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## College Savings Program Board

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### College Savings Program Board Marketing Committee Meeting

Teleconference

**April 28, 2009**

**2:00 p.m.**

#### Agenda

- I. Call to Order and Roll Call** (Patrick Sheehy, Chair) – *Members present included Patrick Sheehy, Dawn Marie Sass, Debbie Durcan, and Jerry Huffman for Rolf Wegenke*
- II. Agenda Approval and Public Posting Report** (Committee, Staff) – *Agenda unanimously approved via a motion from Dawn Marie Sass, seconded by Debbie Durcan.*
- III. Approval of Minutes** – *Minutes unanimously approved via a motion from Dawn Marie Sass, seconded by Debbie Durcan.*
- IV. Public Presentations** (not necessary for teleconference)
- V. Chair and Staff Comments** – *Staff commented on two potential changes to the program that could affect marketing behavior: changing the tax deduction deadline to April 15 and expanding the tax deduction to include ALL taxpayers regardless of family affiliation. The committee thought both changes were positive and could expand the program's reach.*
- VI. Old Business**
  - A. Review of Priority List from prior meeting – *The Committee is still developing a priority list based on a survey.*
- VII. New Business**
  - A. Review of Wells Fargo Meeting
    - a. Plan for Wells Fargo participation going forward – *Pat Sheehy reported that the meeting with Wells Fargo went very well. The message was communicated that the Board would like a more transparent marketing process and would like to provide more guidance. The meeting also focused on the importance of looking forward in marketing rather than back. The marketing committee would like to understand the planning and purpose for when and why Wells Fargo is spending the money. In addition, the meeting reiterated the importance of moving to a year-round marketing process, not just November/December.*
    - b. Approval/Input Process – *In the future, the marketing calendar will provide a good reference for having input into the process.*
  - B. WI College Savings Program – marketing focus
    - a. What is the main goal of marketing the program? What directions should marketing focus on in the future? – *Megan reported on the results of the survey. The consensus for Marketing Goals and Objectives seemed to be in new accounts, general awareness, and additional contributions to existing accounts. The second tier was branding building and educational – promoting a saving vehicle for college. In terms of Target Markets, the consensus was the parents*



*with children under the age of 10, followed closely by new parents. Second tier was parents with children 10 and older, grandparents, and low-to-moderate income households.*

- C. *Tagline/Branding – The committee discussed whether there should be a more Wisconsin focus for the tagline that could carry over into promotional materials and the website. There was also discussion about hiring a marketing firm to develop one or do a statewide contest to elicit a tagline.*
- D. *Integrated Marketing Calendar for 2009-2010 – The committee approved the marketing calendar. The calendar itself will be given to the full Board at each Board meeting and the full description will be discussed at each committee meeting. The Chair commented that the idea going forward would be to take the Marketing Goals/Target Markets priorities and basically check them against every item on the Marketing spreadsheet to see if it is on track.*

**VIII. Topics for Future Committee Agendas/Discussions/Priority List**

**IX. Announcements** - *The committee will consider looking into Freshman Fund at the next meeting after reviewing the information.*

**X. Adjournment** – *Dawn Marie Sass made a motion to adjourn, seconded by Jerry Huffman and unanimously agreed to by the full committee.*

**NOTE:** *The Committee may recess into closed session, pursuant to the exemptions contained in s. 19.85, Wis. Stats. for deliberation of investment of public funds or other business where competitive reasons are an issue.*