



Program Activities

- § CollegeCounts scholarship – 681 Completed Submissions - Students in process of accepting awards and our staff notifying the appropriate schools.
- § First Grade Folder – Redesigned the folder. Attending the Teacher’s Mega Conference in July again this year. We will have multiple sessions to present CollegeCounts, the First Grade Folder, and Scholarship as well as ABLE at the Special Education track.
- § 529 Day Giveaway - 29 contributions of \$529 to AL babies born in the last year. Postcard mailing to new parents to encourage them to enter as well as digital and social media advertising, and banner on collegecounts.com.
- § Monthly Beneficiary Birthday Emails – New! Reminds account owners that contributions to their account make a great birthday gift.
- § Outreach Staff update – Payton Thomas – Completed training in early 2022 and is currently doing outreach. Former financial advisor in Muscle Shoals area.