implement a Match Incentive Program
- Goal Three – Establish Partnerships with Top Three Birthing Hospitals in Delaware
- Goal Four –Partner with Delaware Public Schools
- Goal Five –Workplace Messaging

② INCREASE CONTRIBUTIONS

- Goal One – Support HB145 Tax incentive legislation within Delaware to attract additional contributions
- Goal Two – Test and Implement a Match Incentive Program
- Goal Three –Collaborate with Fidelity on Gifting Tool Promotion and Employer Contributions

③ BUILD TOP TIER PLAN

- Goal One – Create a “State Collective” of Fidelity 529 Plans
- Goal Two – Continue to Strengthen Oversight with Board and Committees
- Goal Three – Implement Strategy for Administrative Fee Balances
- Goal Four –Pass HB145 Tax Incentive
- Goal Five –Scholarship Pilot (Foster Youth)

Focus Timeline

2021

- ✓ RFP for Plan
- ✓ Rebranding of plan

2022

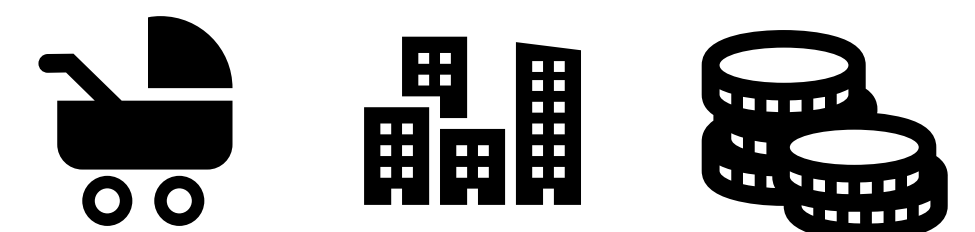
- Test Match Incentive Program (May 29th)
- Support HB145 Tax Incentive
- Top birthing hospital partnerships
- Implement strategy for administrative fee balances
- Scholarship Pilot

2023

- Workplace messaging/employer campaigns
- Match Incentive Program assessment
- Collaborate with Fidelity on workplace
- Promotion of gifting tool
- Host virtual “State Collective” Summit
- Scholarship Pilot

2024

- Morningstar Medal Assessment
- Scholarship Pilot



• Green font represent “always on” efforts