

Executive Summary

College costs continue to increase, leaving most college savings accounts significantly underfunded. Employers can better attract and retain talent by closing the college savings gap with a college savings assistance employee benefit.

RISING COSTS

5%

Average annual cost of college increase over the past decade

FUTURE COSTS

\$323,000

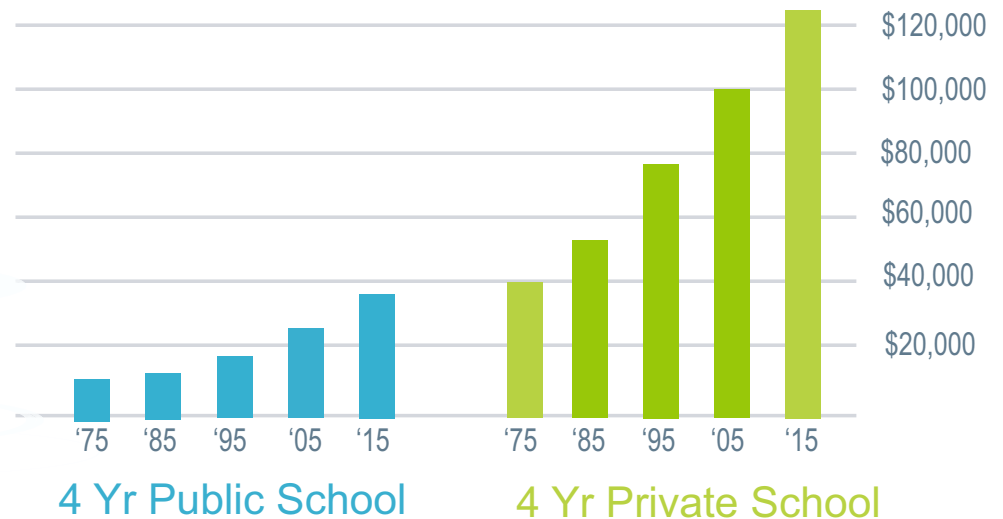
Expected cost of 4 year private school in 2033

CURRENT SAVINGS

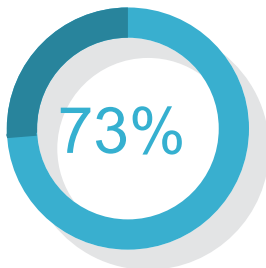
\$10,400

Average savings per child for households currently saving for college.

AVERAGE COST OF PUBLIC AND PRIVATE COLLEGE 1975 - 2015 (ADJ. 2015 DOLLARS)

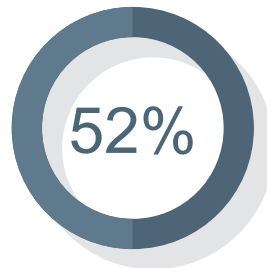


Source: College Board, "Trends in Higher Education" & Sallie Mae, "How America Saves for College"



Biggest Worry

73% of parents with children under eighteen rated college savings as their biggest financial worry



Savings

52% of parents have saved <\$5,000 for their child's college education



Student Loans

32% of parents are paying off their student loan debt while trying to save for their child's college education

Source: Gallup Personal and Economic Finance Poll, 2015 and College Savings Foundation 2015 Survey



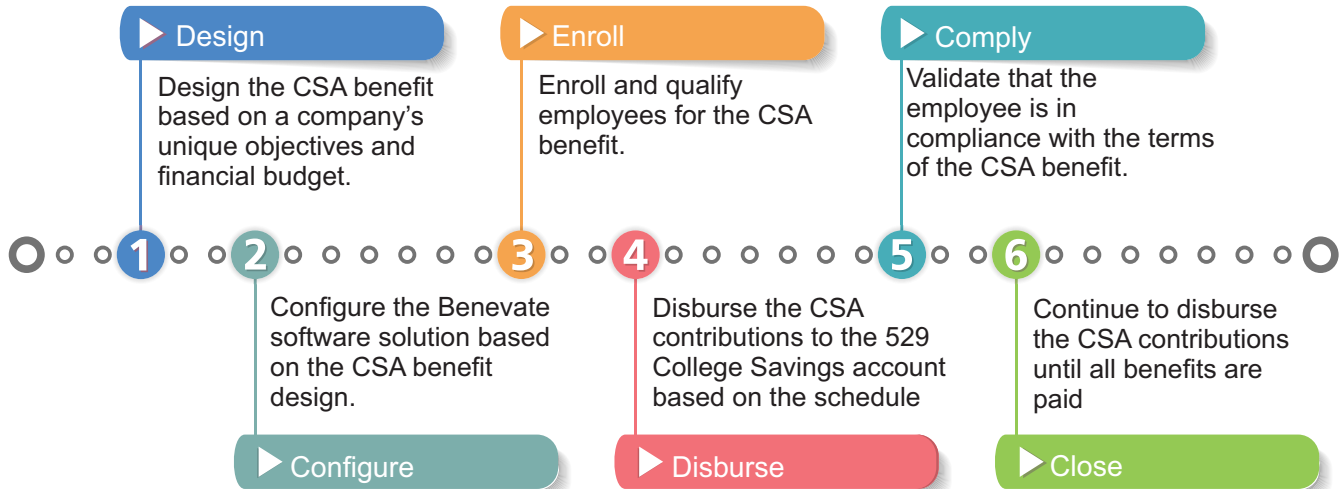
"LIKELY MOTIVATED BY THEIR OWN EXPERIENCES WITH STUDENT DEBT, MILLENNIALS SEEK TO COVER MORE OF THEIR CHILDREN'S COLLEGE COSTS, AND ARE ESTABLISHING SOLID SAVINGS HABITS EARLY."

2015 FIDELITY COLLEGE SAVINGS INDICATOR

WHAT IS A COLLEGE SAVINGS ASSISTANCE (CSA) BENEFIT?

An employer provides periodic contributions, typically increasing in value over time, to an employee's 529 College Savings Plan. If an employee leaves the company, they forfeit all future employer contributions.

HOW DOES A CSA BENEFIT WORK?



WHAT ARE THE BENEFITS OF A CSA PROGRAM?

