



UTAH SYSTEM OF
HIGHER EDUCATION

MEMORANDUM

June 6, 2024

my529 Update

This presentation will review the mission and vision statements approved by the Utah Educational Savings Board of Trustees and include a high-level review of the strategic plan. my529 has three priorities around which its strategic plan is focused.

1. **Account Growth:** my529 accounts will be as ubiquitous as 401(k) accounts.
2. **our529 Culture:** my529 is a culture of excellence, kindness, inclusion, and respect. It is among the best places to work in Utah.
3. **Account Owner Experience:** my529 curates the best account owner experience so they become our ambassadors.

The presentation will review the key metrics measuring the improvement of these priorities. Additional information will include a review of operational measures, the implementation of three new initiatives, and projections of account growth, contributions and withdrawals, and assets under management for the next 20 years.

Commissioner's Recommendation

This is an information item only; no action is required.