

Open your IDEal College Savings Account today!
Contact IDEal at **866.433.2533**
or visit **www.idsaves.org**



To get started at CWI,
contact One Stop Student Services at **208.562.3000**
or visit **cwi.edu/go**.



A matching scholarship program for your IDEal college savings!



Learn More:
cwi.edu/ideal

BOOST your college savings up to \$500 per semester!

CWIDeal Boost

College of Western Idaho (CWI) is proud to partner with the Ideal-Idaho College Savings Program to promote education and increase opportunities for post-secondary success with CWIDeal Boost.

CWIDeal Boost offers incentives to students and families saving for college through Ideal, including a matching scholarship opportunity of up to **\$500 per semester** for qualifying CWI students*.



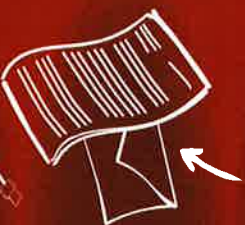
Boost Your College Savings



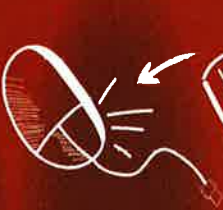
SET UP IDEAL SAVINGS ACCOUNT
idsaves.org



CONTRIBUTE TO YOUR ACCOUNT



APPLY FOR FEDERAL FINANCIAL AID
fafsa.gov



ENROLL IN CLASSES AT CWI
cwi.edu/go



USE YOUR IDEAL SAVINGS TO PAY CWI



RECEIVE UP TO \$500 MATCHING FUNDS PER SEMESTER

*Qualifying Students

- Must apply for federal financial aid using the FAFSA (fafsa.gov) and have a valid Expected Family Contribution (EFC).
- Must be attending CWI part time (6 or more credits per semester).
- Must be a degree/certificate seeking student.
- Must be making satisfactory academic progress (SAP) as determined by CWI's financial aid SAP policy.
- EFC (verified by CWI, when applicable) must be greater than \$2,100 and less than \$9,000.
- CWI must receive the 529 account payment directly from Ideal, sent via check, in order to be eligible for the matching scholarship.



A POWERFUL TOOL FOR IDAHO FAMILIES



Jeff & Cella

Idaho's state sponsored 529 college savings program

Administered by the Idaho College Savings Program Board, the Program helps families save for education in a tax advantaged way.

Enabled under title 33, Chapter 54 of Idaho Code and launched in 2001, IDeal is a self-supported program that received no direct funding from the General Fund. U.S. Code, Title 26;529 requires 529 Programs to be established and maintained by a state or instrumentality thereof.

FAST FACTS

Q: Who can use the IDeal Program

A: Anyone can open and contribute to an IDeal Account for any loved one— child, grandchild, niece, or even yourself.

Q: Are there tax advantages?

A: ¹ Yes, Idaho taxpayers' annual contributions qualify for an Idaho state tax deduction, funds grow tax deferred and qualified expenses are withdrawn tax free.

Q: What can funds be used for?

A: K-12 tuition, higher education costs (2 and 4-year, registered apprenticeships, trade schools and graduate programs) including tuition, room and board, books, required supplies, computers, peripherals and Internet.

Q: Can funds repay student loans?

A: Yes. The 2019 Secure Act allows for a maximum lifetime aggregate of \$10,000 in loan payments per beneficiary.

DID YOU KNOW?

²Students with college savings accounts are 7x more likely to enroll and complete a higher education program!

IDEal at a Glance:

as of 01-24-2020

Assets under management

\$563 million

Increase in savings since 2007

332%

Funded Accounts

38,590

\$ Gifted to accounts in 2019

\$2.6 million

accounts opened in 2019

4,731



"Because we saved this money, they were able to do a lot of things in college they would not have been able to do, things they loved...They weren't so strapped for cash."

Teresa Noble, Boise

IDEal can not only help increase college-going rates, but benefit the state of Idaho as a whole.

ideal
IDAHO COLLEGE
SAVINGS PROGRAM

¹ Contributions to the IDeal – Idaho College Savings Program are deductible from Idaho state income tax, subject to recapture in certain circumstances, such as a non-qualified withdrawal or a rollover to another state’s qualified tuition program in the year of the rollover and the prior tax year. Earnings on non-qualified withdrawals are subject to federal income tax and may be subject to a 10% federal penalty tax, as well as state and local income taxes. The availability of tax or other benefits may be contingent on meeting other requirements.

² Elliott, W. and Beverly, S. (2011). The role of savings and wealth in reducing “wilt” between expectations and college attendance. *Journal of Children & Poverty*, 17(2), 165-185.

Benefits To The State

- Higher education is critical to reducing unemployment.
- Finances are one of the greatest and most common barriers to enrolling and remaining in higher ed programs.
- Student loans are filling the financial gap and record setting borrowing is having long-term effects on families economic futures.
- IDeal helps Idaho families break down financial barriers.
- Saving for education goals helps set a college-going culture in the home.
- A more educated workforce helps Idaho’s economy and helps to keep and create jobs by attracting and retaining employers.

Idaho College Savings Program

Constitutional Officer	Designee	Title	Since
State Treasurer Julie Ellsworth, Board Chair	Not applicable	State Treasurer	2019
Governor Brad Little	Greg Wilson	Senior Policy Advisor – Education	2019
State Controller Brandon Woolf	Patrick Hodges	Deputy State Controller	2016
Attorney General Lawrence Wasden	Brian Kane	Assistant Chief Deputy Attorney General	2008
Superintendent of Public Instruction Sherri Ybarra	Tim Hill	Deputy Superintendent, Finance	2003
Secretary of State Lawrence Denney	Chad Houck	Deputy Secretary of State	2018

For more information about the Idaho College Savings Program (IDeal), call 866-433-2533 or visit www.idsaves.org to obtain a Disclosure Statement. The Disclosure Statement explains investment objectives, risks, charges, expenses, and other important information. Because investing in IDeal is an important decision for you and your family, you should read and consider the Disclosure Statement carefully before investing.

If you are not an Idaho taxpayer, consider before investing whether your or the beneficiary’s home state offers any state tax or other state benefits such as financial aid, scholarship funds, and protection from creditors that are only available for investments in that state’s qualified tuition program.

Ascensus Broker Dealer Services, LLC. (ABD), the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory and record keeping and administrative services. The Vanguard Group, Inc. (Vanguard) serves as Investment Manager for IDeal. Sallie Mae Bank serves as the Savings Portfolio Manager for IDeal. IDeal’s Portfolios invest in either: (i) mutual funds and a separate account offered or managed by Vanguard; or (ii) an FDIC-insured omnibus savings account held in trust by the Board at Sallie Mae Bank. Except for the Savings Portfolio, investments in IDeal are not insured by the FDIC. Units of the Portfolios are municipal securities and the value of units will vary with market conditions.

Investment returns will vary depending upon the performance of the Portfolios you choose. Except to the extent of FDIC insurance available for the Savings Portfolio, you could lose all or a portion of your money by investing in IDeal, depending on market conditions. Account Owners assume all investment risks as well as responsibility for any federal and state tax consequences.

Not FDIC-Insured (except for the Savings Portfolio). No Bank, State or Federal Guarantee. May Lose Value.

For more information, contact Christine Stoll Executive Director, IDeal
208.332.2935 | cstoll@idsaves.idaho.gov | www.idsaves.org

Helping to transform Idaho's postsecondary attainment culture
IDeal - Idaho College Savings Program
2020 Legislative Update

Overview

- **Get started with \$25:** \$25 minimum initial and subsequent investments (\$15 for payroll deduction).
- **Tax deferred:** Assets grow tax-deferred, and withdrawals for qualified educational expenses are tax-free.
- **Tax deduction:** All Idaho taxpayers qualify for a state tax deduction of up to \$6,000 per year (\$12,000 married filing jointly) for contributions to any IDeal account.
- **Uses:** Qualified withdrawals include:
 - K-12 withdrawals up to \$10,000 annually per beneficiary for tuition only.
 - Postsecondary withdrawals for tuition and fees, room and board on or off campus, computers and Internet and required supplies at postsecondary schools and for registered apprenticeship programs.
 - Student loan repayment up to a lifetime total of \$10,000 per beneficiary.
- **Use in Idaho and beyond:** Funds can be used at K-12 public, private and religious schools as well as U.S. Department of Education accredited schools within the U.S. or internationally including trade and 2- and 4-year schools and graduate programs.
- **Investments:** Nine investment options managed by The Vanguard Group (3 age-based options with an 8-step glide path, 6 fixed asset allocation portfolios, and an Interest Accumulation option) with a total annual asset-based cost of 0.49% and one high-yield savings option managed by Sallie Mae Bank with a low total annual asset-based cost of 0.34%.
- **Rewards and Gifting options:** Opportunity for account owners to add to their college savings with the optional Upromise® rewards service and receive gift contributions from family and friends with Ugift®.
- **Estate planning:** Contribute up to \$75K or 5 years of federally exempted gifts to a 529 at one time. In the event you do not survive the 5-year period, a pro-rated amount will revert to your taxable estate
- **Exempted from SNAP:** Monies saved in an IDeal account are exempted from the assets/resource calculation when determining the food stamp program eligibility. Families can work toward cultivating an education culture without worrying about jeopardizing current needs.
- **Maximum contribution limit** \$500,000 combined from all 529 accounts for an individual beneficiary.



Program Growth

As of 1-24-20 IDeal manages over 38,576 active accounts with a total value of \$565 million

	Ending December 31 st , 2018	Ending December 31 st , 2019	# or \$ Change	% Change
New accounts opened	4,603	4,731	+128	+3%
Total dollars being managed	\$451,988,052	\$557,138,310	+\$105,150,258	+23%
Annual family contributions	\$71,362,974.53	\$80,343,680	+\$8,980,706	+13%
Total withdrawals	\$43,518,609	\$52,170,229	+\$8,651,620	+20%
Gifts from loved ones to IDeal accounts	\$2,273,220	\$2,648,603	+\$375,383	+17%

Percentage of Idaho kids with accounts and Idaho's 60% goal
 Nationally, Idaho ranks in the middle for 529 account participation at 5.23%.

While the answers to how we raise Idaho's go-on rate are complex, there seems to be consensus around two chief factors in this challenge: cost and culture. Saving for higher education helps address costs.

*Research shows that the behavior of saving for education also helps mold family culture and has a real impact on whether a student pursues higher education. Given that, we at IDEal believe that awareness and utilization of higher education savings accounts by Idahoans are important pieces of the puzzle in raising Idaho's go-on rate and ultimately reaching our 60% goal.

IDEal + 60% Goal
 Increase participation in Idaho's College Savings Program to help transform the postsecondary attainment culture in Idaho.

471,656
Idaho kids
aged 0-18

24,675 Idaho
students 0-18
with
accounts

5.23%
have accounts

Big opportunity
to change the
culture with
IDEal 529
accounts

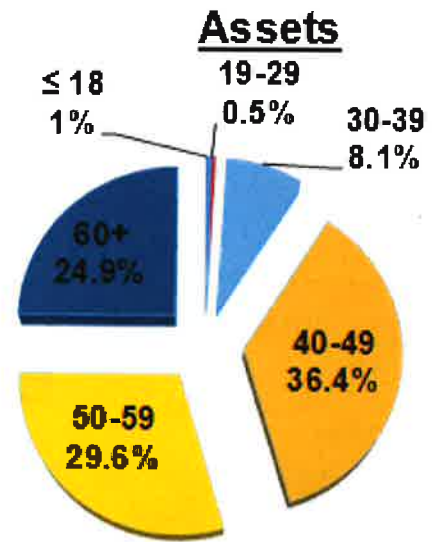
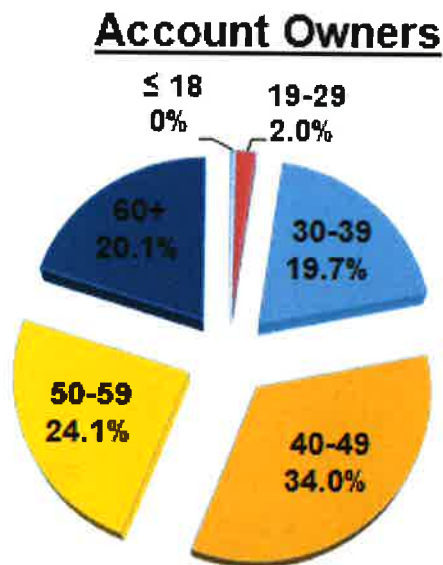
Top schools IDEal \$ sent to in 2019	
School name	Total IDEal \$ sent
Boise State University	\$ 1,186,092.92
University of Idaho	\$ 937,753.20
University of Utah	\$ 443,096.75
College Of Idaho	\$ 343,508.37
University of Washington	\$ 225,375.00
Carroll College	\$ 214,005.71
Whitman College	\$ 213,901.67
Gonzaga University	\$ 211,012.70
Colorado State University	\$ 194,550.44
University of Oregon	\$ 190,669.30
Idaho State University	\$ 189,538.92
University of Colorado Boulder	\$ 164,664.14
Westminster College	\$ 163,668.00

Who is saving?

On average an account owner is saving for 2 beneficiaries and people between the ages of 40-59 make up most account owners. In fact, 4 out of every 10 accounts are opened by a grandparent.

Account Owners: Age and Asset Distribution – Funded Accounts

Age	Account Owners Q4 2019	Assets Q4 2019	Average Assets Per Account Owner
≤ 18	38	\$2,858,624.79	\$75,226.97
19-29	397	\$2,573,475.22	\$6,482.31
30-39	3,902	\$44,851,354.98	\$11,494.45
40-49	6,738	\$203,044,263.78	\$30,134.20
50-59	4,778	\$164,819,033.98	\$34,495.40
60+	3,978	\$138,991,557.84	\$34,940.06
TOTAL	19,831	\$557,138,310.60	\$28,094.31



Includes account owners with funded accounts only.

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 Ideal - Idaho College Savings Program
 2020 Legislative Update

Who are they saving for?

The bulk of the accounts are for beneficiaries with ages between 6-15 and the largest account balances are typically for beneficiaries within the 11-18 age group. This is not surprising given the Program is in its 19th year and accounts are maturing. *An active goal of the Program is to increase accounts for beneficiaries aged 0-5. The earlier a family starts saving, the more time the money has to grow and the likelihood (up to 7x) that child will go on AND complete a postsecondary certificate or degree increases.*

In 2019 The Program made progress on this goal, increasing the number of accounts for beneficiaries under five (5) by 449 or **+2.83%** but there is still much work to do to encourage early account participation with the goal of helping to transform the overall culture around postsecondary education attainment in Idaho.

HAVING A COLLEGE SAVINGS ACCOUNT MAKES STUDENTS up to 7x more likely to go on to complete higher education

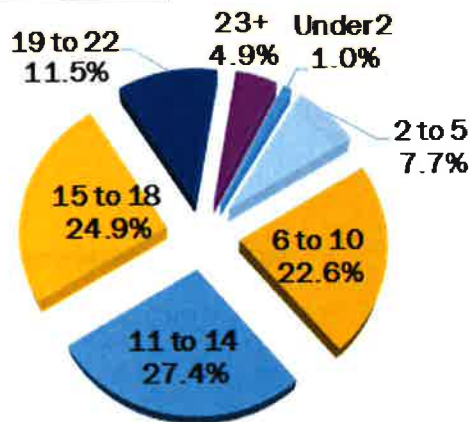
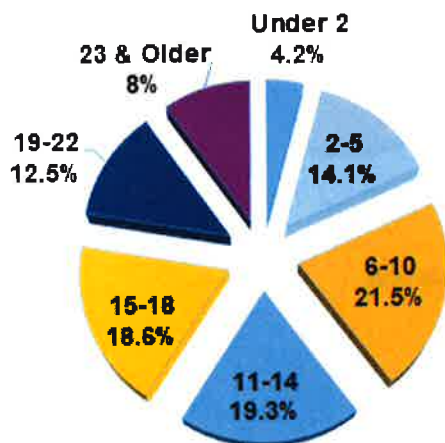
5% of Idaho students HAVE SOMEONE SAVING FOR THEIR FUTURE COLLEGE COSTS

Source: Washington Post
<http://www.washingtonpost.com/blogs/govbeat/wp/2015/09/26/how-50-makes-kids-seven-times-more-likely-to-attend-college/?hpid=hp-local%3Aeducation%3Ahomepage%2Fstory&hpid=hp-local%3Aeducation%3Ahomepage%2Fstory>
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Beneficiary: Age and Asset Distribution – Funded Accounts

Age	Beneficiaries Q4 2019	Assets Q4 2019	Average Assets Per Beneficiary
Under 2	1,550	\$5,440,205.98	\$3,509.81
2-5	5,211	\$36,987,770.21	\$7,098.02
6-10	7,956	\$101,044,853.55	\$12,700.46
11-14	7,146	\$137,509,534.57	\$19,242.87
15-18	6,888	\$164,460,619.16	\$23,876.40
19-22	4,620	\$76,470,634.82	\$16,552.09
23+	3,645	\$35,224,692.31	\$9,663.84
TOTAL	37,016	\$557,138,310.60	\$15,051.28

Beneficiaries' Assets



- Under 2
- 2 to 5
- 6 to 10
- 11 to 14
- 15 to 18
- 19 to 22
- 23+

Funded accounts only.

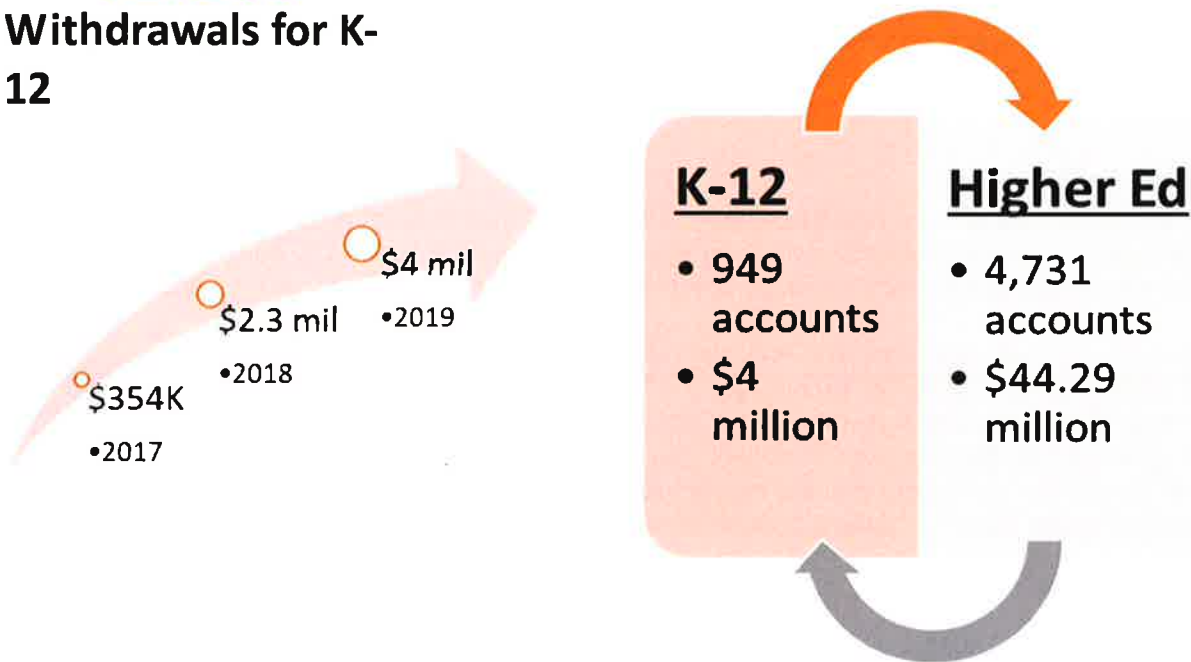
What are they saving for?

The 2017 Tax Cuts and Jobs Act changed what level of education a family could save for using a 529 plan. Specifically, the definition of a qualified higher education expense changed to include K-12 tuition withdrawals for use at public, private or religious schools. These withdrawals have a limit of no more than \$10,000 annually per student from all 529 accounts combined.

Comparing withdrawals of IDeal funds between 2018 and 2019 there is a small increase in withdrawals for beneficiaries under the age of (16) sixteen. While the total dollar amounts withdrawn are small (about 2.5%) it does indicate interest and usage for K-12 educational savings.

Overall, \$52.1 million was withdrawn from the Program in 2019. Of the qualified withdrawals, \$4 million was for beneficiaries under the age of 16, compared to \$2.3M for this age group in 2018. In 2019, there were 949 accounts that were opened, funded and withdrew funds in the same year for this age group. In 2018, there were 583 accounts.

+2.5% Withdrawals for K-12

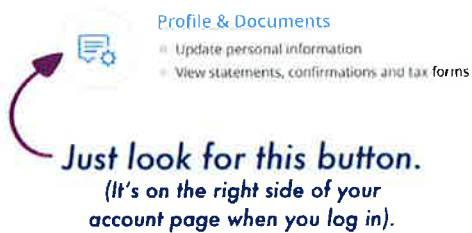


Outreach and Employers

IDeal's outreach efforts are multi-pronged including paid advertising, leveraging partnerships and directly interacting with Idaho families each year. For example, in 2019, IDeal staff attended over 133 individual events and interacted with over 30K people. 58% of these events were in conjunction with employers vs. 42% community focused events.

IDeal Tip:

Sign up for easy payroll deduction.



We have found that when an employer offers IDeal as a no-cost employee benefit, account ownership and payroll direct deposits increase. Employees seem to be more interested in discussing education attainment and savings within their place of employment than at other types of events where they may have their children present. To this point, we have created an incentive program where we match the first \$25 deposit for any new payroll direct deposit an employee sets up. Last year, payroll direct deposits to IDeal accounts increased by 7.1%. That said, payroll deposits account for only 4.49% of all IDeal contributions.

Partnering with IDeal allows employers to offer a benefit that helps attract and retain top talent for their organizations while helping employees invest in themselves and their loved ones. Besides providing materials, education and payroll direct deposits to their employees, IDeal can be utilized as a traditional or matching scholarship tool.

Continued work around employer and community partnerships is important as the long-term repercussions indicate a more educated workforce. Help in educating Idaho employers and parents of this benefit is needed and always appreciated.

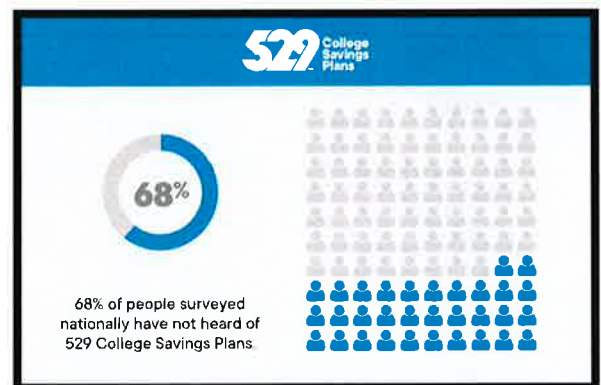
What you can do to help

In the coming year, we ask that Idaho's education stake-holders partner with IDeal to better understand the link between financial preparedness and students' decisions about whether to go-on, and to educate more families on the important role that dedicated savings can play in making their child's higher education dreams a reality.

With the rising costs of higher education and the importance of ensuring our future workforce can compete, encouraging families to save for educational expenses is imperative. The Idaho College Savings Program Board looks forward to your continued support of the students of Idaho and the help in our ongoing efforts in providing the IDeal — Idaho College Savings Program to Idahoans.

Partner with IDeal today:

- **Follow:** Opt in-for informational updates and/or connect on social media
- **Partner** Include IDeal in state education discussions and invite us to your business or community event
- **Educate businesses and families** Share Information with your community
- **Lead by Example:** Open an account for, or contribute to a loved one's account



Learn More: www.idsaves.org or contact us at:

Christine Stoll: Executive Director, cstoll@idsaves.idaho.gov, 208.332.2935

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[*https://source.wustl.edu/2011/04/kids-with-savings-accounts-in-their-name-six-times-more-likely-to-attend-college/](https://source.wustl.edu/2011/04/kids-with-savings-accounts-in-their-name-six-times-more-likely-to-attend-college/)
<https://csd.wustl.edu/publications/documents/rpb09-29.pdf>

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