



For Immediate Release

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IDeal 529 Board Names New Executive Director

Dawn Hall Will Lead Idaho's Educational Savings Plan

(Boise) – The IDeal State College Savings Program Board is pleased to welcome its next executive director, Dawn Hall, to continue its successful trajectory of growth.

Hall is an accomplished leader, with decades of experience overseeing critical functions for Idaho state agencies, higher education and nonprofit organizations. She was most recently the Deputy Director for the Idaho Association of Cities.

"Dawn Hall is exactly the leader we need to build on the success IDeal has achieved in helping more and more Idaho families afford the education they choose," said Julie Ellsworth, Idaho State Treasurer. "Her expertise, professionalism and commitment to the IDeal mission are a potent combination and our board is excited to see everything Dawn is able to accomplish."

IDeal helps tens of thousands of people, from Idaho and beyond, help save and better manage the cost of education. It offers simple ways to save with built-in incentives in the form of tax benefits and can be used for eligible educational expenses like tuition, books and equipment.

Hall will lead an organization experiencing substantial growth. As of March, the 529 plan assets had grown more than 15% year over year. At the same time, funded accounts grew by 5%. Families and friends of students with an IDeal plan are seeing the potential benefits an account can bring — such as tax deferred growth in the accounts and Idaho state tax breaks associated with donating to an account.

Board members have asked Hall to continue an emphasis on growth, educating Idaho residents on IDeal, Idaho's 529 plan, and facilitating their enrollment.

"The opportunity to help families get their students the education they desire — college, technical training or private K-12 — is something I couldn't help but jump at," Hall said. "I am passionate that people who want to be educated should be. The IDeal 529 plan is a remarkable tool that empowers people from all backgrounds to absorb the costs associated with those choices. I can't wait to get started supporting it."

Prior to her work with the Idaho Association of Cities, Hall directed licensing and business operations for the state's Division of Occupational and Professional Licenses and has experience as a financial analyst.

Hall has previously acted as the executive director of both the Ada County Medical Society and the Boise State University Alumni Association.

Hall will assume her new role on July 1, taking over for interim executive director Goldie Bishop, who will remain with the program.

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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)
- Secretary of State Phil McGrane (Cameron Arial, designee)
- State Controller Brandon Woolf (Patrick Hodges, designee)
- Attorney General Raul Labrador (Adam Warr, designee)
- Superintendent of Public Instruction Debbie Critchfield (Greg Wilson, designee)

For more information about IDeal, visit www.idsaves.org.

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 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.