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| **Supplier Name** |  |
| **Supplier Contact Name** |  |
| **Supplier Contact Telephone #** |  |
| **Supplier Contact Email** |  |

**P2C RFI Questions**

The objective of this RFI is to assure that the Georgia Path2College 529 Plan (P2C) remains one of the top five direct-sold 529 plans in the U.S.)

For the purposes of understanding the State Entity’s current environment and providing a thorough response, the Contractor(s) suppliers should consider the various management activities: shall provide record keeping, administration, custodial/trust services, investment management, marketing and customer services, for the State of Georgia’s existing, Direct Sold, College Savings Plan (Qualified Tuition Program, as defined in Internal Revenue Code 529), the Path2College 529 Plan. All of these activities are performed in conjunction with state staff members of both the Office of the State Treasurer and the Georgia Student Finance Commission while managing the Plan.

**Note:** The eRFI method is not a competitive solicitation method and, as a result, does not satisfy the requirement for competitive bidding.

**Questions/Informational Request**

1. Supplier’s description / qualifications:
   1. Briefly describe your company/organization, your relevant services, history, ownership, financial information, and other information you deem relevant.
   2. Please tell us the number of years of experience your entity has as program manager for 529 plans, and the states in which you have operated (in the last five years) as Plan Manager.
   3. Please confirm whether your organization possesses the requisite knowledge and demonstrated ability to provide recordkeeping and administrative management services to 529 plans, in compliance with Section 529 and the Act.
   4. Please confirm that your firm has the requisite knowledge and demonstrated ability to provide investment management services, including the ability to consistently deliver investment returns that meet or exceed their respective indexes.
   5. For the purposes of providing your services to the State Entity, would you propose a joint venture? If so, please outline the structure and detail how each partnering firm would meet reasonable experience and qualification expectations.
   6. To guide your response, please be aware that respondents desiring to perform Plan Management Services should have demonstrated capabilities in the following areas:
      1. Tax and Legal Compliance Services
      2. Administrative Services and Record Keeping
      3. Customer Call Center and Related Services (Website)
      4. Investment Management
      5. Marketing
2. Please provide an organizational chart of your 529, defined contribution program management, or other participant directed operations. Indicate the number of employees you have in each functional area of your program management operations and the location in which program management services are indicated.
3. Please indicate whether Georgia-based staff would be part of your recommended staffing plan and explain their roles
4. The State Entity would expect any future plan provider/manager to act in a fiduciary capacity to the P2C Plan would provide a platform of investment options that will be attractive to Section 529 direct investors, and provide options across all risk horizons. Given the State Entity’s program expectations, provide the following:
   1. Identify the type of investment management team that you would assign to P2C.
   2. Identify the other state 529 plans that your investment management team support.
   3. Describe your firm’s recommended/suggested investment structure and strategy.
   4. Would you recommend an open or closed architecture, or some combination? If some combination, is there a minimum number of your firm’s proprietary funds you would require to be included in the Program? Would there be any requirements with regards to proprietary funds being utilized?
   5. Would you recommend actively or passively managed options or some combination?
   6. What would your firm suggest for Age-Based portfolios? If positive, how many portfolios and glide paths would you recommend?
   7. Please describe the process that you would recommend for mapping existing P2C assets.
   8. Explain your firm’s experience transitioning CSP assets from other program managers.
5. Indicative Program Fees (approximate AUM = $2 Billion):
   1. Describe any program management or administrative fees that your firm typically charges participants. This should include all foreseen fees or charges in addition to investment management fees (in “b.” below).
   2. Describe all investment management fees applicable to your investment offerings in “2.” Above. Show the fees of each underlying fund that your firm is suggesting to use, as well as the investment management fee of any portfolio of funds.
6. Marketing and Educational Support
   1. Is your firm’s willing to fund the statewide, comprehensive marketing and promotional campaign for the P2C plan.
   2. Please provide a range indication of your firm’s marketing commitment in dollars, for multiple years, and indicate whether this would include any general overhead expenses. Also indicate whether you would roll any unspent annual marketing commitment into future years.
   3. Please provide any additional, added value commitment that would be in addition to marketing dollars referenced above. How do you support other states with their marketing efforts?
   4. Describe any suggestions your firm has for helping Georgia reach more low to moderate income households with incentives to save for postsecondary education. If feasible, how might your firm support the existing Georgia REACH Program, intended to identify and incent low income families to plan and save for college? Or, how might your firm support other grant or scholarship programs to needy families in Georgia? Explain how your firm would integrate such support with the P2C plan.
7. General Marketing Information

The Treasurer and the Board desire that the P2C plan fall within the top five of all direct 529 plans as to price. Please describe how you would enhance other key components of the Direct Plan, including:

* Describe the ideal client/program manager relationship. What personnel structure would you use to work with your client? Would you have a dedicated GA representative?

How would your firm provide excellent customer service?

* How would you propose to position the P2C plan to support the Georgia Reach Scholarship Program or local organizations and agencies interested in using the P2C plan to support scholarships or child development accounts for moderate and low-income Georgia residents?

1. Marketing
2. Describe your suggestions for a marketing program for the P2C Plan.
3. Explain how you will measure the success of the P2C marketing efforts over the term of the contract period, specifically how will you will measure P2C marketing efforts against industry standards?
4. Would you consider using outside firms in your marketing efforts? If so, can you identify the type of outside firm(s), and their relevant experience, describe your relationship with such firm(s).
5. Describe how you will differentiate the P2C Plan from other state plans(s) you manage.
6. Explain if you manage other state plans that target Georgia residents and, if so, whether your obligation to manage such other plan(s) could create conflicts or constrain the growth of the P2C plan.
7. How do you utilize market segmentation to determine appropriate strategies to reach target audiences?
8. How do you collaborate with your clients during the creative process of developing marketing materials?
9. P2C seeks to take marketing to a completely new level, potentially integrating GA marketing initiatives into a lifecycle model that provides GA families with information and resources to promote postsecondary education aspiration and continuation, planning and saving for higher education costs, and successful debt management. How can you support GA’s vision?
10. What challenges do you typically face during the transition from the current Program Manager? Describe potential solutions to those challenges.
11. Please provide information (e.g., marketing samples, program metrics) for a Section 529 savings plan you have managed that demonstrates your capabilities.
12. Please provide any additional information or suggestions that you believe will help us determine our next steps for program management and possible procurement initiation.
13. Please advise if your firm would propose to offer an advisor-sold 529 plan to complement the direct-sold P2C plan and, if so, provide sufficient details to explain the benefit to Georgia and its citizens.

For Additional information please see LINKS TO:

Path2College Disclosure

<https://www.path2college529.com/documents/ga_disclosure.pdf>

Path2College Website

<https://www.path2college529.com>

REACH Website

<http://www.reachga.org>