

**Maryland 529  
DRAFT MEETING MINUTES**

**March 30, 2017  
9:30 AM – 1:00 PM**

**Maryland 529  
217 E. Redwood Street, Suite 1350  
Baltimore, MD 21202**

**Board Members/Designees Present**

Nancy K. Kopp, State Treasurer and  
Board Chair  
Geoffrey Newman, Secretary of Higher  
Education's Designee  
Steven Serra, Superintendent of  
School's Designee  
Carol Beatty, Secretary of Maryland  
Department of Disabilities  
Carol Coughlin  
Andrew Friedson, Comptroller of  
Maryland's Designee  
Keith Persinger  
Pamela Purcell, Chancellor of University  
System of Maryland's Designee (via  
phone)  
Charles Tharp  
Lisa Weah

**Board Members/Designees Absent**

Dee Anna Sobczak

**Staff, Representatives and Guests**

Lauren Shipley, Executive Director  
Erin Layton, Director of Investments and  
Cash Management  
Michelle Winner, Public Relations and  
Marketing Program Manager  
Bernadette Benik, Chief Deputy  
Treasurer  
Susanne Brogan, Deputy Treasurer  
Meghan Marek, Assistant Attorney  
General  
Dave Smith, Marquette Associates  
Glenn Ross, Marquette Associates  
Christine Akins, T. Rowe Price  
Investment Services, Inc.  
Renee Anderson, T. Rowe Price  
Investment Services, Inc.  
Sara Ismart, T. Rowe Price  
Investment Services, Inc.  
Audra Jones, T. Rowe Price Investment  
Services, Inc.  
Andrea Feirstein, AKF Consulting (via  
phone)

**Maryland 529**

- Approval of Minutes

Treasurer Kopp asked for comments on the minutes for the regular February 23, 2017 Board meeting. There being no further comments or questions, and upon motion duly made and seconded, it was unanimously

**RESOLVED**, that the minutes for the February 23, 2017 Board meeting are hereby approved.

- ABLE Special Committee Update

The ABLE Committee discussed the various decision points that included: governance, timing, income deduction, and fees. The Committee unanimously voted to recommend the Board issue an RFP for ABLE program manager as it provided the best opportunity to structure a program with the best features and cost for the disability community. The RFP process could only delay the implementation slightly and October 2017 was still a reasonable implementation target.

Upon motion duly made and seconded, it was unanimously

**RESOLVED**, that the Board approves to go forward with the RFP.

- Audit and Finance Committee Update

Dave Smith and Glenn Ross, Marquette Associates, gave a market update and commentary on the Prepaid College Trust Investments. They discussed with the Board the transition of assets to align with the allocation set by the Board in late October, 2016.

The Board discussed investment manager performance with Mr. Smith and Mr. Ross as well as the Trust's overall performance fiscal year to date.

- Executive Director's Report

Lauren Shipley presented the Executive Director's Report explaining that operations were moving forward smoothly and had greatly improved over the last year. The customer service team has seen a spike in call volumes due to tax season, but most inquiries are handled during the initial call, thereby avoiding duplicate calls on the same issue. Account holders are seeing the rewards of the call center and have been providing positive feedback.

Ms. Shipley will appear on WBAL on April 8, 2017 to promote the Plans and the State Contribution Program.

The Maryland 529 team, along with the IT consultant, is finalizing the requirements for the recordkeeping RFP and, with the Board's permission, plans to issue the document by the end of May. A plan had also been put in place for T. Rowe Price to assume certain database services from College Savings Systems, which planned to cease database support.

After discussion, upon motion duly made and seconded, it was unanimously

**RESOLVED**, that the Board approves issuance of an RFP for Prepaid Recordkeeping Services and to amend the existing T. Rowe Price contract to provide database support through July 1, 2017.

Ms. Shipley further explained that the current contract for actuarial services was set to expire and that an RFP had been prepared to issue with the Board's permission. Upon motion duly made and seconded, it was unanimously

**RESOLVED**, that the Board approves issuance of an RFP for Prepaid Actuarial Services.

Ms. Shipley discussed the agency personnel recruitment progress, including the filling of a position to focus on fiscal operations. Additionally, the new position for ABLE Director closed on March 26, 2017 and the interview process will begin the week of April 10, 2017.

- Marketing Update

Michelle Winner, with support from Renee Anderson, presented a marketing update. Ms. Winner indicated that new investment plan accounts have increased and that various marketing plans are in place to promote the Plans and the Save4College State Contribution Program via media (such as radio, cinema ads, libraries, and more), public relations, partnerships, and print collateral.

Board member, Dr. Lisa Weah offered to assist the marketing team in connecting with African American sororities in order to increase awareness of the Plans.

Ms. Winner reported that customer satisfaction was high (80% are satisfied/highly satisfied with the Plans). Those that were dissatisfied indicated that the reason related to tuition prices remaining flat, lack of electronic transfer of funds, and difficulty of logging into the account on the website.

In regards to customer communications, Ms. Winner explained that she would implement quarterly email communications beginning April 2017 and that email collection should improve with the new recordkeeping systems. Direct mail and social media will also be a means of customer communications.

Finally Ms. Winner announced that on May 29, 2017, "529 Day" will be celebrated around the country. As part of our efforts, the Maryland Zoo is dedicating the entire month of May to promote Maryland 529's sponsorship of its Zookeeper for the Day contest and Maryland 529 College Savings Discount Admission Day.

The board expressed its gratitude and praise to the new customer service group led by Spencer Fell.

- Maryland College Investment Plan

Christine Akins gave a T. Rowe Price update and monthly report.. Accounts have increased 11.1% from the previous year totaling 2,017 new accounts. Assets and contributions have also increased with total assets up 20.1% year over year. Distributions for the month of March were \$11,786,938.

- D&O Insurance Update

Treasurer Nancy Kopp provided the board with an update on D&O insurance. After discussion with counsel of the Board's coverage by the Tort Claims Act and additional protection that may be desired by the Board, it was determined that the Treasurer's office would inquire about supplemental coverage options and report back to the Board.


- Bylaws

The Board discussed the current draft Bylaws and determined that an additional review would take place to discuss potential revisions such as the inclusion of a permanent ABLE Committee.

Treasurer Kopp asked if there were any further items to be addressed. There being no further business, and upon motion duly made and seconded, it was unanimously,

**RESOLVED**, that the meeting is hereby adjourned.

Approved: \_\_\_\_\_

  
Steve Serra  
Board Secretary

Date: \_\_\_\_\_

9/14/17

#### EXHIBIT LIST

1. Agenda for the March 30, 2017 Regular Board Meeting
2. Draft Minutes for the February 23, 2017 Board Meeting
3. ABLE Implementation Recommendation
4. Market Update and Commentary
5. Executive Director's Report
6. Marketing Update
7. T. Rowe Price Monthly Report
8. D&O Questions and Answers
9. Draft Bylaws dated March 30, 2017