

Kate Marshall
State Treasurer



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STATE OF NEVADA
OFFICE OF THE STATE TREASURER



Nevada College Kick Start Enters Year Two

Dear Principal:

As administrator of the College Savings Plans of Nevada Program and as Chairman of the Board of Trustees of the College Savings Plans of Nevada, I am thrilled to announce the second year of the *Nevada College Kick Start Savings Program*.

As you may recall, we launched the *Nevada College Kick Start Program* statewide in 2013 to support the dream of a college education by helping children and their families save for college. We did this by establishing college savings accounts with an initial \$50 contribution for each kindergarten students attending public school in Nevada; all without any taxpayer dollars. Nearly 34,000 Nevada kindergarten students accounts were established last year and we are now adding another 34,000plus this year.

The Nevada College Savings Board has approved this program to run for three consecutive school years, through June 30, 2016. At the end of this three year period, the Board will assess the program's success and determine its future. One of the measures of success will be how many families have opened their own personal SSgA Upromise college savings account and are making deposits into that account.

Studies conducted by the Center for Social Development at Washington University and by the University of Kansas' School of Social Welfare show that children with a college savings account in their name are up to seven times more likely to attend college than those without, and that savings for college sends a strong message to children: you are a college saver; you are college bound.

YOU PLAY A VITAL AND CRITICAL ROLE IN THE LONG-TERM SUCCESS OF THIS PROGRAM. As "boots on the ground" at your school, your personal interest and enthusiasm in support of the *Nevada College Kick Start Program* plays a critical role in helping our efforts to create a more "college bound culture" in our state.

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STATE TREASURER PROGRAMS
Millennium Scholarship Program
Nevada Prepaid Tuition Program
Unclaimed Property
Nevada College Savings Plans
Nevada College Kick Start Program

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To help promote the program, my office will supply your school with brochures; families will receive quarterly summaries detailing the balance in their account; we've developed instructional video links that you can place on our school's website to explain the ***Nevada College Kick Start Program*** and walk parents through the process of opening their own SSgA Upromise college savings account; and have created an in-classroom exercise, "***Save \$15 and Open an Account! Piggy Bank Challenge***," that includes a plastic piggy bank, a story book designed to help students and families save the minimum \$15 needed to open their own account, and one of our "I'm Going To College T-shirts" for each child in the class. A limited number of piggy bank kits are available in each district. If you would like to use the piggy bank campaign materials in your school please contact our office at 888-477-2667.

We'll also be sending your kindergarten teachers "thank you" items and sponsoring a Facebook contest wherein kindergarten teachers who "Like" and share photos or stories on our ***Nevada College Kick Start Program*** page (www.facebook.com/nevadacollegekickstart) will be entered into a random drawing contest to win a \$100 gift card that can be used to buy supplies for their classroom (please encourage your teachers to "Like" us now so they are alerted when we run our contests), and communicate periodically with parents to encourage them to open their own separate college savings account.

We also offer to visit your school and conduct a 529 College Savings Workshop to answer questions and to **help parents establish their own account**, and we have a new Navigator program where we train local community members to help people at the local level. This could be a school volunteer, a member of your local PTA, or an interested parent. If you have someone in your school or community who would be interested in becoming a Navigator, please contact Alex Smith from my office at (775) 684-5768 or via email at asmith@nevadatreasurer.gov.

In closing, I want to thank you in advance for helping us with this program. Together, we can make a substantial difference in the lives of many Nevada students by helping them realize that college is not just a dream; it can be a reality with proper planning and commitment.

As your partner in this endeavor, should you have any questions, need more information or supplies, please contact us at 702-486-6980 or collegesavings@nevadatreasurer.gov.

With Warm Regards,

A handwritten signature in black ink that reads "Kate Marshall". The signature is written in a cursive, flowing style.

Kate Marshall
State Treasurer