DreamAhead
COLLEGE INVESTMENT PLAN

2020 Third Quarter Committee Report

November 12, 2020

Agenda

- Covid – 19 Update
- Morningstar Ranking
- Fund Event

Sumday COVID-19 update

Morningstar Bronze Ranking

Fund Event

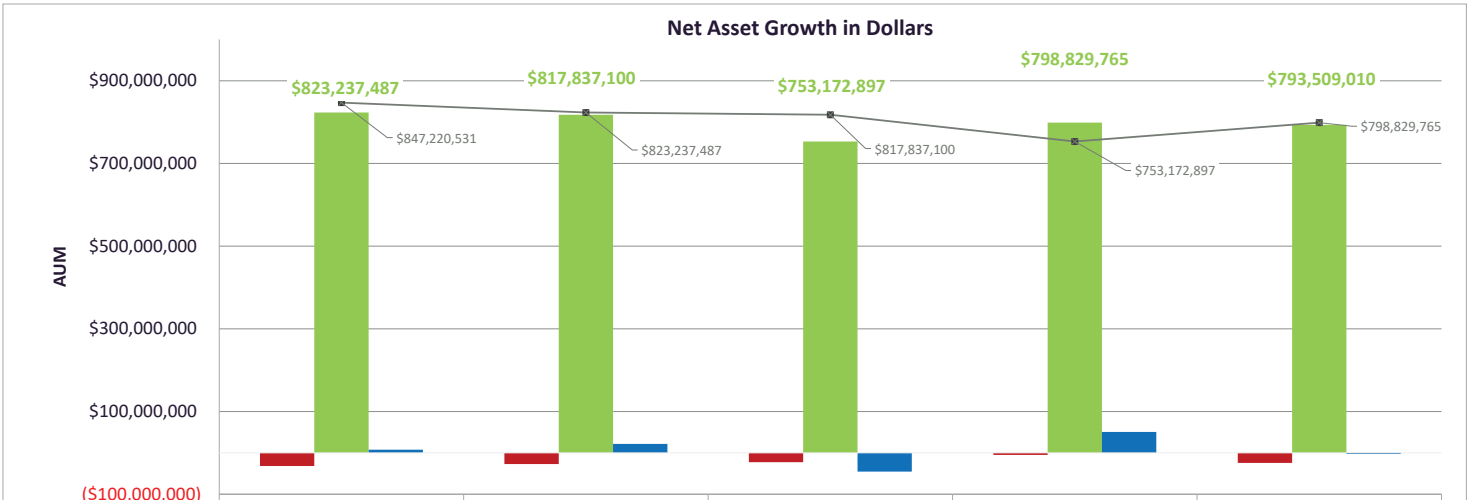
- Fund swap scheduled to occur 12/1
- Account owner notification
- Program Details Booklet: Supplement
- Website

Overview for the Current Quarter

- $793,509,010 in AUM ↓
- 25,886 Funded Accounts ↓
- 488 New Accounts ↓
- 5,054 Accounts with Zero Dollar Balance ↑
- Market Performance of -$2,695,023 ↓
- Contributions of $7,548,289 ↓
- Distributions of $31,781,967 ↑

Net Asset Growth

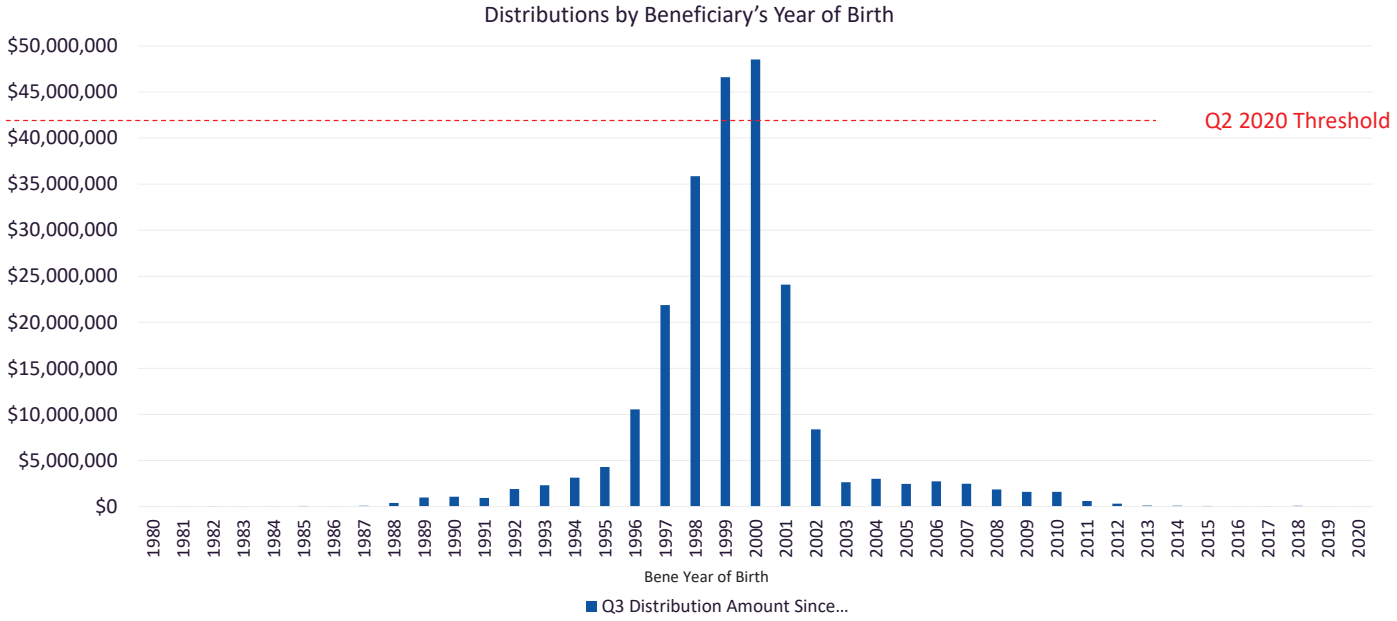
Asset growth shows strong return of market performance



	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
Net Flow	($31,699,866)	($27,100,668)	($22,401,217)	($4,931,076)	($24,233,678)
Total AUM	$823,237,487	$817,837,100	$753,172,897	$798,829,765	$793,509,010
Market Performance	$7,716,822	$21,700,281	($45,262,724)	$50,587,944	($2,695,023)
Previous AUM	$847,220,531	$823,237,487	$817,837,100	$753,172,897	$798,829,765

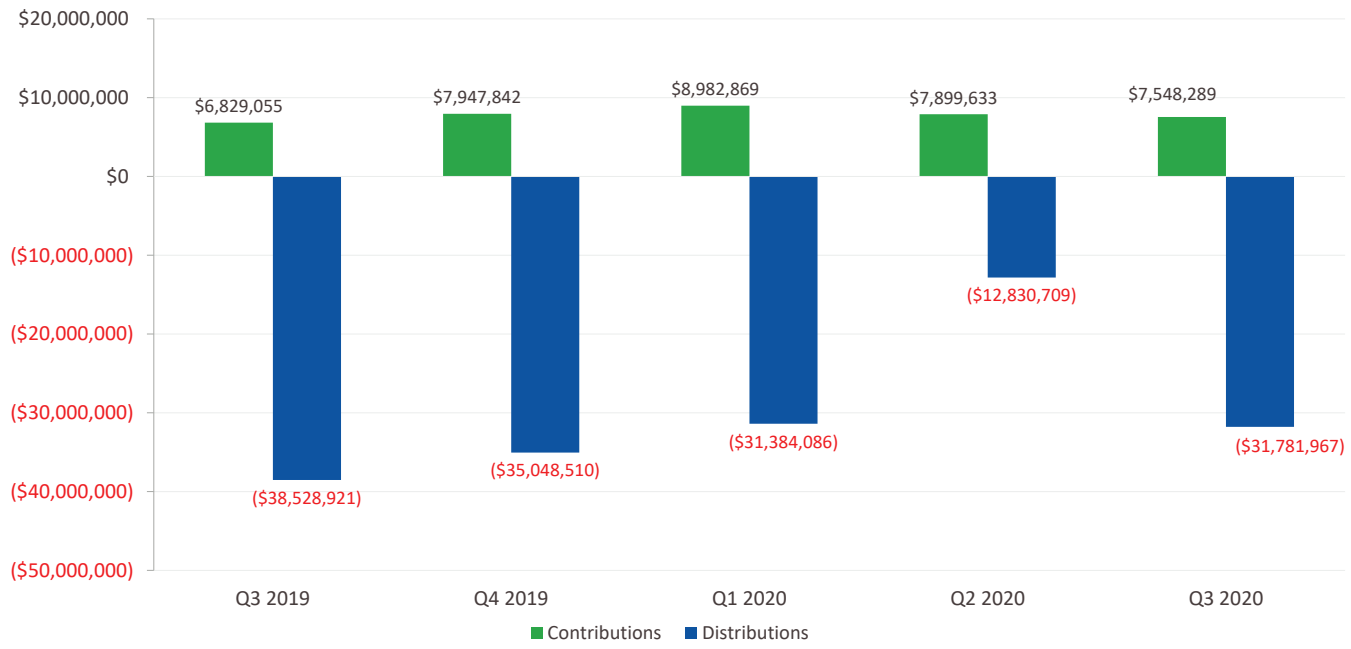
Distributions by Age Since Plan Inception

Total Plan Distributions Since Inception: $231,011,144 as of 9/30/2020

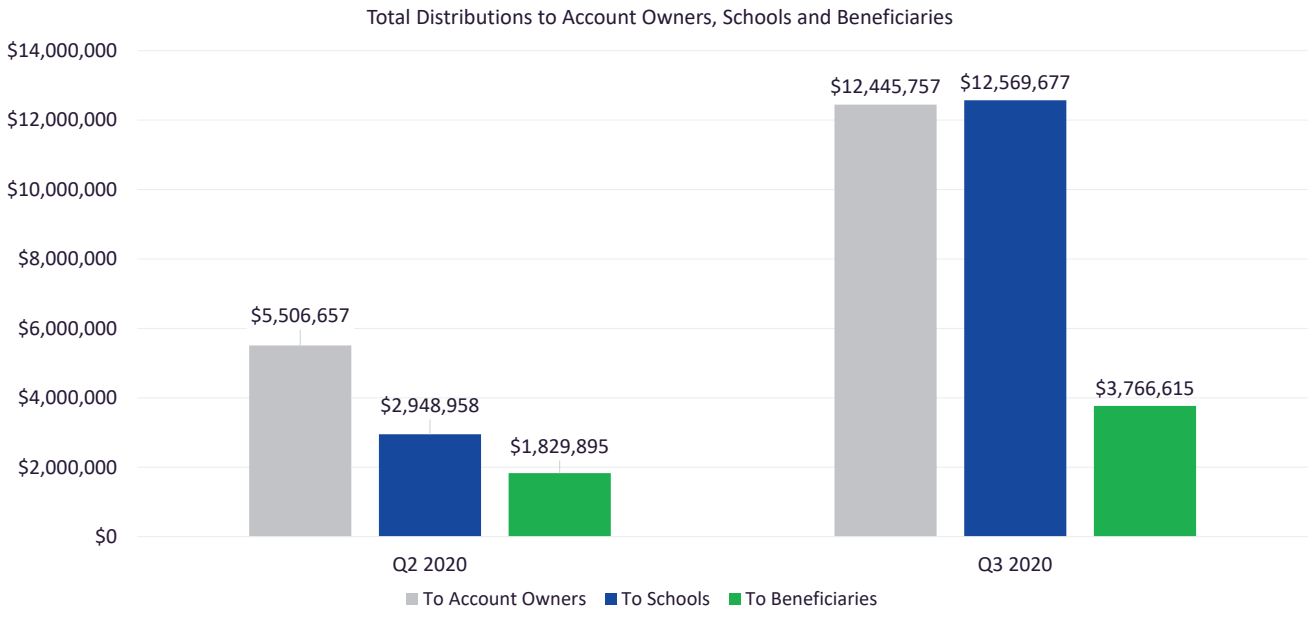


Contributions & Distributions

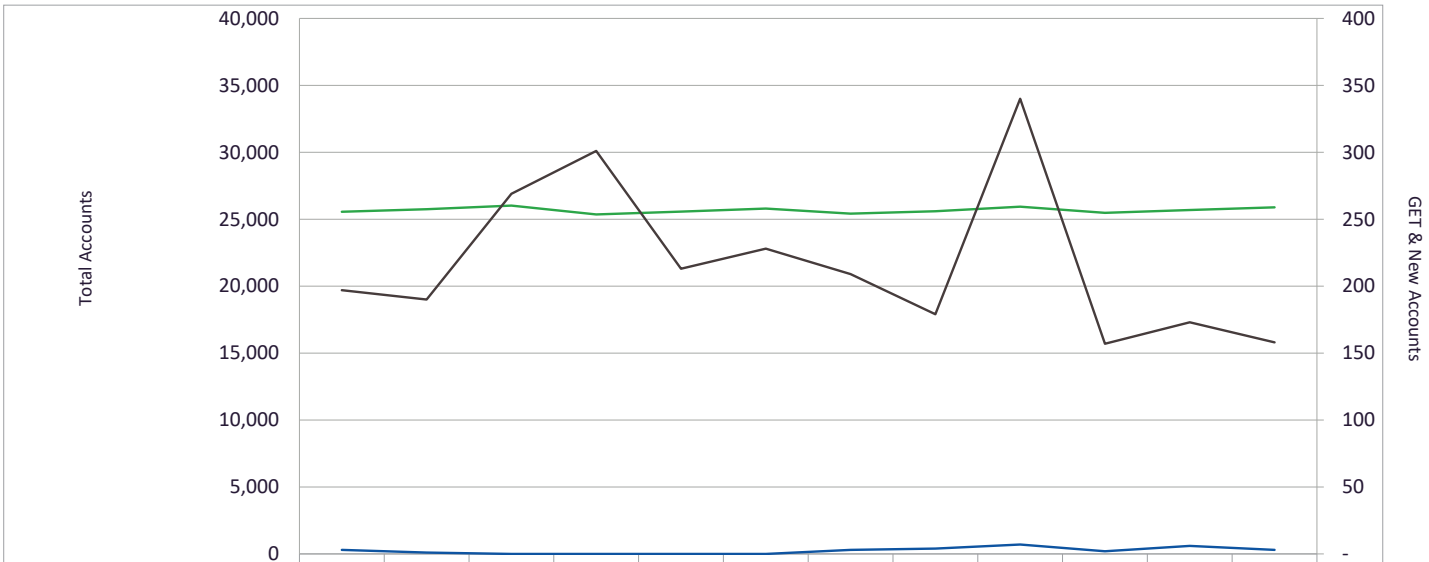
Distributions are back near trend, but trailing same quarter in 2019, possibly affected by COVID-19.



Distributions by Recipient

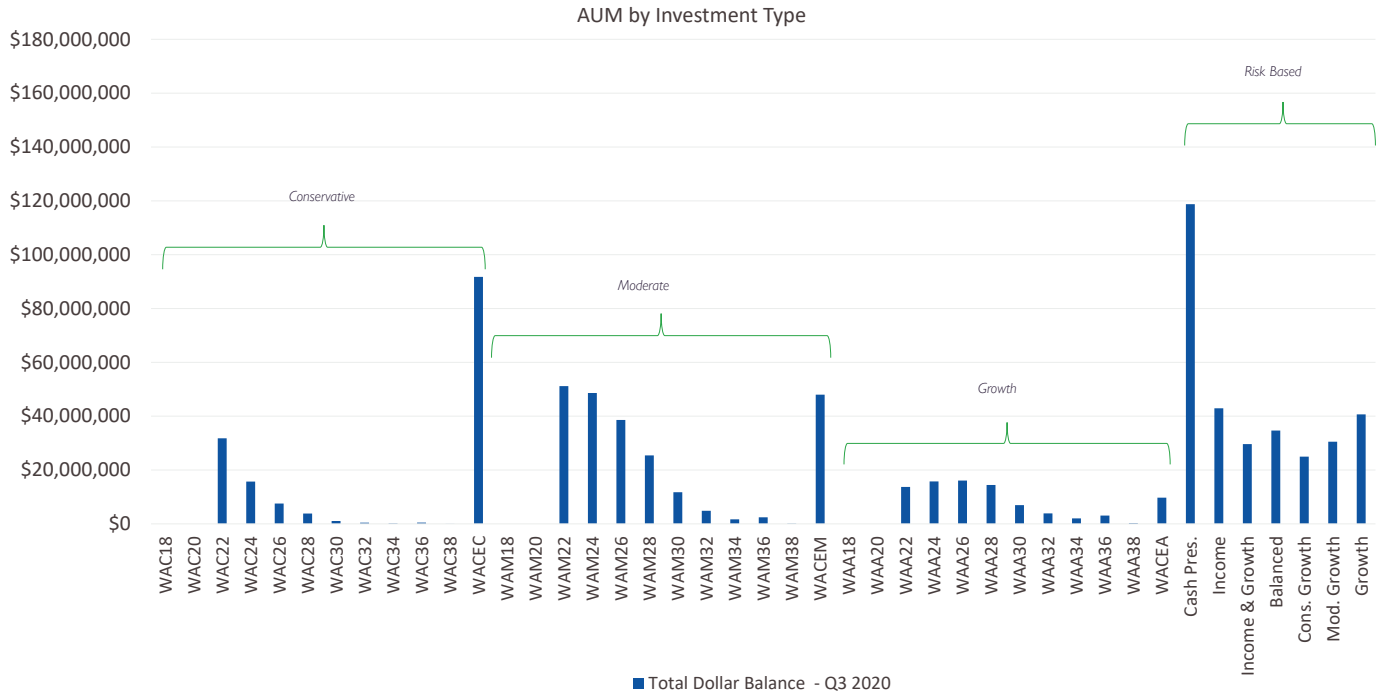


Cumulative Account Growth – Last Twelve Months

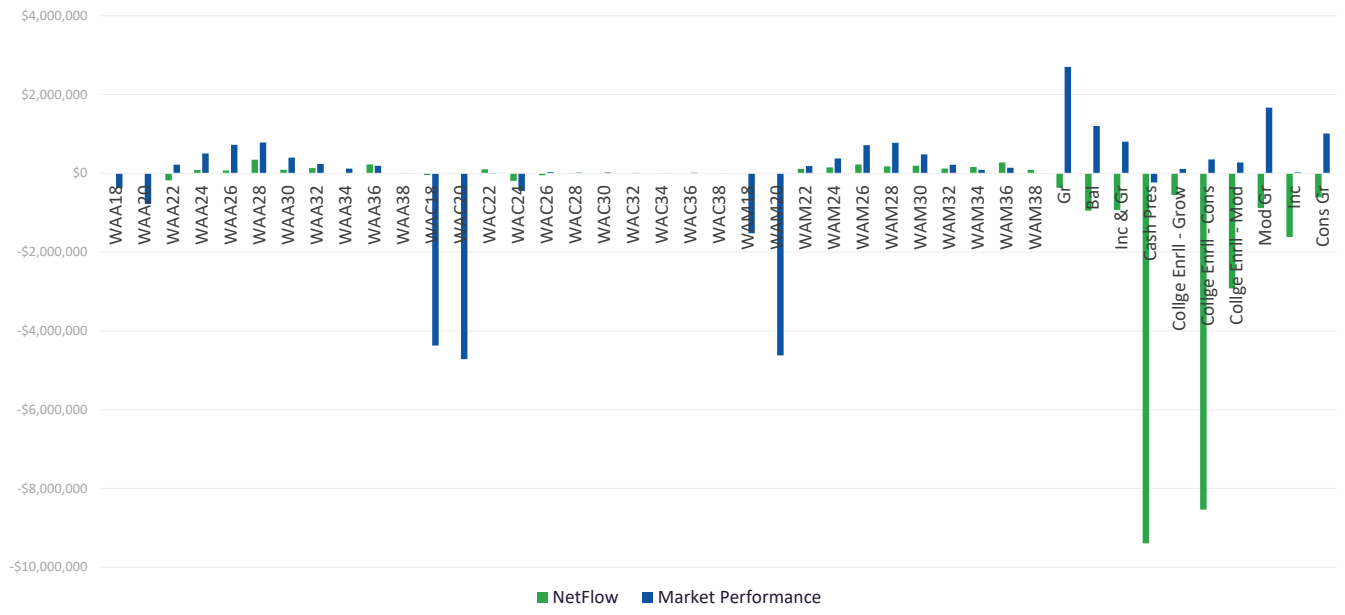


	Oct '19	Nov '19	Dec '19	Jan '20	Feb '20	Mar '20	Apr '20	May '20	Jun '20	Jul '20	Aug '20	Sep '20
Total Funded Accounts	25,560	25,750	26,019	25,356	25,569	25,797	25,419	25,598	25,938	25,475	25,689	25,886
GET Rollover	3	1	-	-	-	-	3	4	7	2	6	3
New Accounts	197	190	269	301	213	228	209	179	340	157	173	158

Investment Distribution

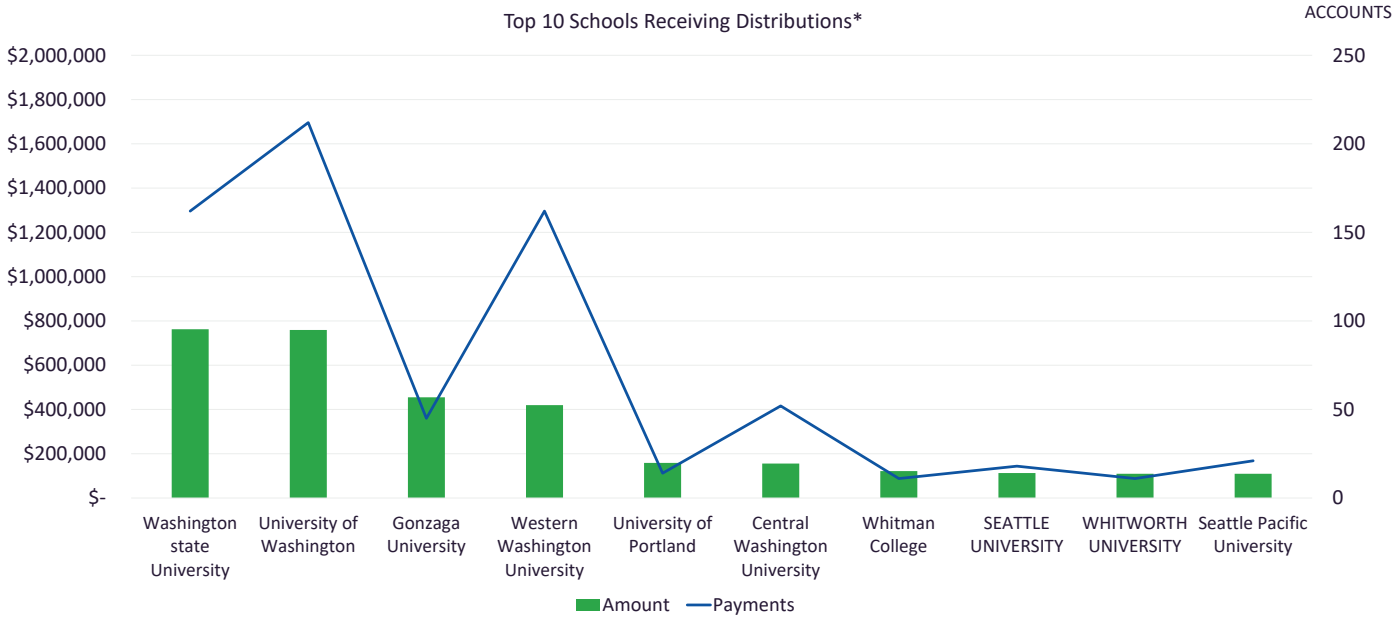


Cash Flow by Investment Portfolio Q3 2020



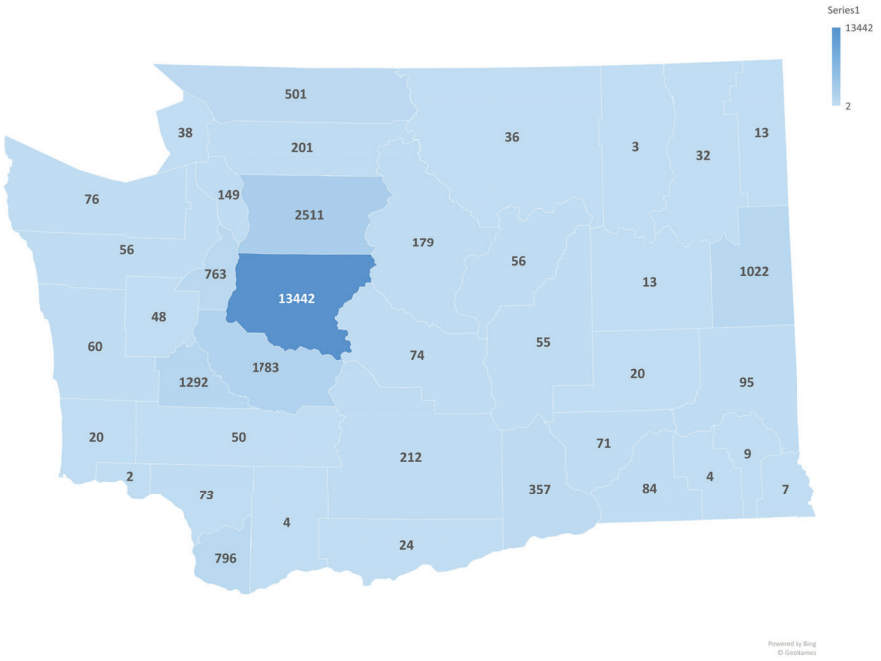
Fund Exchange Report Q3 2020

Tuition Distributions Q3 2020

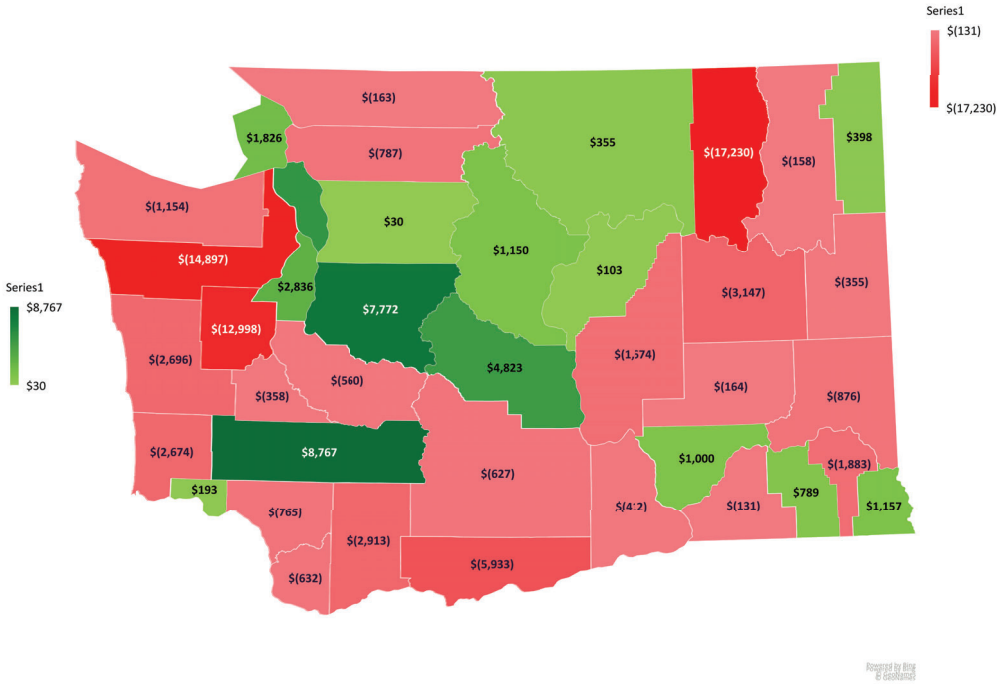


Number of Accounts by County Q2 2020

The one account in Ferry County closed in Q2

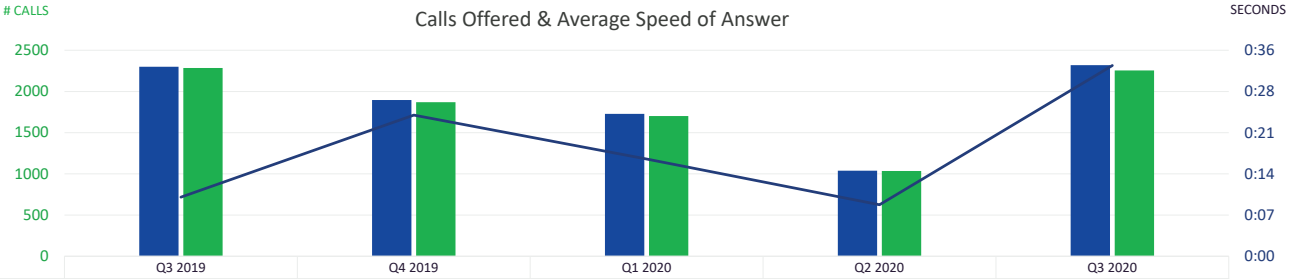


Net Change in Average AUM by County Q3 2020



Customer Service

Call Center Statistics



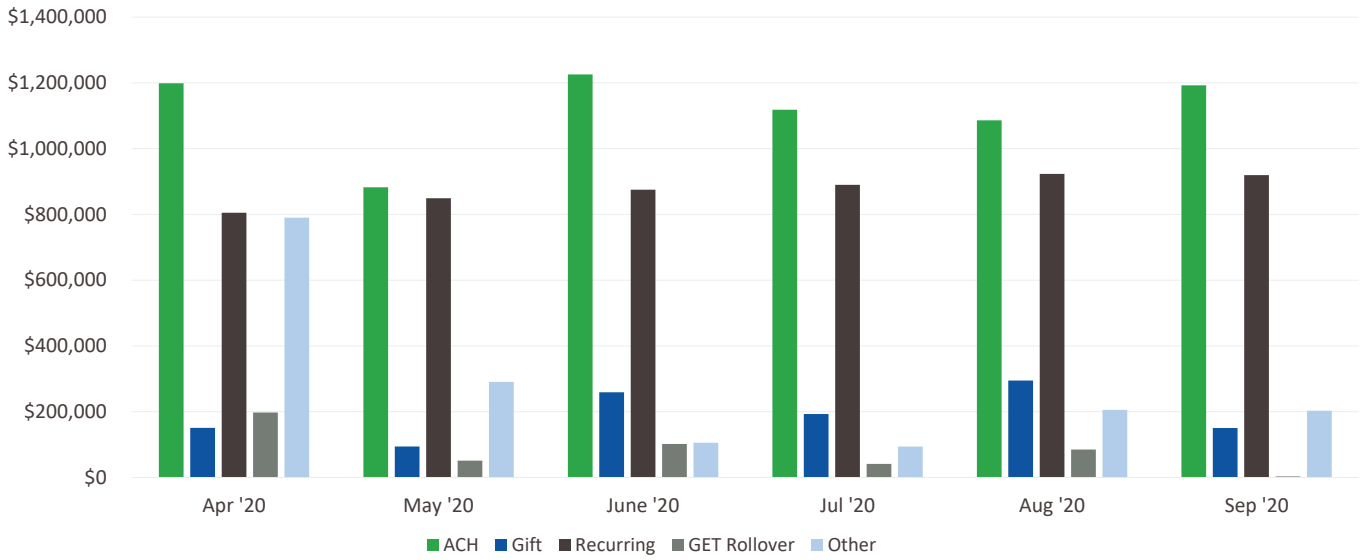
	Q3 2019	Q4 2019	Q1 2020	Q2 2020	Q3 2020
Calls Offered	2300	1896	1728	1039	2319
Calls Answered	2285	1870	1702	1035	2255
ASA	0:10	0:24	0:17	0:09	0:33

Q3 2020's most common customer inquiries to the Call Center:

- Assistance with accessing account online
- Assistance with completing a financial transaction
- Assistance with opening accounts

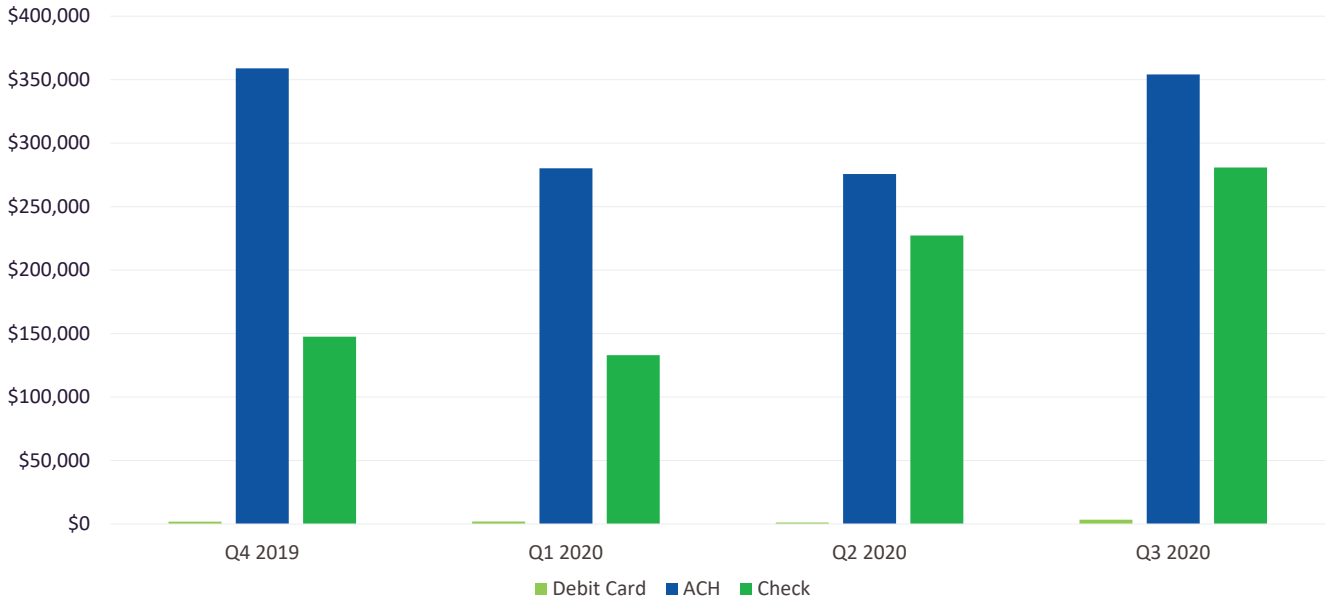
APPENDIX

Contributions by Source Q3 2020

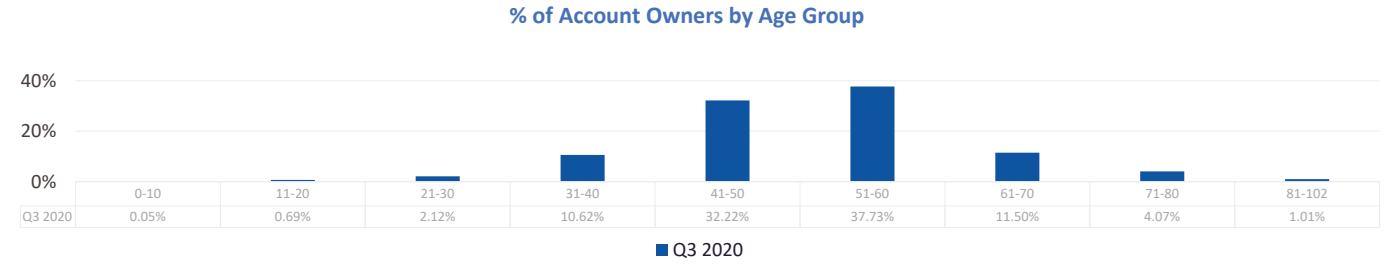


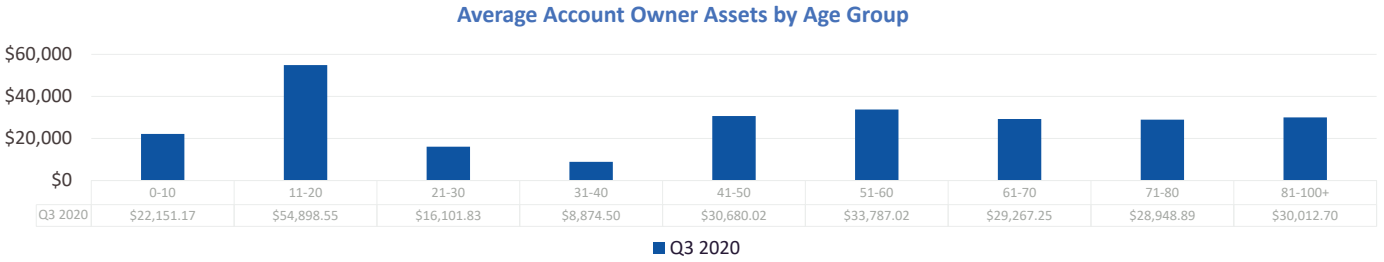
* Contribution sources are mutually exclusive
* "Other" represents Checks, Non-GET Rollovers and Payroll Deductions

Gifting Activity – Contributions by Transaction Type Q3 2020

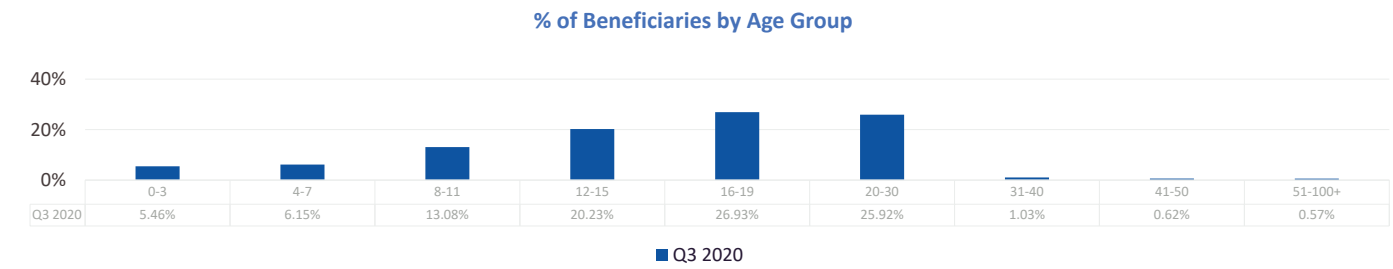


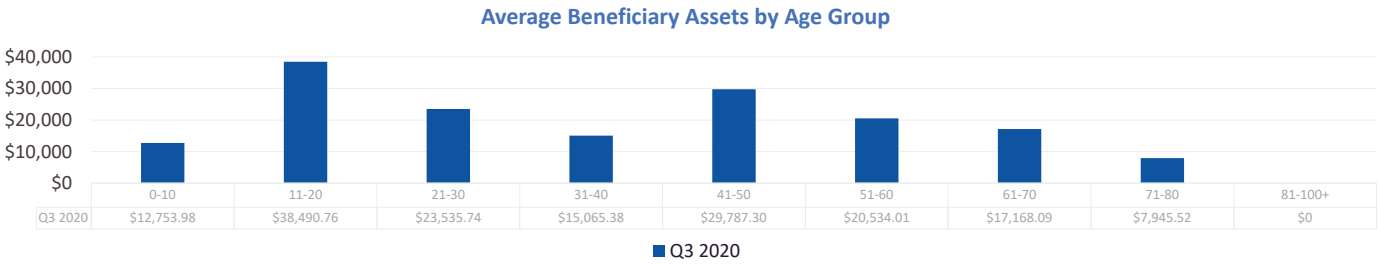
Account Owner Demographics Q3 2020





Beneficiary Demographics Q3 2020





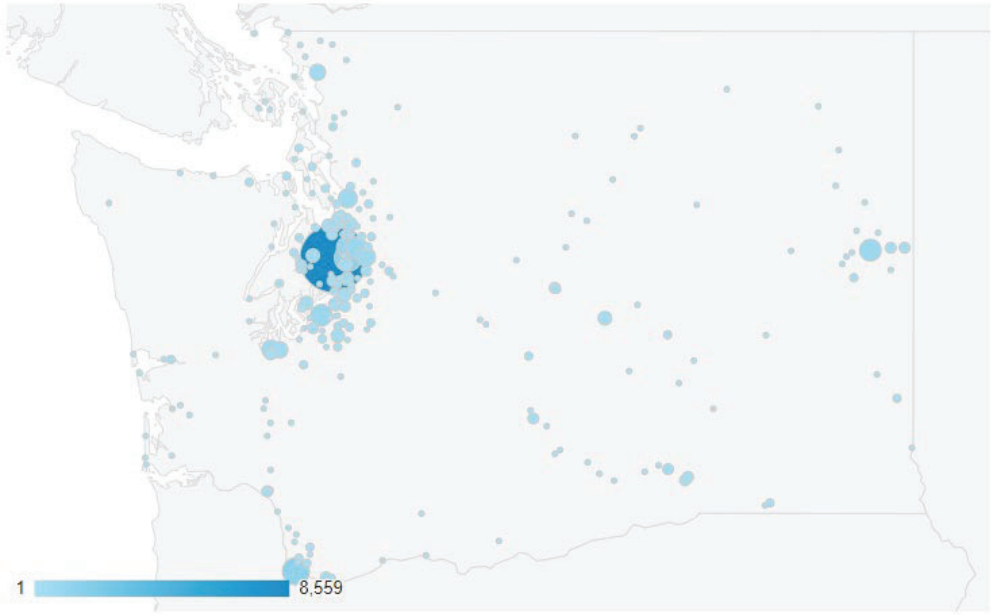
Google Analytics Q3 2020

User activity ranked by city

City	Acquisition			Behavior		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration
	25,352 % of Total: 14.92% (169,902)	21,061 % of Total: 13.69% (153,819)	54,039 % of Total: 16.83% (321,115)	17.50% Avg for View: 18.32% (-4.46%)	10.70 Avg for View: 8.72 (22.69%)	00:05:25 Avg for View: 00:03:59 (36.25%)
1. Seattle	**8,559** (31.31%)	6,760 (32.10%)	16,826 (31.14%)	19.88%	9.83	00:04:54
2. Bellevue	**1,309** (4.79%)	1,042 (4.95%)	2,771 (5.13%)	15.41%	11.51	00:05:30
3. Vancouver	**1,290** (4.72%)	972 (4.62%)	2,548 (4.72%)	15.31%	10.28	00:05:36
4. Kirkland	**830** (3.04%)	669 (3.18%)	1,697 (3.14%)	16.32%	11.39	00:05:35
5. Tacoma	**794** (2.90%)	604 (2.87%)	1,574 (2.91%)	17.03%	10.87	00:05:28
6. Redmond	**736** (2.69%)	580 (2.75%)	1,441 (2.67%)	14.30%	12.82	00:06:31
7. Spokane	**733** (2.68%)	574 (2.73%)	1,575 (2.91%)	19.43%	10.75	00:05:53
8. Olympia	**597** (2.18%)	464 (2.20%)	1,230 (2.28%)	17.40%	11.59	00:05:44
9. Everett	**545** (1.99%)	418 (1.98%)	1,038 (1.92%)	16.57%	11.75	00:05:58
10. Sammamish	**531** (1.94%)	407 (1.93%)	1,053 (1.95%)	14.62%	12.38	00:05:42

Google Analytics Q3 2020

Site data on users activity by top locations. Users more than doubled from Q2 2020.



Online Users

DISCLOSURES

BNY Mellon is the corporate brand of The Bank of New York Mellon Corporation and may be used as a generic term to reference the corporation as a whole and/or its various subsidiaries generally. Products and services may be provided under various brand names in various countries by duly authorized and regulated subsidiaries, affiliates, and joint ventures of The Bank of New York Mellon Corporation.

This material, which may be considered advertising, is for general information purposes only and is not intended to provide or be construed as legal, tax, accounting, investment, financial or other professional advice on any matter.
The information contained in this material is for use by wholesale/professional clients only and is not to be relied upon by retail clients. Any discussion of tax matters contained in this material is not intended to be used, and cannot be used, for the purpose of avoiding tax or penalties under any applicable law or regulation or promoting, marketing or recommending to another party any transaction or matter.

This material may not be reproduced or disseminated in any form without the express prior written permission of BNY Mellon. Trademarks, service marks, logos and other intellectual property marks belong to their respective owners.

© 2017 The Bank of New York Mellon Corporation. All rights reserved.