IDEAL
State College Savings Program Board
August 20, 2026
Meeting Minutes
Idaho Capitol, Treasurer's Office

Board Members Present: Julie Ellsworth, Chair, State Treasurer
Mckenzie Johnson, Office of the Governor
Julie Oberle, Office of the Superintendent of Public Instruction
Tyler Kelly, Office of the Controller
Cameron Arial, Office of the Secretary of State
Tim Davis, Office of the Attorney General

Others in attendance: Dawn Hall, IDeal Executive Director
Merissa Landers, Board Secretary, Office of the State Treasurer
Goldie Bishop, IDeal Project Manager
Maya Fair, IDeal Management Assistant
Lisa Stewart, Office of the Attorney General
Liz Spanos, Callan & Associates - remote
Ryan Matthews, Vanguard - remote
Kyle Wagner, Ascensus - remote
Matt Davidson, Strategies360 – remote
Will Badenhausen, Strategies360 – remote

Public notification was made in accordance with the Idaho Open Meeting Act for a meeting of the State College Savings Program Board in E228, State Treasurer's Office, in the Idaho Capitol. A roll call was taken. **With a quorum being present, Chair Ellsworth called the meeting to order at 9:00 a.m.**

The Board began with the item on the Consent Agenda, which was the review and approval of the May 14th, 2026, meeting minutes.

Julie Oberle made a motion to approve the May 14, 2026, minutes, seconded by Tyler Kelly. The motion passed unanimously.

The Board moved to the first item on the Action Agenda, which was the review of possible legislative proposals. Dawn Hall presented several options. The Board discussed moving forward with the New Baby Program and Name Change possibly in the 2028 Legislature.

Cameron Arial made a motion to approve Chair Ellsworth and Dawn Hall working on preparing a possible legislative update for the baby program in 2028, seconded by Tyler Kelly. The motion passed unanimously.

The Board moved to the Information Agenda, starting with a review of Callan & Associates' Flash Report. Liz Spanos reviewed the material with the Board.

The Board moved to the next item on the Information Agenda, which was an Investment Market Update from Callan & Associates. Liz Spanos reviewed the material with the Board.

The Board moved to the next item on the Information Agenda, which was the Executive Director's Report. Dawn Hall reviewed the program's activities and achievements since the last meeting. She discussed the upcoming 25th Anniversary celebrations and showed the board the new website that went live this week. She asked the board to be thinking about the direction the board would like to take when the current Ascensus contract expires in 2029. The board can put out requests for proposals or negotiate a continuation of the current contract with some modernization and adjustments. It will be placed on the next agenda for further discussion.

The Board moved to the next item on the Information Agenda, which was the Q4 Year End FY2026 Performance Report. Kyle Wagner talked about plan performance and account activity. Goldie Bishop gave a marketing update.

The Board moved to the second item on the Action Agenda, which was the social media policy. Dawn Hall explained that in the process of moving to the new website, she discovered differences between the social media comment policy posted on the website and the internal social media policy previously approved by the Board. She suggested several revisions so that both policies are aligned. She also mentioned that due to new ADA standards, Ascensus may have to charge $5 per page to review any PDFs that are posted to the website. They are looking for solutions to reduce the number of PDFs attached to the website.

Cameron Arial made a motion to approve the internal and external social media policies. McKenzie Johnson seconded it, and the motion passed unanimously.

The Board moved to the third item on the Action Agenda, which was the FY2027 Administrative Budget. Dawn Hall updated the board on the carry-over from FY2026. Julie Oberle asked if the additional marketing monies the board approved in the FY2026 Administrative Budget had been included as ongoing in the FY2027 Administrative Budget such as the funds for the Idaho State Broadcasters Association Contract. Dawn Hall said, yes, that was part of the FY2027 Administrative Budget.

Tyler Kelly made a motion to approve the Administrative Budget for FY2027. Cameron Ariel seconded it, and the motion passed unanimously.

The Board moved to the next item on the Action Agenda, which was approval of the Marketing Budget FY2027 by Goldie Bishop. She updated the carry-over and CPI adjustment. Dawn all mentioned that there are still ongoing negotiations with Ascensus regarding increasing the marketing budget and changing the CPI to a different index for annual increases.

McKenzie Johnson made a motion to approve the FY2027 Marketing Budgets. Julie Oberle seconded it, and the motion passed unanimously.

Dawn Hall stated that the audit would be on the November agenda.

With no other new business or questions before the Board, Chair Ellsworth adjourned the meeting at 10:29 a.m.