

# DE529 EDUCATION SAVINGS PLAN

## 2024 Q3 BUSINESS UPDATE

PLANS MANAGEMENT BOARD

DECEMBER 2024 MEETING

OFFICE OF STATE TREASURER – COLLEEN DAVIS





# Coastal Point

"The Local Voice of Your Community"

Jan. 31 - Feb. 2, 2025  
Plan Your Weekend!

## Delaware's Education Savings Plan earns Silver rating

Nov 12, 2024



Among Delaware's efforts to help families pay for college is the state's 529 savings plan

### Coastal Point E-Edition



<b>2017</b>	\$681 million
<b>2018</b>	\$624.3 million
<b>2019</b>	<i>\$684.4 million</i>
<b>2020</b>	<i>\$728.0 million</i>
<b>2021</b>	<i>\$747.3 million</i>
<b>2022</b>	<i>\$612.67 million</i>
<b>2023 (12.31)</b>	<i>\$651.1 million</i>
<b>2024 (Q3)</b>	<i>\$695.5 million</i>

**Aged Based Portfolios**

- \$443.6 million or **64%** of total plan assets
- *Active Age-Based* (\$289.1 million or 42% of total assets)
- *Blend Age- Based* (\$26.5 million of 4% of total assets)
- *Index Age-Based* (\$128.3 million or 19% of total assets)

**Static Portfolios /Individual Funds/ and Bank Deposit Portfolio**

- \$251.3 million or
- **34%** of total plan assets

**As of 9.30.24**



**DE 529 New Accounts**

	Jan	Feb	March	April	May	June	July	Aug	Sept	Oct	Nov	Dec	Total	YOY
2016	121	104	106	72	92	77	92	91	80	71	94	140	1,140	
2017	111	88	98	92	69	63	110	117	96	92	97	151	1,184	4%
2018	160	105	174	110	95	97	121	140	99	126	120	175	1,522	22%
2019	141	100	118	111	103	93	143	122	88	160	135	216	1,530	1%
2020	197	142	165	172	131	135	170	125	130	140	121	266	1,894	19%
2021	247	225	228	195	147	145	150	149	151	105	134	196	2,072	9%
2022	176	182	134	128	95	128	137	146	161	147	152	337	1,923	-8%
2023	248	246	247	224	247	218	229	242	248	220	213	411	2,993	36%
2024	309	254	274	279	242	217	255	274	273	298			2,377	10%

- ***New accounts continue to grow year over year by 10% through the end of Q3***
- ***Tailwinds of the stock market performance, seed program, tax incentive and awareness of 529 plans is growing***
- ***Fidelity’s recent College Savings Indicator Survey indicates parents continue to prioritize education savings ahead of retirement savings and plan to maintain or increase savings***
- ***In Q3 of 2024 we added \$13.4 million in contributions versus \$14.3 in Q2 of 2024***
- ***Contributions YTD as of Q3 \$44 million vs \$41 million***
- ***In Q3 of 2024, disbursements were \$36.3 million versus \$36.4 million in Q3 of 2023***



# DE529 PLANS– FIRST STATE, FIRST STEPS UPDATE



2021-2022 - No Incentive Program													Total
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
DE529 Accounts	150	149	151	105	134	196	176	182	134	128	95	128	1,728
DE529 Accounts (Under 5)	79	74	65	51	65	96	72	89	72	72	42	50	827
Out of State Accounts	46	48	47	25	37	91	55	64	50	35	26	33	557
Out of State Accounts (Under 5)	24	21	25	13	12	38	19	27	17	20	7	12	235
Delaware (Resident/Beneficiaries) DE529 Accounts	104	101	104	80	97	105	121	118	84	93	69	95	1,171
Delaware (Resident/Beneficiaries) DE 529 Accounts (under 5)	55	53	40	38	53	58	53	62	55	52	35	38	592

2022-2023 - Incentive Program													Total
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
DE529 Accounts	137	146	161	147	152	337	248	246	247	224	247	218	2,510
DE529 Accounts (Under 5)	67	82	62	61	68	206	117	115	106	104	110	96	1,194
Out of State Accounts	34	42	65	58	57	95	99	130	116	90	120	69	975
Out of State Accounts (Under 5)	15	21	12	9	16	43	35	44	35	31	44	29	334
Delaware (Resident/Beneficiaries) DE529 Accounts	103	104	96	89	95	242	149	116	131	134	127	149	1,535
Delaware (Resident/Beneficiaries) DE 529 Accounts (under 5)	52	61	50	52	52	163	82	71	71	73	66	67	860

2023-2024 - Incentive Program													Total
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
DE529 Accounts	229	242	248	220	243	411	309	254	274	279	242	217	3,168
DE529 Accounts (Under 5)	102	124	114	97	104	233	142	130	128	100	107	95	1,476
Out of State Accounts	99	92	101	79	103	256	122	102	107	112	94	92	1,359
Out of State Accounts (Under 5)	38	35	35	18	36	76	75	58	71	88	64	67	661
Delaware (Resident/Beneficiaries) DE529 Accounts	130	150	147	141	140	155	187	152	168	167	148	127	1,812
Delaware (Resident/Beneficiaries) DE 529 Accounts (under 5)	64	89	79	79	68	157	95	86	92	76	77	70	1,032

2024-2025 - Incentive Program													Total
	July	Aug	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	
DE529 Accounts	255	274	273										802
DE529 Accounts (Under 5)	97	116	109										322
Out of State Accounts	121	121	128										370
Out of State Accounts (Under 5)	31	27	27										85
Delaware (Resident/Beneficiaries) DE529 Accounts	134	153	145										432
Delaware (Resident/Beneficiaries) DE 529 Accounts (under 5)	66	89	82										237

**Goal is to grow the plan with new accounts with Delaware families with children under age 5**

- In 2021-2022 without the incentive DE529 averaged 49 accounts per month for Delaware residents with a beneficiary under the age of 5**
- In 2023-2024 with the incentive, DE529 averaged 86 accounts per month for Delaware residents with a beneficiary under the age of 5**



# 529 PLAN- PROMOTION AND OUTREACH



# 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)

• Green font represent “always on” efforts

**Focus Timeline**

**2021**

- ✓ RFP for Plan
- ✓ Rebranding of plan

**2022**

- ✓ Test Match Incentive Program (May 29<sup>th</sup>)
- ✓ 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

