



Proponent Testimony of SB 304
For the Senate Education Committee
February 3, 2026
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Chair Erickson and Members of the Committee, thank you for the opportunity to provide **proponent testimony in support of Senate Bill 304** on behalf of Kansas Action for Children.

Early investments can make a world of difference over a child’s lifetime, providing them with opportunities they otherwise might not have. This bill would ensure that all new parents are made aware of some of the options that exist for helping their children build wealth over the course of their life, including 529 and 530A, or “Trump,” accounts.

As of June 2025, there were more than 392,000 active 529 accounts across the four programs in Kansas.¹ With total assets under management (AUM) greater than \$13.4 billion, the average size of these accounts was \$34,231; the number of accounts, AUM, and average account size by program can be seen in the table below.²

529 Program	Number of Accounts	Assets Under Management	Average Account Size
ACI - Schwab 529 College Savings Plan	292,450	\$10,922,998,720	\$37,350
Schwab Learning Quest 529 Plan	4,959	\$239,246,704	\$48,245
Learning Quest Education Savings Program	81,432	\$1,971,457,717	\$24,210
Learning Quest Advisor	13,562	\$298,742,985	\$22,028
Total	392,403	\$13,432,446,126	\$34,231

The children behind these accounts are in an enviable position compared to the ones without these incredible wealth-building vehicles. According to modeling by the Aspen Institute, investing from birth can result in:³

- \$8,986 more in college savings compared to beginning at age 7

¹ College Savings Plans Network. (June 30, 2025). *529 plan data*. 529 College Savings Plans.

² College Savings Plans Network. (June 30, 2025). *529 plan data*. 529 College Savings Plans.

³ Andres, K., Boshara, R., Ewas, J., Sieminski, D., & Scott, S. (2023). (rep.). *THE CASE FOR EARLY WEALTH BUILDING ACCOUNTS*. Aspen Institute. Retrieved January 29, 2026.

- \$64,926 more in home or business ownership savings compared to starting at age 25
- \$472,778 more in retirement savings compared to starting at age 32

With results like this, there is clear value in educating parents on early investment as soon and as efficiently as possible. The Aspen Institute model assumes a \$1,000 seed in the early wealth building account (EWBA), and this legislation aims to inform new parents about an account that offers exactly that. For children born through 2028, the federal government will offer a \$1,000 investment into a 530A account, which every parent should take advantage of.

According to estimates from the White House Council of Economic Advisors, that \$1,000 will grow into \$303,800 if maximum contributions are made, or \$5,800 if no contributions are made.⁴ Many accounts will fall somewhere between this large spread, so it may be more valuable to consider their low return, contribution midpoint scenario, which yields an account value of approximately \$95,000 by the child's 18th birthday.

Still, the low end of the estimates above should not be disregarded as inconsequential; research shows that even \$1 to \$499 in school savings increases a child's likelihood of graduating college by two and a half times.⁵ This points to the psychological impact of having even a small amount of savings, of knowing that there is something waiting for you as you transition into adulthood.

But post-secondary education is just one use for these accounts, and their flexibility is what makes them valuable over an entire lifetime. Funds from the 530A accounts can be used to buy a first home, start a business, or save for retirement. Unused funds from a 529 can be rolled into an IRA. Whatever a child's goals, the early investments made by their parents will be there to help them along the way.

I urge you to pass this bill so that every parent is given the opportunity to invest in their child's future. Thank you for the opportunity to submit testimony, and if you have any questions you can reach me at nathan@kac.org.

About Kansas Action for Children

KAC is a nonprofit, nonpartisan advocacy organization working to make Kansas a place where every child has the opportunity to grow up healthy and thrive. KAC does not receive any funding from local, state, or federal government sources; however, we have a keen interest in the state budget because of its impact on children and families.

⁴ The White House Council of Economic Advisors. (2025, August). *Trump Accounts Give the Next Generation a Jump Start on Saving*. The White House.

⁵ Elliott, W. (2013). *Small-Dollar Children's Savings Accounts and College Outcomes*. WashU Scholarly Repository.