



**Wisconsin Deferred  
Compensation Program**

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October 14, 2011

Ms. Shelly Schueller  
Wisconsin Deferred Compensation  
801 W. Badger Road  
P.O. Box 7931  
Madison WI 53707-7931

RE: 2011 Plan Enhancement Program (PEP) Update

Dear Shelly:

During 2011 the Wisconsin Deferred Compensation (WDC) Program moved its focus from a one dimension focus to a four dimension (Participation, Asset Allocation, Educational & Learning, and Retiree Outreach) focus through the Plan Enhancement Program (PEP). The attached document contains the Scorecard from the 2011 Revised PEP with an update as of September 30, 2011.

The PEP outlined four areas of focus and metrics for the Board to use to measure plan enhancements and improvements. The goals were modified in preparation of unforeseen effects caused by 2011 Wisconsin Act 10 (the Budget Repair Bill) on the WDC, and approved at the May Board meeting.

The four dimensions, goals for 2011, and update as of September 30<sup>th</sup> are included in the attached Scorecard. An update on Milwaukee Public Schools (MPS) is also included.

We are pleased to report that WDC staff have been able to meet or exceed the majority of the goals set forth in the 2011 PEP. If you have any questions or would like to discuss the Scorecard further, please do not hesitate to contact me.

Sincerely,

Sue A. Oelke  
Wisconsin Regional Director

enclosures

# Scorecard Update *(as of 9/30/11)*



Four Dimensions	Metric/Goals	2011 Goals	Action Taken/Update
1. Participation a) Employees b) Employers	Maintain 12/31/10 in-force account population	12/31/10 in-force accounts = 50,974	The WDC has 51,345 in-force accounts on file as of 9/30/11.
	Enroll 80% of 2010 new enrollments	2,214 new enrollments	1,690 participants have enrolled, which represents 76% of goal.
	Establish ROTH 457 procedures with WDC employers	Roth 457 – 50% employers set up for contributions by end of Q1; 75% by end of Q2, and 90% by end of Q3	<p>Employers: 100% of employers have been given instructions on how to use the WDC Roth. They were contacted by mail 3 times, and those that did not respond to the mailings were called.</p> <p>Several employers have chosen not to offer the WDC Roth to their employees, and a few have sent contributions in to the WDC without specifying them as Roth contributions. These are being handled on a case-by-case basis.</p> <p>Participants: 651 participants, or 1.3%, have made a Roth contribution.</p>
2. Asset Allocation	Decrease number of participants with 70% or more of their assets in the Vanguard Admiral Money Market account by 3%	Reduce # of participants with 70% or more from 391 (as of 12/31/10) to 379.	WDC representatives are reaching out to these participants and encouraging them to explore all of their investment options. Currently, there are less than 300 participants with 70% or more in VUSX.
3. Education and Learning	Maintain high visibility in number of group and individual meetings.	1,050 group seminars	647 group seminars have been reported. Note: Fact or Fiction workshops replaced regular presentations February – May 2011.
		5,250 individual counseling sessions	5,560 individual meetings have been conducted. The WDC has experienced an increase in the demand for one-on-one meetings
		Investment Symposiums	In November 2011, the WDC will be offering investment symposiums. Vanguard, Galliard, and Fidelity have partnered with the WDC to present at each of the workshops and discuss mutual funds, diversification and other general investing topics. The workshops will be offered in the evenings in Eau Claire, Green Bay, Madison and Milwaukee.
		Online File Cabinet usage increased by 7% to 2,125	Online File Cabinet users have increased to 2,177.

			Unique website logins increased to 144,323 (12/31/10 x 105%)	Data not available at this time.
4.	Retention	Offer nearing retirement education	<ul style="list-style-type: none"> <li>▪ Newsletter articles</li> <li>▪ Website messaging</li> </ul>	<p>Steppingstones to Retirement workshops were postponed due to Act 10 changes.</p> <p>Four articles for those nearing or in retirement were published in the <i>MoneyTalks</i> newsletter</p> <p>Website messaging was enhanced with information regarding deferring sabbatical pay for retirees and the security of investments within the WDC.</p>

### *Update on Milwaukee Public Schools (MPS)*

1.	Participation	Increase WDC participation	<ul style="list-style-type: none"> <li>▪ WDC attending large events at MPS in 2011 (pre-retirement workshops, New Educators Institute, and WEAC)</li> <li>▪ Target outreach campaigns: <ul style="list-style-type: none"> <li>▪ Letters to employees of various age groups to remind them of the importance of saving for retirement</li> </ul> </li> </ul>	<p>49 MPS employees have enrolled in the WDC.</p> <p><u>Pre-retirement workshops:</u> WDC attended pre-retirement workshops in April and May 2011. There were 2 workshops with approx. 50 attendees total. All vendors were present. WDC was given 25 minutes to present.</p> <p><u>New Educators Institute:</u> WDC attended in August. New employees were able to visit tables of vendors to ask questions. Approx. 25 of the 75 attendees visited the WDC table.</p> <p><u>WEAC:</u> Cancelled in 2011</p>
2.	Education and Learning	Maintain high visibility in number of group and individual meetings	<ul style="list-style-type: none"> <li>▪ WDC to attend: <ul style="list-style-type: none"> <li>▪ MPS Pre-retirement workshops in April/May</li> <li>▪ MPS New Educators Institute in August</li> <li>▪ WEAC Convention by MPS invitation in October</li> </ul> </li> <li>▪ Target mailing to specific age groups</li> </ul>	<p><u>Target mailing to age groups:</u> Postponed due to Act 10 changes</p> <p>Letter to unions offering a presentation at union meetings was mailed in October.</p>

\*Asset Allocation and Retention were deferred due to small base of existing participants