



Detailed Lean Improvement Project Report

For the June 1, 2014, through December 31, 2014, reporting period

Agency name:

Washington Student Achievement Council

Improvement project title:

GET Fee Waiver

Date improvement project initiated:

07/05/14

Summary:

The Washington Student Achievement Council increased the number of families saving for college using the Guaranteed Education Tuition (GET) program by offering and promoting a waiver of the enrollment fee. Through certain campaigns, families opened 332 new accounts, resulting in \$3 million in unit purchases.

Details:

Description of the problem: With the rising cost of higher education, getting an early start on saving for college is critical to making postsecondary education a reality. Studies show that children who know there's a college savings account in their name are seven times more likely to attend. When a college savings plan is initiated early in a child's life, a tangible and growing asset is created to cover college costs and limit or eliminate future debt. Additional costs, such as fees, can be a deterrent or an obstacle to participating in a savings program.

Description of the improvement: GET piloted waiving the program's enrollment fee during certain campaigns. GET marketing staff promoted the waiver at events and via program materials to determine whether such an incentive would generate program awareness and successfully motivate customers to open new accounts.

Specific results achieved: The program waived the \$50 application fee for 332 accounts, a total program investment of \$16,600. Families for which the fee was waived made or committed to \$3 million in unit purchases, with an average investment of \$9,100 per family.

This project responded to Results Washington goal 1.3.f. to "Increase the number of families saving for postsecondary education and training expenses using the Guaranteed Education Tuition (GET) program from 152,000 in 2012-13 to 182,000 in 2016-17."

How we involved customers or stakeholders in this effort:

In this project, as with all its efforts, GET performed extensive statewide community outreach to educate the public about its prepaid tuition plan and program services. Staff provide the highest level of customer service, with multiple options and methods for customers to provide account information and connect with GET staff regarding questions and support.

Contact person:

Betsy Hagen
360.753.7860
betsyh@wsac.wa.gov