

1. What is the IDeal- Idaho College Savings Program

- a. Idaho enabling legislation
 - i. A, B, C's of 529 -refer to IDeal Brochure
- b. Who uses IDeal
- c. Tax incentives

2. Idaho's 60% Goal

- a. Research supporting the efficacy of college savings accounts- WILT study
 - i. Idaho's barriers to higher education
 - 1. Office of Performance Evaluation study– cost #3 barrier
 - ii. Proposed cost of higher education in 18 years
- b. IDeal recent statistics:
 - i. Funded accounts- 25,781
 - ii. Average account balance \$12,600
 - iii. Assets under management \$322,782,201.58
 - iv. 2014 growth 17.5%
- c. President's proposal how it will affect Idaho's goal of 60%

3. Relevant Initiatives

- a. Reduction of fees
- b. Pending federal legislation:
 - i. Allowing for employer tax deductions for matching employee 529 contributions
 - ii. H.R. 529 will include making computers an eligible expense; allowing the redeposit of funds without negative tax implications in certain extenuating circumstances (e.g. a student gets sick at the beginning of the term); and updating outdated accounting rules.
- c. State initiatives and outreach:
 - i. Education entities
 - ii. Accountants
 - iii. Financial Planners
 - iv. Businesses
 - v. Community

4. Innovative Partnerships

- a. BLaunched
- b. Perspective Wealth
- c. Caldwell Mayor's office
- d. College of Western Idaho