



FOR IMMEDIATE RELEASE

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## **Board Names Marilyn Whitney as IDeal's New Executive Director**

**Boise** – The Board for IDeal, Idaho's 529 College Savings Program, has named Marilyn Whitney as the program's new executive director.

Whitney, who has vast experience in the world of public education policy in Idaho, will begin her new role on January 5, 2023.

"We are very pleased to have Marilyn as the new Executive Director of Idaho's State College Savings Program," said Idaho State Treasurer Julie Ellsworth, who serves as chairwoman of the IDeal Board. "She brings a wealth of experience in both K-12 and higher education to this position. The Board is looking forward to working with her as we serve Idaho families through the 529 Idaho Savings Program."

Whitney recently served as Deputy for Communications and Policy for Superintendent Sherri Ybarra in the Idaho State Department of Education. In that role, Whitney was responsible for advocating for the superintendent's legislative initiatives and supporting Idaho's schools and students. She also helped Ybarra win support for historic investments in K-12 education and implementing enhancements to the state's career ladder for teacher compensation, new K-3 literacy initiatives, implementation of student directed learning, and revisions to the state's content standards in math, science, and English Language arts.

Before serving in the Department of Education, Whitney was Deputy Chief of Staff and Senior Special Assistant for Education and Government Services for Governor C.L. "Butch" Otter. In that role, Whitney helped to implement the Governor's five-year plan recommended by his Task Force for Improving Education and successfully collaborating with stakeholders and state legislators to write and win numerous policy initiatives. This included approval of the career ladder bill to boost teacher pay, funding innovative college and career advising, and passing a reading initiative for K-3 literacy. She was also responsible for overseeing the startup of the STEM Action Center and gaining financial support for the Center's teacher professional development activities and computer science initiative.

"I am excited to work with the IDeal Board to ensure that Idaho students have opportunities to expand and enrich their education," Whitney said. "I'm committed to helping Idaho families plan and save for their students' future education goals."

In addition to her roles with Governor Otter and Superintendent Ybarra, Whitney's experience in education includes three years as Chief Communications and Legislative Affairs Officer for the Idaho State Board of Education where her work included successfully passing legislation to consolidate and improve the state's post-secondary scholarship programs.



Whitney earned a bachelor's degree in business administration and a master's degree in education from Boise State University. After working as an educator early in her career, she spent more than 20 years in the technology industry both at Micron Technology, Inc., and the Idaho National Laboratory in a variety of positions, including investor relations, employee relations, media relations, community relations and education outreach.

Whitney's professional positions have included participation in and appointment to numerous associations and working groups such as the Idaho Workforce Development Council, Idaho State Capitol Commission, Complete College America Alliance, and the Education Commission of the States.

Whitney is an Idaho native. She and her husband have four children and eight grandchildren, all of whom reside in Idaho.

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#### **About iDeal – Idaho College Savings Program**

iDeal is administered by the State College Savings Program Board. Ascensus Broker Dealer Services, LLC serves as Program Manager. The State College Savings Program Board consists of the following members:

- State Treasurer Julie Ellsworth, Board Chair
- Governor Brad Little (Mathew Reiber designee)
- State Controller Brandon Woolf (Patrick Hodges, designee)
- Attorney General Lawrence Wasden (Andy Snook, designee)
- Superintendent of Public Instruction Sherri Ybarra (Louie Konkol, designee)
- Secretary of State Lawrence Denney (Lisa Mason, designee)

For more information about iDeal, visit [www.idsaves.org](http://www.idsaves.org).

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*For more information about the Idaho College Savings Program ("iDeal"), call 866-433-2533 or visit [www.idsaves.org](http://www.idsaves.org) to obtain a Disclosure Statement. The Disclosure Statement discusses 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. Before you invest, consider 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.*

iDeal is administered by the State College Savings Program Board ("Board"). Ascensus Broker Dealer Services, LLC, the program manager, and its affiliates, have overall responsibility for the day-to-day operations, including investment advisory, recordkeeping and administrative services, and marketing. 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.**