DreamAhead
COLLEGE INVESTMENT PLAN

2020 Second Quarter Committee Report

September 9, 2020

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Agenda

- Covid – 19 Update
- Fund Events
- Morningstar Review
- Product/Platform Enhancements

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Sumday COVID-19 update

Steps taken this quarter in response to global pandemic:

- Customer Contact Center
  - ✓ Call Center hours of operation expanded to 9am - 6pm ET / 6am - 3pm PT

Fund Events

- Exchanges July 1st: 5,149 accounts/$161,582,479.34 from 2018 and 2020 Year of Enrollment Funds to Terminal Portfolios
- New 2038 Year of Enrollment Fund Launched
- Preparation for JP Morgan Chase to Vanguard Fund Swap

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Morningstar Review

- Status

Product Enhancements

Planned for Next Release September 8th

Features:

- Allow customers to withdraw 100% from their cash portfolios
- Allow withdrawal up to 95% on investment portfolios from 90% on the same day
- Implement a daily transaction withdrawal limit per fund on the same trade date:
  - ✓ CSP: up to $25K on unverified schools, and $100K on verified schools
- Request multiple withdrawals on the same investment fund on the same day

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Product Enhancements (cont.)

Future Releases:

- Request check distribution to Authorized Legal Representative or Account Owner
- Accessibility audit updates
- Security Enhancements
  - ✓Track and store IP addresses when user logs in
  - ✓Store date of last password update
  - ✓Implement new cookie workflow for Sumday website
- Under the Hood:
  - ✓Technical and operational support enhancements (Angular 9 upgrade, charts library upgrade, improving internal product support tools for call center reps, operations and reporting)

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Overview for the Current Quarter

- $798,829,765 in AUM ⬆
- 25,938 Funded Accounts ⬆
- 728 New Accounts ⬇
- 4,495 Accounts Closed With Zero Dollar Balance ⬆
- Market Performance of $50,587,944 ⬆
- Contributions of $7,899,633 ⬇
- Distributions of $-12,830,709 ⬇

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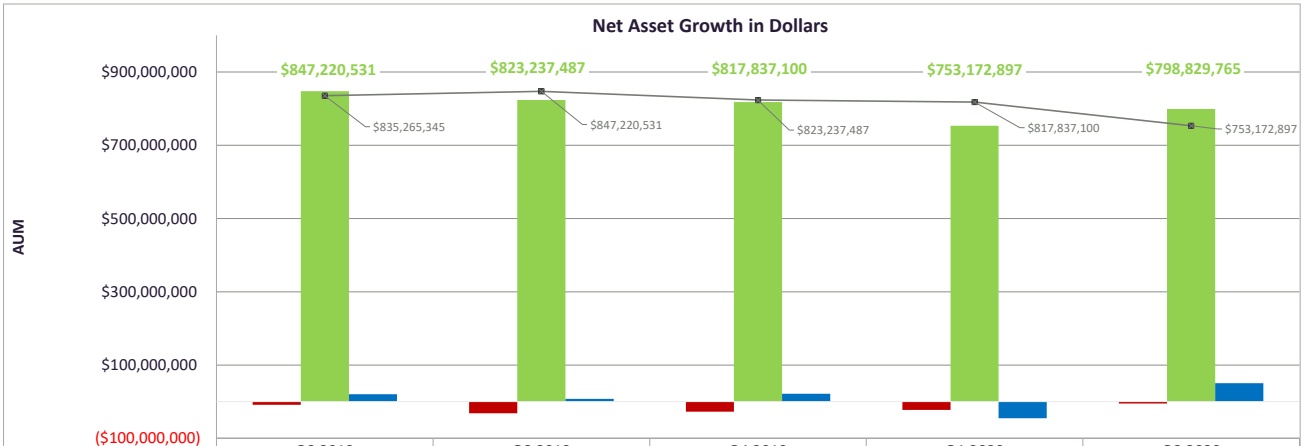
Net Asset Growth

Asset growth shows strong return of market performance



	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Net Contributions	($8,320,181)	($31,699,866)	($27,100,668)	($22,401,217)	($4,931,076)
Total AUM	$847,220,531	$823,237,487	$817,837,100	$753,172,897	$798,829,765
Market Performance	$20,275,367	$7,716,822	$21,700,281	($45,262,724)	$50,587,944
Previous AUM	$835,265,345	$847,220,531	$823,237,487	$817,837,100	$753,172,897

Information Classification: Public

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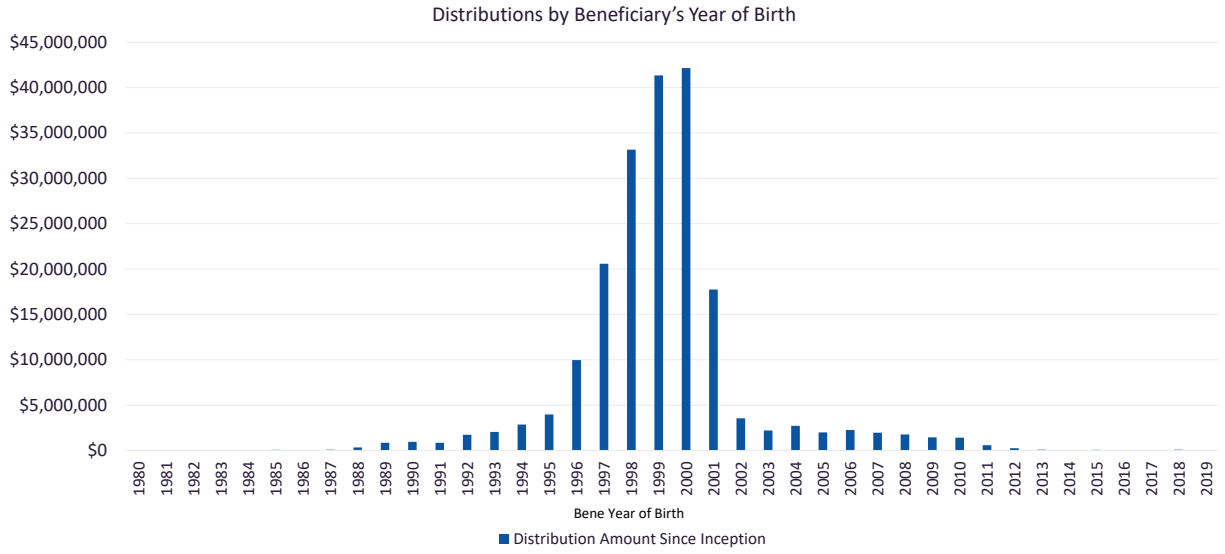
Distributions by Age Since Plan Inception

Total Plan Distributions Since Inception: $200,329,196 as of 6/30/2020



Information Classification: Public

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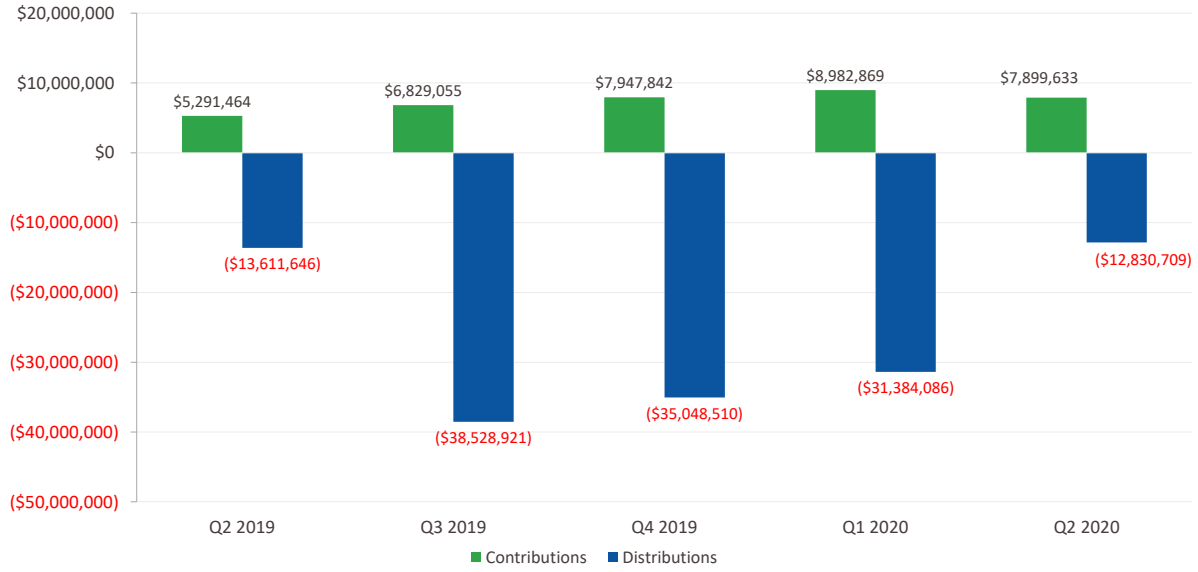
Contributions & Distributions

Distributions showed a seasonal decline in Q2, with contributions up compared to Q2 2019



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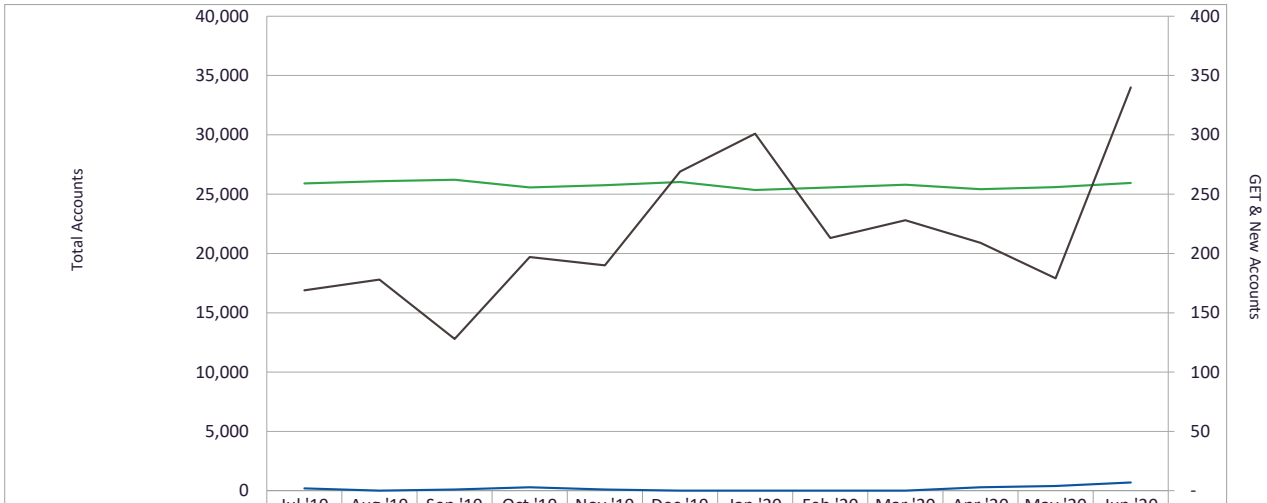
Cumulative Account Growth FY2020



	Jul '19	Aug '19	Sep '19	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20
Total Funded Accounts	25,908	26,086	26,214	25,560	25,750	26,019	25,356	25,569	25,797	25,419	25,598	25,938
GET Rollover	2	-	1	3	1	-	-	-	-	3	4	7
New Accounts	169	178	128	197	190	269	301	213	228	209	179	340

43 *Information Classification: Public*

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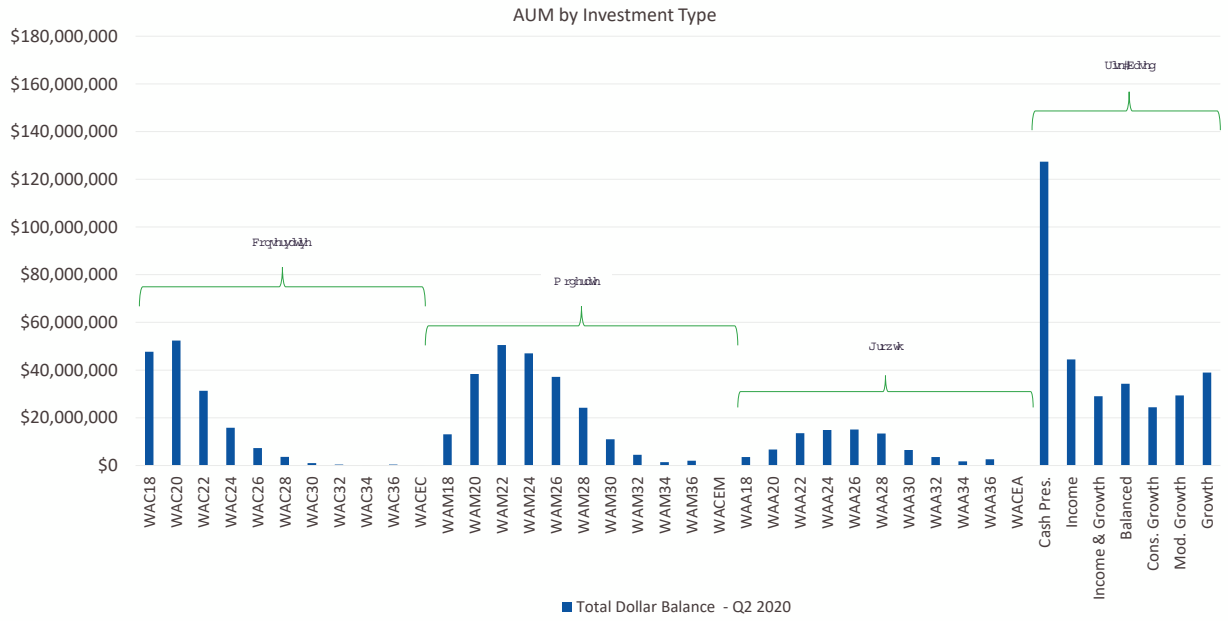
Investment Distribution



44 *Information Classification: Public*

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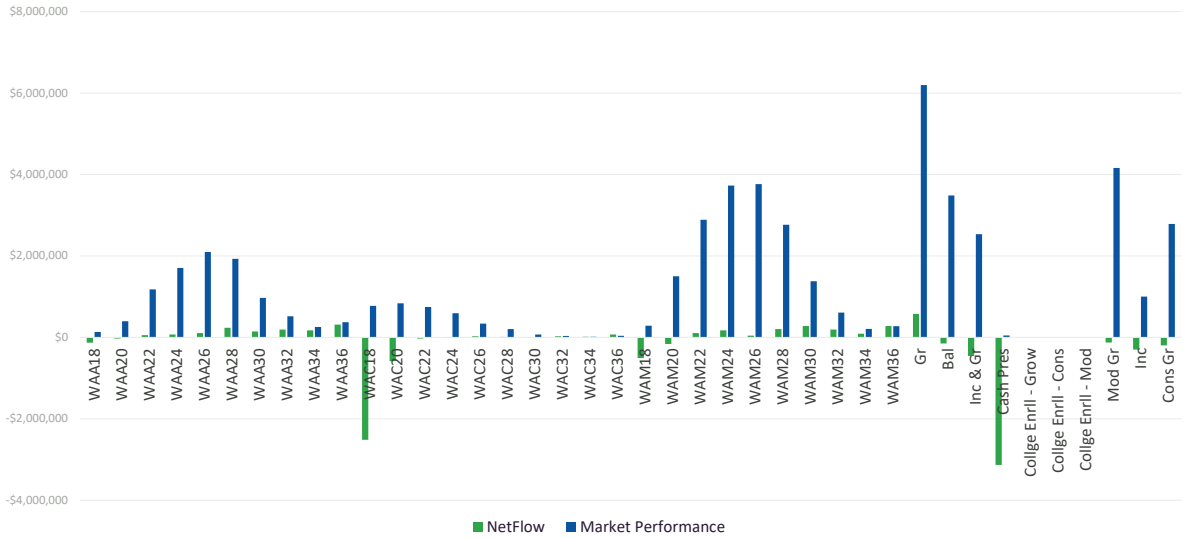
Cash Flow by Investment Portfolio Q2 2020



45 *Information Classification: Public*

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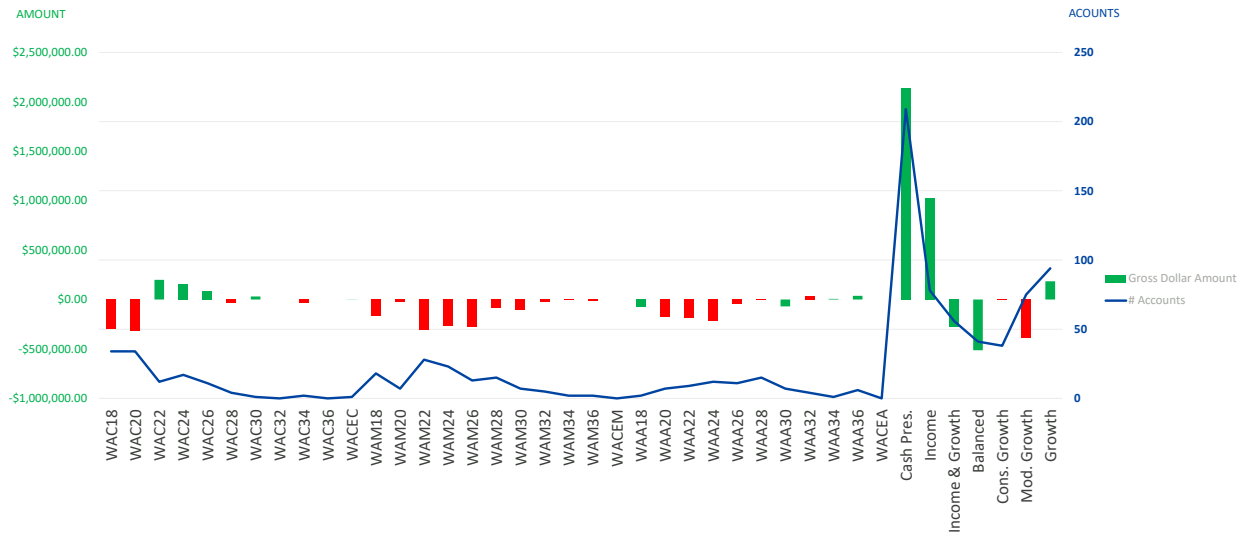
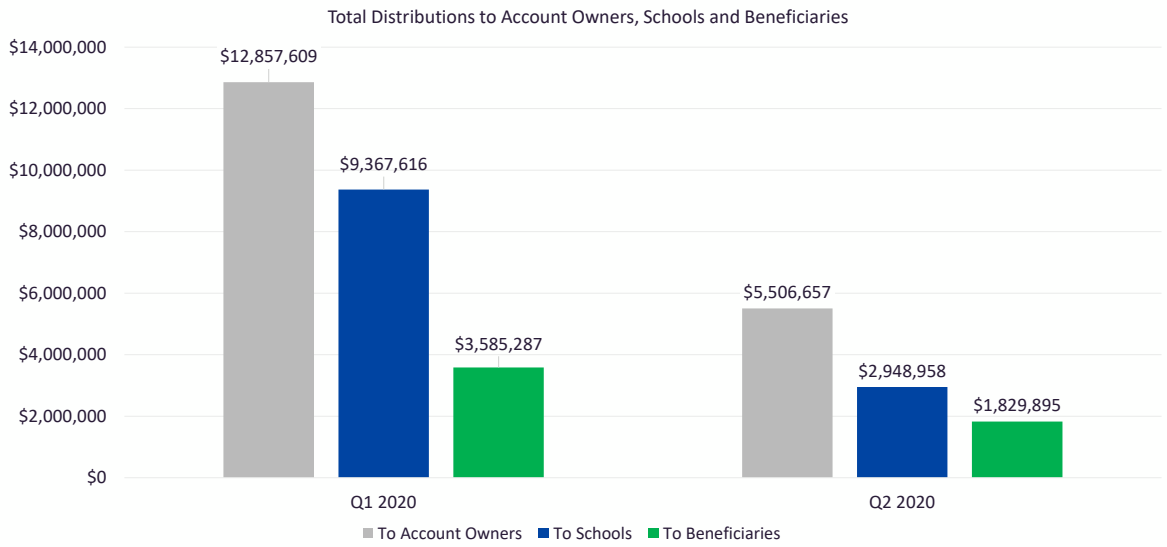
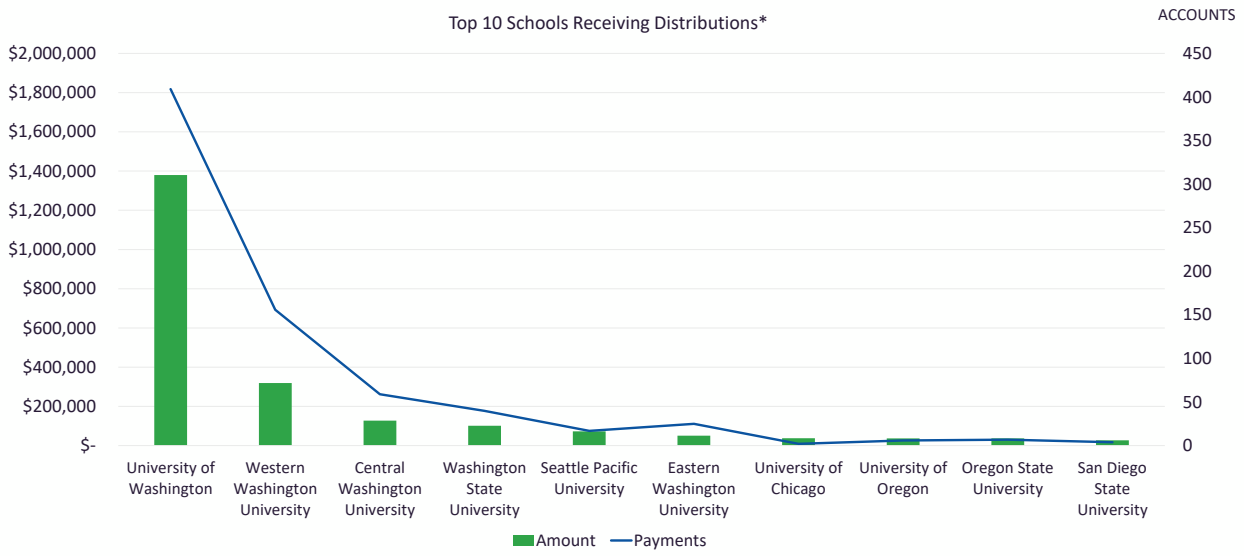
Fund Exchange Report Q2 2020



Distributions by Recipient

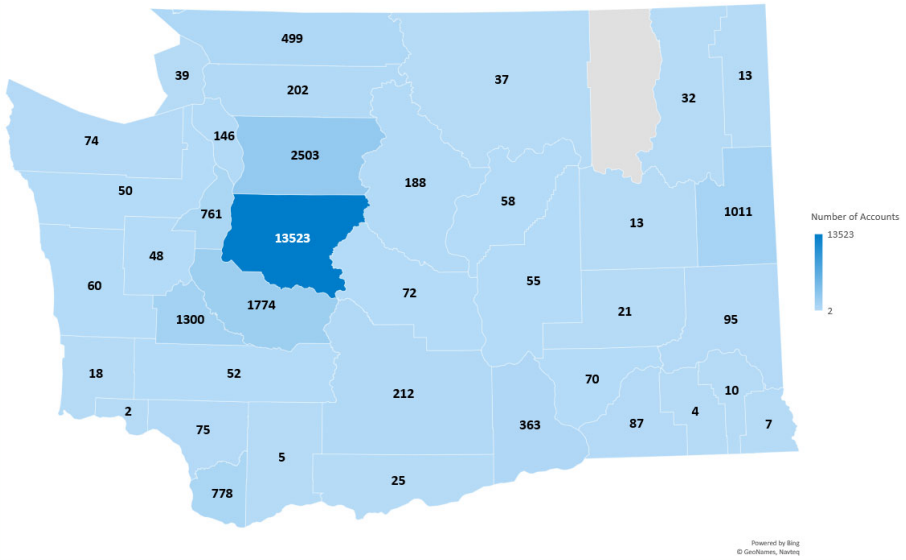


Tuition Distributions Q2 2020

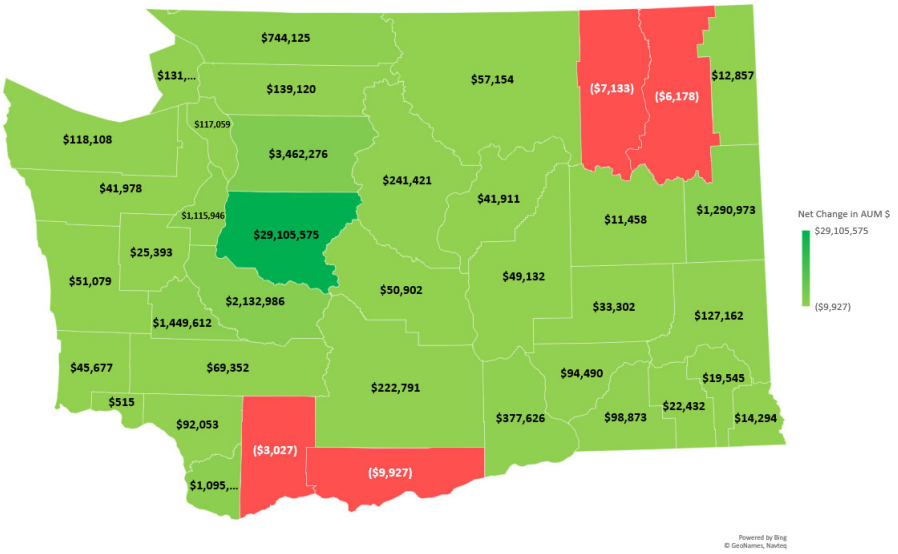


Number of Accounts by County Q2 2020

The one account in Ferry County closed in Q2



Net Change in Average AUM by County Q2 2020



Customer Service

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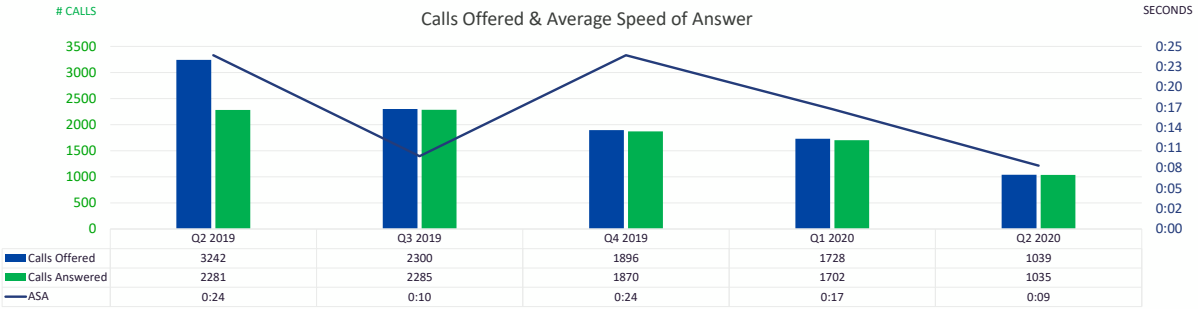

	Q2 2019	Q3 2019	Q4 2019	Q1 2020	Q2 2020
Calls Offered	3242	2300	1896	1728	1039
Calls Answered	2281	2285	1870	1702	1035
ASA	0:24	0:10	0:24	0:17	0:09

Q2 2020's most common customer inquiries to the Call Center:

- Qualified vs non-qualified education expenses.
- Canceling transactions
- Statement mail requests

APPENDIX

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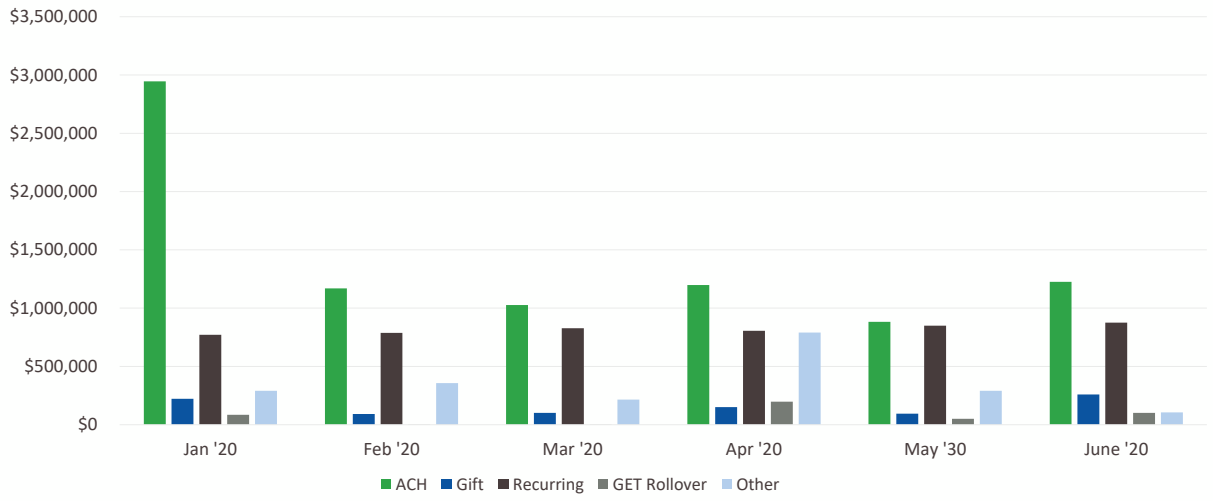
Contributions by Source Q2 2020



* Contribution sources are mutually exclusive
* "Other" represents Checks, Non-GET Rollovers and Payroll Deductions

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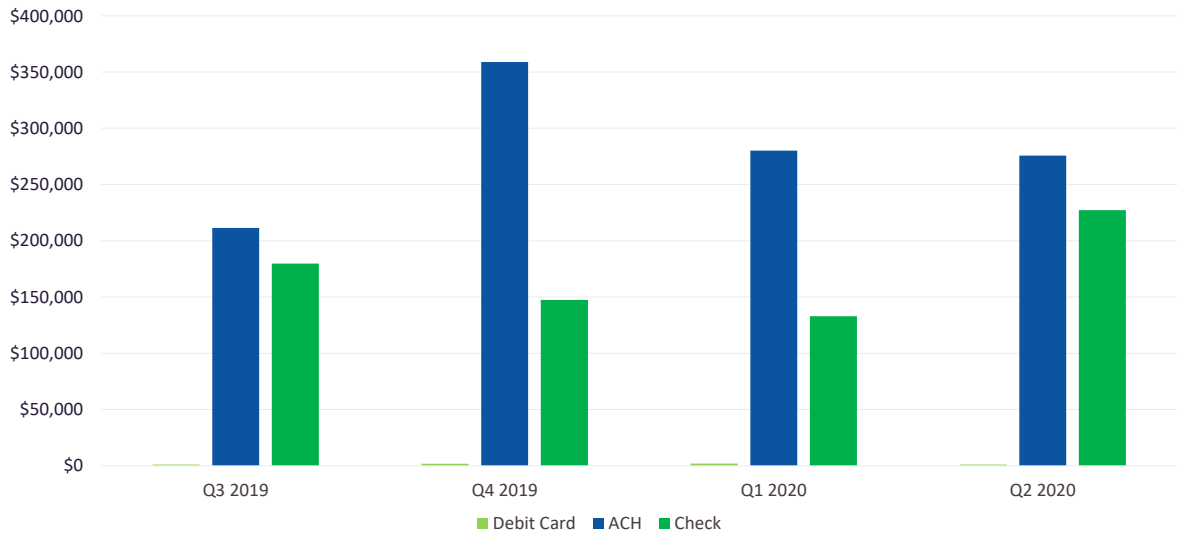
Gifting Activity – Contributions by Transaction Type Q2 2020



54 *Information Classification: Public*

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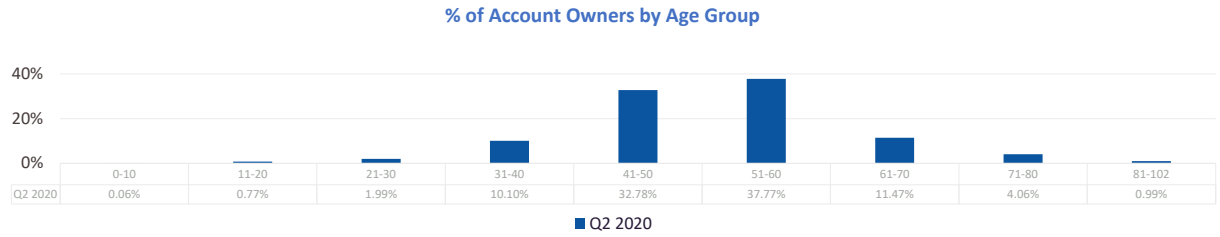
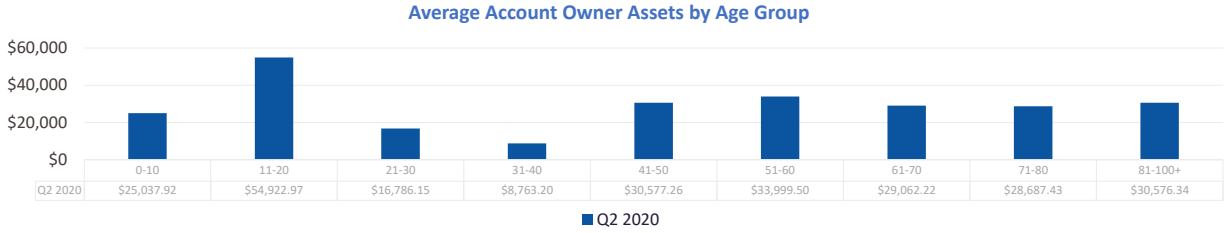
Account Owner Demographics Q2 2020





55 *Information Classification: Public*

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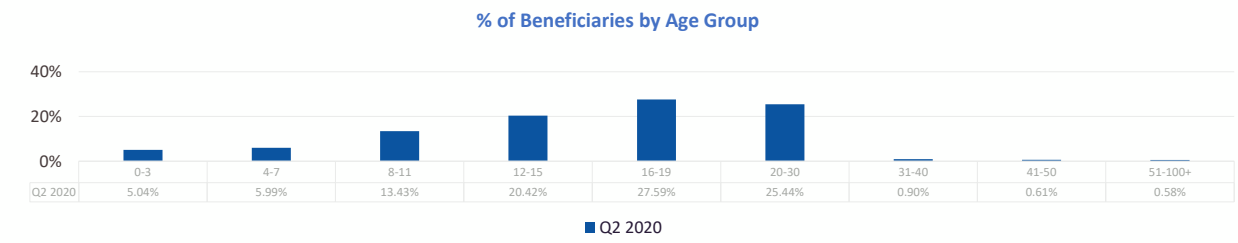
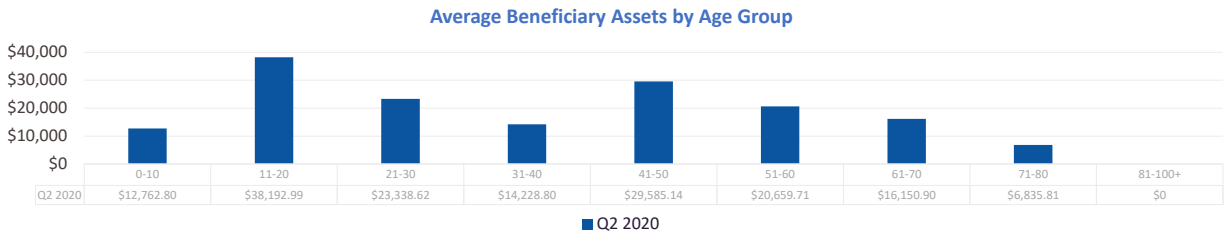
Beneficiary Demographics Q2 2020





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Google Analytics Q2 2020

User activity ranked by city

City	Acquisition			Behavior			Conversions Goal 1: Register		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Register (Goal 1 Conversion Rate)	Register (Goal 1 Completions)	Register (Goal 1 Value)
	22,991 % of Total: 12.81% (179,451)	18,165 % of Total: 10.96% (165,723)	50,398 % of Total: 14.88% (338,793)	13.88% Avg for View: 14.88% (-6.73%)	9.67 Avg for View: 8.67 (11.48%)	00:04:55 Avg for View: 00:03:20 (47.47%)	1.11% Avg for View: 0.70% (58.21%)	558 % of Total: 23.53% (2,371)	$0.00 % of Total: 0.00% ($0.00)
1. Seattle	3,241 (12.76%)	2,397 (13.20%)	6,668 (13.23%)	13.89%	9.96	00:05:02	0.81%	54 (9.68%)	$0.00 (0.00%)
2. Bellevue	2,127 (8.38%)	1,545 (8.51%)	4,266 (8.46%)	15.64%	8.77	00:03:49	0.59%	25 (4.48%)	$0.00 (0.00%)
3. Vancouver	1,711 (6.74%)	1,174 (6.46%)	3,469 (6.88%)	11.39%	9.03	00:05:09	0.95%	33 (5.91%)	$0.00 (0.00%)
4. Kent	910 (3.58%)	606 (3.34%)	1,821 (3.61%)	15.71%	8.59	00:03:44	1.10%	20 (3.58%)	$0.00 (0.00%)
5. Tacoma	883 (3.48%)	631 (3.47%)	1,760 (3.49%)	14.32%	8.84	00:04:14	1.08%	19 (3.41%)	$0.00 (0.00%)
6. Sammamish	543 (2.14%)	391 (2.15%)	994 (1.97%)	11.57%	11.50	00:05:21	0.50%	5 (0.90%)	$0.00 (0.00%)
7. Renton	486 (1.91%)	326 (1.79%)	1,054 (2.09%)	16.89%	10.06	00:04:26	0.66%	7 (1.25%)	$0.00 (0.00%)
8. Kirkland	481 (1.89%)	351 (1.93%)	1,012 (2.01%)	13.64%	10.44	00:05:09	1.28%	13 (2.33%)	$0.00 (0.00%)
9. Redmond	481 (1.89%)	369 (2.03%)	938 (1.86%)	13.97%	11.50	00:05:21	1.39%	13 (2.33%)	$0.00 (0.00%)
10. Everett	477 (1.88%)	336 (1.85%)	900 (1.79%)	14.78%	10.93	00:04:54	2.00%	18 (3.23%)	$0.00 (0.00%)

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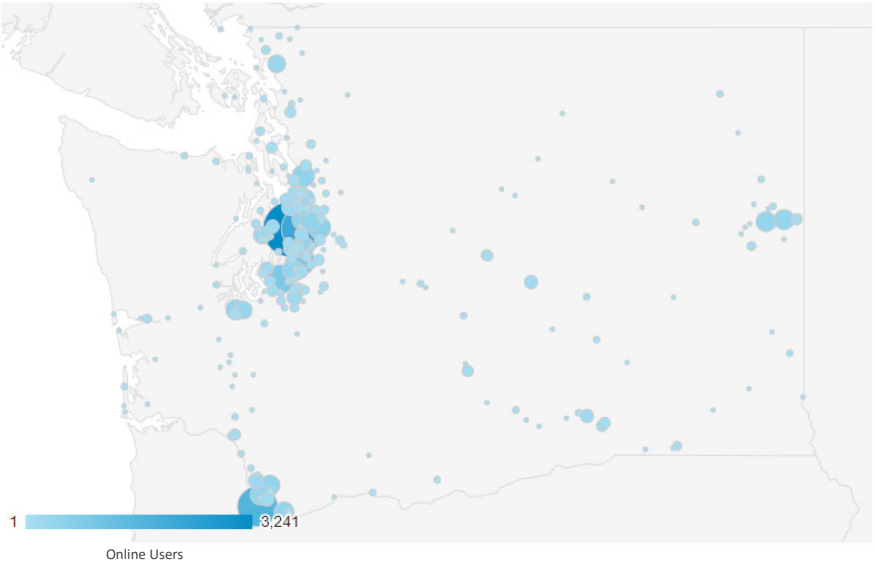
Google Analytics Q2 2020

Site data on users activity by top locations



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