

**Missouri Higher Education Savings Program
Minutes of the MOST Board Meeting**

Harry S. Truman State Office Building – Room 750
Jefferson City, Missouri
Wednesday, March 16, 2011

Item I: Call to Order

Deputy Treasurer Angie Robyn called the meeting to order at 1:00 p.m.

Item II: Roll Call

MOST Board Members present were Deputy Treasurer Angie Robyn, Representative Sally Faith, Commissioner David Russell, Deputy Commissioner Walter Pearson (for Commissioner Kelvin Simmons), Tom Baumgardner and Davin Althoff (for Director David Kerr).

Treasurer Zweifel's office staff present were: Jon Galloway, Bruce Ring, Matt Vianello and Debbie Schertzer.

UPromise/Vanguard/DWS staff present were: Patricia Brady, Miriam Broaddus, Derek DeLorenzo, Stewart Duffield, Kevin Green, Janet Kottman and John Leonard.

Item III: Approval of Minutes

Tom Baumgardner moved to approve the December 15, 2010, Board meeting minutes. Deputy Commissioner Pearson seconded the motion, and the motion passed unanimously.

Item IV: Approval of Minutes

Deputy Commissioner Pearson moved to approve the February 7, 2011, regular Board meeting minutes. Representative Faith seconded the motion, and the motion passed unanimously.

Tom Baumgardner moved to approve the February 7, 2011, executive Board meeting minutes. Representative Faith seconded the motion, and the motion passed unanimously.

Item V: Follow Up Items

Jon Galloway noted the handout with the 2011 meeting dates.

Items VI & VII: MOST Advisor & Direct Transition Updates

Patricia Brady introduced to the board John Leonard from DWS. Mr. Leonard thanked the board for entering into this partnership and looks forward to developing the program together.

Ms. Brady gave a brief overview of the transition timelines for both the Advisor and Direct Plans, highlighting key dates and program participant notifications.

Item VIII: MOST Advisor Marketing Plan

Jon Galloway reminded the board the marketing plans are drafts and encouraged feedback and questions.

John Leonard presented a brief overview of the Advisor Marketing Plan, noting that training will take up a large portion of the transition period and there will be continual expansion of the marketing materials.

Item IX: MOST Direct Marketing Plan

Miriam Broaddus presented a brief overview of the Direct Marketing Plan, noting that more specific details will be presented at the next board meeting. She briefly described the marketing strategy and objectives to enhance the program penetration across the state and fielded questions about the use of social media. Ms. Broaddus explained the benefits of YouTube video for increasing awareness.

A recent video will be shared with the board.

Item X: Quarterly MOST Report

Patricia Brady and Stew Duffield reported 4th quarter results of the Direct and Advisor plans highlighting key growth areas. Ms. Broaddus reported the results of the marketing initiatives, noting various increases over last year. She also highlighted recent and upcoming initiatives. Janet. Kottman reported the 4th quarter results of the Direct Plan major events and Employer Outreach leads.

Item XI: Quarterly WATCH Report

Bruce Ring reported that the WATCH list has not changed and noted the funds will be replaced when the new plan takes effect.

Representative Faith moved to adjourn. The motion was seconded by Deputy Commissioner Pearson. The meeting was adjourned.