



SEED Policy and Research Initiative

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SEED Policy and Research Initiative

- A group of national partners is undertaking a multi-year policy and research initiative known as SEED
- SEED will model, test, and inform policy for a national system of asset-building accounts for children and youth



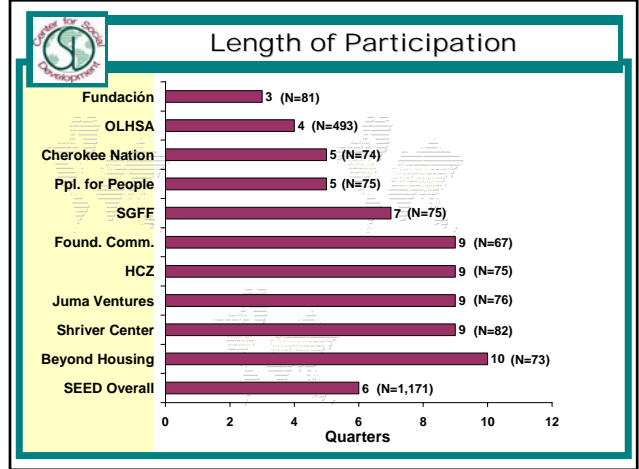
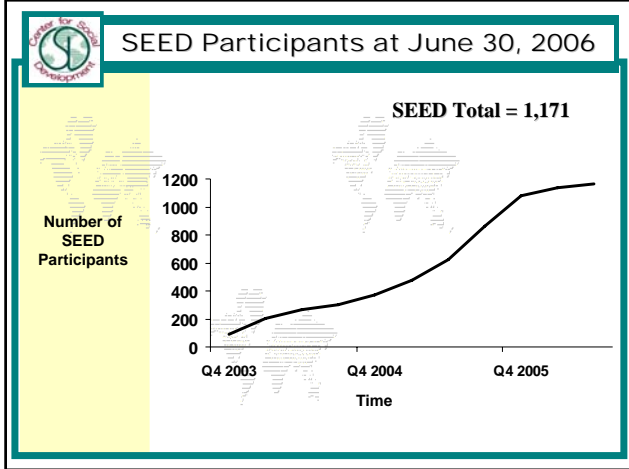
SEED National Partners

- Center for Social Development (CSD)
- CFED
- New America Foundation
- University of Kansas School of Social Welfare
- Initiative on Financial Security of the Aspen Institute



SEED Research Sites

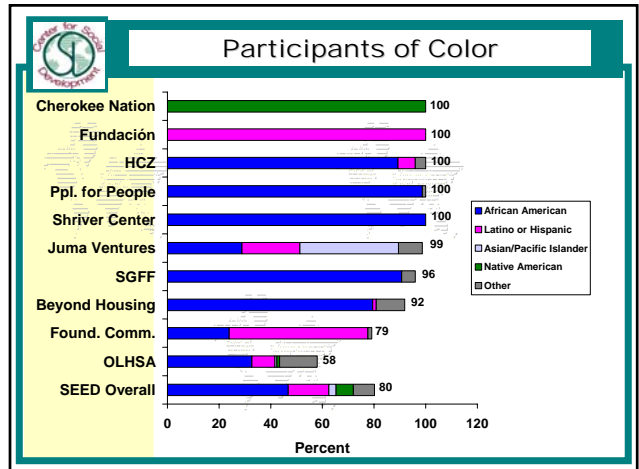
- Community-based projects: 10 sites, 800 accounts, different ages, savings incentives, financial education, financial institutions, multiple research methods
- Pre-school impact assessment: 500 accounts and 500 comparisons in Head Start programs
- Universal policy model experiment: 1,000 accounts and 1,000 controls in a state



SEED Participant Characteristics

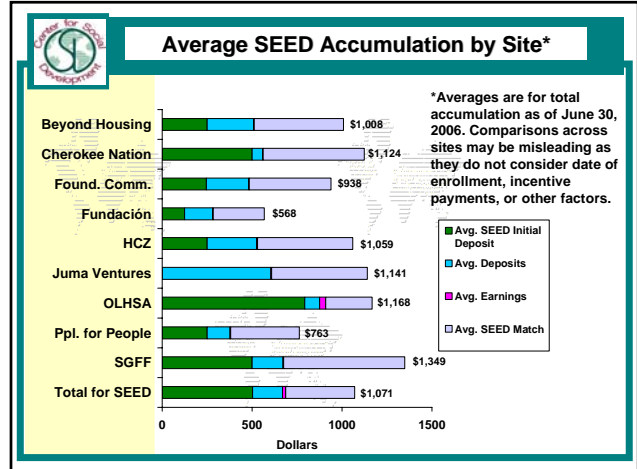
At enrollment data indicate:

- 76% are age 5 - 9
- 80% are children of color
- 56% reside in households earning less than 100% of the poverty level



SEED Caregiver Characteristics

- 63% are employed
- 63% are single (includes not married, widowed, and divorced)
- 45% have a high school diploma or less education
- 40% receive food stamps
- 11% receive TANF



Universal Policy Model and Research

The “Universal Model” will be:

- An experiment with random selection of participants and controls within a population
- Integrated into an existing policy structure—Oklahoma College Savings Plan (529 plan)
- To every possible extent, scalable in the form that it is tested

Universal Policy Model and Research

- Designed to test the idea of universal and progressive accounts at birth
- Research will consist of an Experiment, Account Monitoring, and In-depth interviews
- Informed by KU research team experience and work on impact assessment at OLHSA



Key Features of Universal Model

- Deposits of up to \$2,000 into the accounts of 1,000 infants selected at random, with greater deposits for low-income families
- Expanded samples of African Americans, Latinos, and American Indians
- Track 1,000 treatments and 1,000 controls over multiple years



SEED UM Survey Research

Two research design alternatives are being considered:

- Four years with interviews at two points in time
- Seven years with interviews at three points in time

The seven year design is likely to be far more informative (kids to second grade)



Comparison of Two SEED Studies

Impact Assessment	Universal Model
Quasi-Experiment	Experiment
Begin at ages 3-5	Begin by age 1
Individuals connected to Head Start program	Individuals dispersed in a state population
Community-based intervention	Statewide-based intervention
Self-selection of participants	Participants randomly selected



Comparison of SEED Studies (cont.)

Impact Assessment	Universal Model
Enrollment in state account required	Enrollment in state account automatic
Enrollment required in participant account	Enrollment optional in participant account
Communication face-to-face	Communication by mail and Internet
Peers participate	No peer participation
Financial education	No financial education



Highlights of Oklahoma's Role

- **Contribute to the initiative design prior to implementation**
- **Provide birth record data and consult on drawing a random sample from the birth population**
- **Accept SEED initial and matching deposits into a state-owned account**
- **Collaborate with CSD on project implementation and management**



Selected Goals of Universal Model

- **Define fundamental CSA policy features and set a direction**
- **Use an existing policy structure that has the potential for scale**
- **Assess patterns and correlates of saving performance**
- **Test impacts on subpopulations by race/ethnicity**



Potential Policy Impacts

- **Models and makes visible a universal account at birth**
- **Connects with Child Trust Fund concept in United Kingdom**
- **Builds on 529 saving plan structure (not merely a saving product)**
- **Informs future 529 and plan-based policy developments**



SEED Funders

Ford Foundation; Charles Stewart Mott Foundation; Charles and Helen Schwab Foundation; Jim Casey Youth Opportunity Initiative; Citigroup Foundation; Ewing Marion Kauffman Foundation; MetLife Foundation; Richard and Rhoda Goldman Fund; Evelyn and Walter Haas, Jr. Fund; and Edwin Gould Foundation for Children



Resources and Contact Information

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