

**FIRST STEP ADVISORY COMMITTEE  
MINUTES  
August 20, 2025 at 11:00 a.m.**

Join Zoom Meeting  
<https://zoom.us/j/6403942999>  
Meeting ID: 640 394 2999

**Attendees:**

Dr. Angie Paccione, Executive Director, Department of Higher Education  
Angela Baier, CEO, CollegeInvest  
Mike Blake, CMO, CollegeInvest  
Mike Keglovits, ABLE & Special Programs Manager, CollegeInvest  
Dr. David Gross, Board Member, CollegeInvest  
Christine Heitz, Board Member, CollegeInvest  
Austin Earp, Financial Education Program Coordinator, Department of Treasury  
Sarah Chapin, Media Director, Explore Communications  
David Kennedy, CEO, Corona Insights  
Dr. Rhonda Haniford, Deputy Commissioner, Colorado Department of Education  
Dr. Lisa Roy, Executive Director, Colorado Department of Early Childhood  
Joseph Homlar, OCYF Director of the Division of Child Welfare, Colorado Dept. of Human Services

**Call to Order:**

The meeting was called to order by Angela Baier at 11:02 am.

**Minutes:**

Angela Baier asked for a motion to approve the minutes of the May 14<sup>th</sup> meeting. Joe Homlar moved and Christine Heitz seconded. The minutes were approved unanimously.

**Quarterly Enrollment Numbers (CollegeInvest):**

Mike Blake stated that we are now at 21,302 total awards with approximately \$2,351,475 paid out in kickstarter contributions. The balance of the Master Account, which is the Assets Under Management, is \$30,788,866. The program grew 29% from 2023 to 2024. So far in 2025, we are already at 24% over last year. We just had our biggest July with over 700 awards. This is double what we usually see. The biggest months are still ahead of us with October, November, and December typically bringing in 40% to 60% of the year's awards. This is due to the strategic paid marketing campaign which runs in the 4<sup>th</sup> quarter. Our goal for the current fiscal year is to reach 27,000 total accounts by June 30, 2026.

### **New Business/Action Items for Future Meetings**

November Meeting: Financial Literacy (Treasury)  
Quarterly Enrollment Numbers (CollegeInvest)

### **Adjournment:**

Baier adjourned the meeting at 11:18 am.

The next meeting of the Advisory Committee will be on Wednesday, November 19, 2025, at 11:00 a.m. and will be held via the web conference application, Zoom. Meeting details will be posted on the CollegeInvest website [www.collegeinvest.org](http://www.collegeinvest.org).