

DE529 Education Savings Plan

Plans Management Board

March 3, 2026



DE529 Assets

\$748.2 M

Total plan assets as of 12.31.25

\$456.5 M

Aged Based Portfolios (61% of Assets)

Active: 37% of total plan assets

Blend: 5% of total plan assets

Index: 19% of total plan assets

\$291.7M

Static/Individual Funds

and Bank Deposit

Portfolio Options

39% of total assets



New Account Growth

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	29%
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	24%
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	-7%
2023	248	246	247	224	247	218	229	242	248	220	243	411	3,023	57%
2024	309	254	274	279	242	217	255	274	273	298	290	414	3,379	12%
2025	347	224	299	278	281	214	285	334	281	316	274	503	3,636	8%



Net Flows – Promising Trend

2022

- \$40 million

2023

-\$35 million

2024

- \$32 million

2025

-\$24 million

The difference between contributions into the plan and distributions out of the plan is declining.

The DE529 Plan is a mature plan with beneficiaries near or at college age.

The Board and the team have focused on attracting a younger beneficiary demographic to allow for a longer time horizon to save for college expenses.



DE529 Strategic Objectives

Grow Account Registrations

1. Collaborate with Fidelity on local marketing events to reach Delaware families with children under 5
2. Explore potential of employers offering DE529 as a workplace benefit
3. Market and formalize the *First State, First Steps* program with Fidelity
4. Make marketing investments focused on local events and outreach (e.g., baby race)
5. Promote the 529 plan in partnership with hospitals, schools and government agencies

Grow Account Contributions

1. Promote Fidelity's gifting tool for DE529
2. Educate families on additional saving opportunities with Fidelity credit card and DE529
3. Promote plan to State of Delaware employees, emphasizing direct deposit contributions
4. Create a calculator tool to illustrate the savings needed to fund a University of Delaware education
5. Educate families and the community on Delaware's tax incentive for contributions to the DE529 Plan

Increase Plan Awareness

1. Continue earning top-tier Morningstar medal ratings (currently Silver)
2. Leverage Fidelity marketing sponsorships (e.g., State Fair) for effective local outreach
3. Develop and execute a local Delaware press and influencer campaign to promote DE529
4. Bring attention to other advantages of 529 savings, including apprenticeships and Roth rollovers
5. Expand reach to neighboring markets that offer tax parity for contributing to 529 plans




