

January 10, 2018

MEMORANDUM

TO: State Board of Regents
FROM: David L Buhler
SUBJECT: Utah Educational Savings Plan (UESP)

Background

UESP, Utah's 529 college savings plan has seen significant growth since its inception 22 years ago. It currently holds \$12 billion in assets under management in 355,000 accounts for families across the nation. To update its look and appeal, UESP is rebranding. The new logo will be revealed at the meeting.

Commissioner's Recommendation

This is an informational item only: no action is required.

David L Buhler
Commissioner of Higher Education

DLB/LW