

WHEREAS; the Wisconsin 529 College Savings Program is a trusted resource for Wisconsin’s students, families, and all those who choose to pursue postsecondary education and has helped transform the lives of countless Wisconsinites who have received its tax-advantaged benefits while developing a higher education savings strategy and a college and career readiness plan; and

WHEREAS; it is the goal of the Wisconsin 529 College Savings Program to help more students develop a college-bound mindset early in life and avoid overreliance on student loans; and

WHEREAS; saving for college increases the likelihood that a student will enroll in college, and research suggests that having dedicated higher education savings of just \$500 increases the likelihood that a student will both enroll in and graduate from college; and

WHEREAS; Wisconsinites who save with a Wisconsin 529 College Savings Plan—Edvest 529 and Tomorrow’s Scholar—may use their savings to cover a variety of higher education and career training expenses at accredited colleges and universities, technical schools, community colleges, registered apprenticeship programs, and certain postsecondary credentialing programs; and

WHEREAS; in partnership with the Wisconsin 529 College Savings Program, Wisconsin’s institutions of higher education—including the Wisconsin Technical College System, the UW System, also known as the Universities of Wisconsin, and the Wisconsin Association of Independent Colleges and Universities—work to make higher education a reality for individuals across the state; and

WHEREAS; this month, the state of Wisconsin joins the Wisconsin Department of Financial Institutions in promoting the utilization of the Wisconsin 529 College Savings Program and its college savings plans and encourages all individuals and families across the state to save for higher education and career training today;

NOW, THEREFORE, I, Tony Evers, Governor of the State of Wisconsin,
do hereby proclaim September 2025 as

COLLEGE SAVINGS MONTH

throughout the State of Wisconsin and I commend this observance
to all our state’s residents.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this 18th day of August 2025.

TONY EVERS, Governor

By the Governor:

SARAH GODLEWSKI, Secretary of State