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Catherine A. Provencher
STATE TREASURER

**THE STATE OF NEW HAMPSHIRE
STATE TREASURY**

25 CAPITOL STREET, ROOM 121
CONCORD, N.H. 03301
603-271-2621
FAX 603-271-3922
E-mail: cprovencher@treasury.state.nh.us
TDD Access: Relay NH 1-800-735-2964

March 7, 2014

Her Excellency, Governor Margaret Wood Hassan
and the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

The New Hampshire State Treasury requests authority to pay annual membership and participation costs to the College Savings Foundation, 2111 Wilson Blvd., Suite 700, Arlington, VA 22201, vendor code 246595 (B001), in the amount of \$2,500, for continued information, communication, and legislative updates to state sponsors: the College Savings Plan Network (“CSPN”) and the College Savings Foundation (“CSF”) from April 2014 through March 2015. 100% Other funds (Unique Plan management fees)

Funds are available in the following account, 01-38-38-381010-10470000, Treasury, Unique Program:

FY2014

026-500251 Organizational Dues \$2,500

EXPLANATION

Statutory Background – The New Hampshire College Tuition Savings Plan was established in 1997 pursuant to RSA 195-H which authorized the creation of a State-sponsored college tuition savings plan, to be qualified under Section 529 of the Internal Revenue Code (the “Program”). The Program currently consists of two savings plans: 1) the UNIQUE College Investing Plan (“UNIQUE”) – a retail plan provided directly to the public by Fidelity representatives; and 2) the Fidelity Advisor 529 Plan (“FA 529”) – available only through third-party investment advisors not affiliated with Fidelity Investments.

RSA 195-H also created the 13-member New Hampshire College Tuition Savings Plan Advisory Commission (the “Advisory Commission”) and authorized the creation of the New Hampshire Higher Education Savings Plan Trust (the “Trust”), originally made in 1998, as the legal entity to carry out and promote the State’s purposes for the Program with the State Treasurer as Trustee.

The Trust currently encompasses all of the 650,000 participant accounts with approximately \$11.2 billion in participant-invested assets, making the State’s Program the third largest 529 plan in the nation.

RSA 6:38 established the non-lapsing New Hampshire Excellence in Higher Education Endowment Trust Fund (the "Fund") to provide postsecondary education scholarships for financially-challenged New Hampshire residents attending New Hampshire colleges. The Fund has disbursed in excess of \$60 million for scholarships since inception. The Fund also provides reimbursement to the State for any administrative costs incurred on behalf of the Trust, by the State Treasury, and the Advisory Commission.

Requested Expenditure – There are two leading associations in the college savings plan industry that provide essential information, communication, and legislative updates to state sponsors: the College Savings Plan Network ("CSPN") and the College Savings Foundation ("CSF"). Both organizations are also a valuable source of best practices in the industry, and their membership consists of both state sponsors and plan administrators throughout the U.S. The UNIQUE Plan has been a member of both CSPN and CSF since 2007. As noted above, the Fund will provide reimbursement to the State for this expenditure. A copy of the membership renewal invoice is attached for your review.

Listed below are the State Treasury's responses required for Governor and Council organizational dues and membership approval submissions.

1. How long has this organization been in existence and how long has this agency been a member of this organization.

The College Savings Foundation has been in existence since 2003. The New Hampshire College Tuition Savings Plan Advisory Commission has been a member since 2005.

2. Is there any other organization which provides the same or similar benefits which your agency belongs to?

Yes, the College Savings Plan Network, an affiliate of the National Association of State Treasurers (NAST), provides some of the same benefits as CSF. However CSF offers proprietary industry outreach and promotion, summits and conferences, and surveys and analysis.

CSF is a not-for-profit organization based in Washington, DC whose mission is to help American families achieve their higher education savings goals. CSF does this by working with policy makers, media representatives, and financial services industry executives in support of education savings programs. CSF focuses on promoting, protecting, and enhancing 529 plans by providing a forum for discussion and action; supporting analysis and knowledge; conducting outreach to the public and financial media; and, promoting sound public policies that not only promote college savings, but also ensure that financial aid policies and practices do not undermine the incentive to save for higher education.

CSF conducts surveys and provides in-depth college savings data to its members and the public. In 2012, CSF initiated an effort to raise awareness of college savings by holding a public session after its conference. This has been well-received not only by the public, but the media who attended as well. CSF held its second event in February after the conference in Scottsdale, AZ. Every 2 years, CSF sponsors a full-day summit in Washington, DC on issues facing the industry and members' customers. These summits are attended by industry professionals, people from federal agencies and Congress, think tank professionals, media, as well as CSF members. CSF pursues a very active promotional effort that reaches out to national and local media to include

publications, newspapers, radio, and television. For 6 months, CSF had an ad on the CBS Super screen in Times Square that promoted college savings. This ad was seen by millions and was up during the Thanksgiving Day parade as well as the holiday season and the ball drop for New Year's Eve.

3. How many other state's belonging to this organization and is your agency the sole New Hampshire state agency that is a member?

There are eleven other states with membership in the organization. The New Hampshire College Tuition Savings Plan Advisory Commission is not an agency, but a statutory commission created in order to provide executive and administrative oversight of New Hampshire's college tuition savings plan. State agency members of the Advisory Commission include the State Treasurer and Commissioner of Administrative Services.

4. How is the dues structure established? (Standard fee for all states, based on state population, based on other criteria, etc.)

There is a standard fee for states, non-profit organizations, sole proprietors and small businesses.

5. What benefit does the state receive from participating in this membership?

In addition to being part of an organization that promotes education savings policies that help families finance higher education, CSF provides its members with information on issues affecting college and other education savings plans. CSF recently sponsored an ad on the CBS Super Screen in Times Square in New York (seen by millions) about saving for college. The ad was featured on CSF's website that lists all of CSF's members.

CSF promotes college savings legislation at the federal level and is very active with these efforts. CSF conducts quarterly research on savings in 529 plans as well as conducts surveys on saving for college each year. CSF is very active in promoting college savings through a variety of media to include national newspapers and trade publications as well as national and local radio and television spots.

Membership to CSF also provides the opportunity to network with other industry professionals.

6. Are training or educational/research materials included in the membership? If so, is the cost included? Explain in detail.

CSF members receive detailed information on statistics for the 529 industry on a quarterly basis. The information is compiled by the Financial Research Corporation.

Additionally, CSF conducts a number of surveys each year on saving and attitudes about saving for college from the perspective of 17 and 18 year olds as well as parents. This data is shared with CSF members.

7. Is the membership required to receive any federal grants or required in order to receive or participate in licensing or certification exams? Explain

No

8. Is there any travel included with this membership fee? Explain in detail any travel to include the number of employees involved, the number of trips, destination if known, and purposes of membership supported trips.

CSF holds quarterly Board meetings that all members are invited to attend either in person or by conference call. Additionally, CSF has an annual conference that members are invited to attend as well as a summit, every 2 years, that provides an in-depth look at issues facing families when evaluating financing higher education and issues surrounding higher education that are of interest to CSF's members' customers.

The cost of travel and any registration fees are not included in membership dues.

9. Which state agency employees are directly involved with this organization? (Indicate if they are members, voting members, committee members, and/or officers of the organization.)

The State Treasurer is a non-voting member. All CSF members are encouraged to participate on the 6 standing committees, 2 task forces and any ad hoc committees that are formed to address specific issues facing the 529 industry.

10. Explain in detail any negative impact to the State if the Agency did not belong to this organization.

CSF provides a great deal of information to its members as well as promotes college savings via a variety of methods and media. CSF is very active on the federal legislative front and provides its members with information not only regarding legislation, but other efforts affecting college savings as well. CSF conducts research through data collection, analysis, and surveys and shares all of this with its members. The summits held every 2 years highlight college financing and savings issues that are important to CSF's members' customers. The inability of the Advisory Commission to continue as a member would result in a lack of access to critical information, emerging developments and trends in the college savings industry, and a failure to participate in lending crucial support to CSF's efforts to promote 529 college savings at a national level.

Respectfully requested,



Catherine A. Provencher
State Treasurer



CollegeSavings
FOUNDATION

Invoice

Date	Invoice #
2/17/2014	5749

Federal Tax ID# 82-0586030

RECEIVED

FEB 25 2014

STATE TREASURY

Bill To
Catherine Provencher - Treasurer New Hampshire College Tuition Savings Plan Advisory Commission 25 Capitol Street Concord, NH 03301

Due Date
3/31/2014

Description	Amount												
CSF Membership Dues for April 2014 through March 2015	2,500.00												
<table border="1" style="width: 100%;"> <tr> <td>CO <u>10</u></td> <td>Proc Lvl <u>03800</u></td> </tr> <tr> <td>Vendor # <u>246595</u></td> <td>Remit <u>B001</u> INV # <u>5749</u></td> </tr> <tr> <td>PO # _____</td> <td>Ln # _____ \$ <u>2500.00</u></td> </tr> <tr> <td>Acc Unit <u>10470000</u></td> <td>Acct <u>500251</u></td> </tr> <tr> <td>Activity (job #) _____</td> <td>Acct Cat _____</td> </tr> <tr> <td>Signature _____</td> <td>Date _____</td> </tr> </table>		CO <u>10</u>	Proc Lvl <u>03800</u>	Vendor # <u>246595</u>	Remit <u>B001</u> INV # <u>5749</u>	PO # _____	Ln # _____ \$ <u>2500.00</u>	Acc Unit <u>10470000</u>	Acct <u>500251</u>	Activity (job #) _____	Acct Cat _____	Signature _____	Date _____
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Signature _____	Date _____												
Total	\$2,500.00												

OK to pay

Visa, Mastercard, Discover & American Express accepted:

Card Number: _____ Expiration Date: _____

Name on Card: _____ Signature: _____

Address if different than above: _____

PLEASE NOTE: Contributions of gifts to College Savings Foundation are not deductible as charitable contributions for federal income tax purposes. Under provisions of the 2013 Budget Reduction Act, we are obligated to inform you that 50% of these dues are allocated to our legislative liaison and lobbying costs are non-deductible.