



Comprised of primary (grades K-6) and secondary (grades 7-12) educational institutions that are predominantly funded through tuition fees and other private sources.

INTERNAL USE ONLY

CAPTRUST EXPERIENCE

CAPTRUST AT A GLANCE

Clients – 98
Total Assets – \$2.9 billion
Plans/Pools – 149
Plan/Pool Types – DC (102), E/F (29),
NQ (15), DB (2), OAP (1)
Top Providers – TIAA, Schwab

EXPERIENCED ADVISORS

- Wat Keys (31)
- Wesley Boyce (3)
- Jimmy Talton (3)
- Jennifer Barker (2)
- Peter DiNardo (2)
- Mike Genovese (2)
- Tim Irvin (2)

INDUSTRY BACKGROUND

POINTS OF INTEREST

- Revenue from private schools estimated at \$91 billion in 2022, projected to grow to \$98 billion by 2028.
- Industry growth has been driven by increased disposable income and more high-earning households.
- School choice programs have garnered support from state legislatures.
- Private schools endure a high degree of competition from charter schools, which are publicly funded.
- The number of teachers in private schools projected to increase by 8% from 2016 and 2028 to 522,000.

COMMON TERMS

- Academic
- Charter school
- College prep
- Curriculum
- Enrollment
- Faculty
- Headmaster
- Institution
- Magnet school
- Parochial school
- Staff

EXTERNAL RESOURCES

- Council for American Private Education capenet.org
- National Association of Independent Schools nais.org
- National Center for Education Statistics nces.ed.gov
- National Independent Private Schools Association nipsa.org

FOR THE CHALLENGER

CHALLENGES

Administration

- Rising costs with budget cuts
- Declining enrollment
- Vendor management
- Difficulty attracting teachers in the private education space when competing with the public school system that provides a defined benefit for teachers
- Implementing ESG requests from donors
- Self Interests and potential conflicts on the board and with outside advisors tend to exist
- Mission-driven (e.g., religious affiliation) with a focus on DEI

Retirement

- TIAA service issues
- School contributions
- Participants' expectation that retirement saving is the employer's responsibility, not the employees
- Annual audit requests and nondiscrimination testing due to limited resources in HR and Finance

CLIENT OUTCOMES

- Reduced the endowment spending rate to coincide with a reduction in long-term capital market assumptions and to more closely align with other E&F peers through survey data
- Added auto enrollment, improving participation rates and deferral rates
- Vendor consolidation
- Moved to the newer platform at TIAA, able to reduce expenses dramatically and even been able to reduce expenses further as assets have grown
- Have been a great resource on the plan design to help restructure the plan so that employees increase participation, and the school is able to reduce their costs
- Simplified eligibility issues