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**CORRESPONDENCE MEMORANDUM**

**DATE:** October 15, 2012  
**TO:** Wisconsin Deferred Compensation Board  
**FROM:** Shelly Schueller, Director  
Wisconsin Deferred Compensation Program  
**SUBJECT:** 2013 Plan Enhancement Program and Scorecard

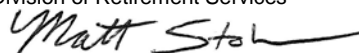
**Staff requests that the Deferred Compensation Board consider approving the 2013 Plan Enhancement Program and Scorecard.**

The attached Plan Enhancement Program (PEP) identifies specific plan enhancements and initiatives that Wisconsin Deferred Compensation (WDC) staff will focus on in 2013 and the metrics that may be used to measure the results. The 2013 PEP was developed around the following dimensions:

1. *Participation* – increase the number of eligible employees contributing to the WDC and contribution levels
2. *Asset Allocation* – encourage appropriate diversification of participant assets in WDC investment options
3. *Education and Learning* – provide more financial literacy learning opportunities for all participants
4. *Retiree Outreach* – provide additional education to retirees and retain retiree accounts and assets in the WDC (reduce rollovers out of the WDC)

Department staff worked closely with Great West Retirement Services (GWRS) to develop the draft goals and enhancement items for 2013. The attached draft PEP includes a pilot evening meeting for participants and their spouses/domestic partners. The meeting would focus on the benefits of WDC participation at all phases in a person's career, and how to use a "Retirement Readiness Calculator" to help plan for a comfortable retirement. WDC staff will also continue to provide their service to employers by conducting plan reviews for twelve large to mid-size local employers and continuing to contact school districts. In addition, the WDC website will be redesigned. The new site design will be based on a "smart phone" display, which should improve

Reviewed and approved by Matt Stohr, Administrator  
Division of Retirement Services

  
Signature \_\_\_\_\_ Date 10/22/12

Board	Mtg Date	Item #
DC	11.6.12	11

participants' ability to quickly find information and allow for some customization of content/features.

As shown on the attached scorecard, the 2013 goals include:

- Increasing the number of in-force accounts by one and one-half percent (1.5%)
- Adding ten new public employers
- Decreasing the number of participants using a target date fund and other investment options and/or multiple target date funds by 3%
- Maintaining high visibility statewide with 800 group and 6,500 individual meetings
- Increasing online file cabinet usage by 5%
- Planning, redesigning and launching an improved WDC website
- Reducing the number of participants without a beneficiary designation on file by two percent
- Testing additional educational outreach efforts by offering an evening workshop for participants and their spouse/domestic partner
- Continuing to offer the "Steppingstones to Retirement" workshops

Staff from GWRS and the Department will be available at the meeting to discuss the 2013 PEP proposals and scorecard with the Board prior to any Board decision on this.

Attachments: 1) 2013 PEP  
2) 2013 PEP Scorecard

# 2013 WDC Scorecard



Four Dimensions		Metric/Goals	2013 Goals*
1.	Participation a) Employees b) Employers	a. Increase 12/31/2012 in-force account population by 1.5% b. Add 10 new employers by 12/31/13	a. As of 6/30/12, there were 51,912 in-force accounts b. As of 6/30/12, there were 880* employers offering the WDC Attend 3-4 conventions Attend >40 benefits fairs Conduct 12 plan review meetings Contact all school districts to offer to explain WDC during back-to-school training programs
2.	Asset Allocation	a. Decrease number of participants in more than one target date fund or a target date fund and other investment options by 3%. b. Default less than 95% participants should an investment option be removed.	a. As of 6/30/2012, the WDC had 8,827 participants investing in multiple target date funds or a target date fund and other investments. b. Conduct education and outreach so participants can make informed decisions regarding investment options
3.	Education and Learning	a. Maintain high visibility in number of group and individual meetings.	a. 800 group seminars and 6,500 individual meetings
		b. Going Green – Online File Cabinet®	b. Increase Online File Cabinet usage by 5%
		c. New website	c. Implement new WDC website
4.	Retention	a. Beneficiary outreach	a. Reduce the number of participants without a beneficiary designation by 2%.  (As of 6/30/12, the WDC had over 7,000 participants without a beneficiary designation on file.)
		b. Pilot evening WDC workshop	b. Conduct pilot evening WDC workshop; if attendance is good, offer quarterly
		c. Steppingstones to Retirement	c. Offer four Steppingstones to Retirement workshops

\*The 2013 numerical goals will be updated upon receipt of the year-end data for 2012.

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***2013 Plan Enhancement Program  
Strategic Plan***



***Prepared by  
Great-West Retirement Services®***

***DRAFT***

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## Executive Summary

As a leading provider of services for the government defined contribution market, Great-West Retirement Services® (Great-West), a unit of Great-West Financial, is honored to partner with the Wisconsin Deferred Compensation Board (WDC) to offer the deferred compensation program. Great-West is the number one partner in providing deferred compensation plan services to state governments, currently supporting more than 3.2 million participant accounts in the government market.

Great-West understands that the WDC is interested in maintaining a long-term relationship with a provider that is a true partner – one with the highest standards of professionalism. The partner will also provide recordkeeping, communication, education, and unbundled investment services at a competitive cost with full fee and revenue transparency. As the economy changes, technology expands and participant needs evolve, Great-West proactively consults with clients on “best in class” products and services and assists in implementing those leading practices wherever possible. Great-West is a true partner.

At its core, Great-West is a strong strategic partner for the WDC and is committed to its mission in part because Great-West’s Mission Statement is very similar to that of the State’s:

<b>WI Department of Employee Trust Funds’ Mission Statement</b>	<b>↔</b>	<b>Great-West Mission Statement</b>
To develop and deliver quality benefits and services to our customers while safeguarding the integrity of the Trust.		To achieve excellence in the development and distribution of financial products and services for people, and to do so in a thoroughly responsible manner.

**Great-West is a committed partner  
bringing your strategic vision to life as articulated in this Plan.**

## Great-West Retirement Services – Corporate Overview

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Great-West is a leader in providing retirement products and services to government, healthcare and education customers in the public/nonprofit markets as well as corporate 401(k) and institutional clients. Great-West's recordkeeping subsidiary, FASCore, LLC, serves more than 4.4 million participant accounts. FASCore/Great-West was named the fourth largest defined contribution record keeper by total participants by Plan Sponsor Magazine. FASCore's commitment to providing the best combination of technology, service and cost has contributed to the growing list of customers in institutional markets who use our recordkeeping and administrative services on an outsourced basis in conjunction with their retirement savings products.

Great-West is rated by a number of nationally recognized rating agencies. The ratings represent the opinion of the rating agencies regarding the financial strength of Great-West and its ability to meet ongoing obligations to policyholders. Great-West has consistently received high marks from industry sources for financial strength and operating performance.

<b>A+<sup>1</sup></b>	<b>A.M. Best Company, Inc.</b> <b>Financial strength</b>
<b>AA<sup>2</sup></b>	Fitch Ratings Financial strength
<b>Aa3<sup>3</sup></b>	Moody's Investors Service Financial strength
<b>AA<sup>2</sup></b>	Standard & Poor's Ratings Services Financial strength

(Source: <http://www.greatwest.com/ratings.shtml> 12/15/11)

<sup>1</sup> Superior (highest of 10 categories)

<sup>2</sup> Very strong (second highest of nine categories)

<sup>3</sup> Excellent (second highest of nine categories)

Current ratings (12/15/11). Ratings are subject to change.

Retirement plan sponsors and participants benefit from Great-West's solid track record of customer retention, continually improving online services and expanding marketing and educational programs. In addition, Advised Assets Group, LLC, a subsidiary of Great-West and a federally registered investment adviser, provides objective investment information, guidance, advice and managed accounts for defined contribution plan sponsors and participants.

## Historical Overview

The WDC is responsible for one of the largest deferred compensation programs in the country. With more than \$2.8 billion in total assets, the overall plan has experienced an increase in assets of over 83.3% since 2005.

WDC Program	December 31, 2004	June 30, 2012	% Change
Eligible participants*	139,453	202,450*	45.17%
Total participants	42,096	51,912	23.32%
Plan assets	\$1.56 B	\$2.86B	83.33%
Annual contributions	\$132.39 M	\$142.65 M	7.75%
Average annual contribution	\$4,939	\$2,168	-56.10%
Average account balance	\$41,482	\$55,147	32.94%
Ave. # of investment options per ppt	4	4.22	5.5%
Number of local employers	699	866	23.89%
Number of group meetings	513	304 (YTD)	N/A
Number of individual meetings	Not available	4,027	N/A
On-site service representatives	5	7	40.00%
Number of customized workshops	3	7	133.33%
Web site logins	442,134	236,415 (YTD)	N/A

\*Eligible participants 12/31/2011 per WRS

## Prior Plan Enhancements

Great-West has partnered with the WDC to enhance services to plan participants, including but not limited to:

### 1. WDC Board

- Annual Strategic Marketing Plan
- Ad Hoc reporting
- Legislative and regulatory updates

### 2. Great-West Service Amendment

- 5-year extension
- Local call center service representatives expanded hours (7 a.m. to 7 p.m.)
- Addition of advisory services with no plan-level cost implications

### 3. Marketing and Communications

- Custom branding of WDC Program
- Customized Website



**4. Investments**

- Participant Advisory Services (Guidance, Advice and Managed Account)
- Oversight of Advised Assets Group, and qualified personnel for quarterly fund performance reviews

**5. Expanded Participant Education Services**

- Investment Symposium and Steppingstones to Retirement events
- Specialized seminars: Retiree Outreach, Market Volatility, WDC Roth
- Reality Investing<sup>®</sup> suite of services

**6. Administrative Services**

- Specialized functions (such as cash processing, participant transactions, death claims and distributions) realigned to specialists at corporate office
- Account transactions moved from local office to corporate office to increase focus on participant education
- Plan Service Center reporting capabilities available

## **Industry Services and WDC Strategic Plan**



As a result of the strategic alignment meetings held between Great-West and the Department, we have developed an annual strategic plan. Great-West believes the execution of the components in this plan has assisted the WDC Board and Department to continue to move the WDC forward in an exciting and innovative direction.

Through a deliberate and thorough review of industry practices currently available, we have narrowed the list to those areas we understand are of utmost importance to the WDC Board and will be most beneficial to participants. Great-West continues to focus on providing added value in the following areas:

- I. Partnership with WRS**
- II. Customized Target Marketing**
- III. On-site Educational Services**
- IV. Website Expansion**
- V. Retiree Outreach Initiatives**
- VI. Expansion of Administrative Services**





### Overview of Services Used in the Industry

In the development of this customized strategic plan, Great-West has analyzed the major services currently provided by industry partners. Noted below is a listing of the primary services used by most deferred compensation plans. On the following pages, we have narrowed these practices to the execution of the components we believe will be of most benefit to the Plan and its participants. The successful implementation of the proposed strategic plan will aid in moving the WDC forward in a progressive and important manner.

Services Used in the Industry	WDC in 2012
1. Customized targeted marketing and education based on The Four Dimensions: <ul style="list-style-type: none"> <li>a. Participation</li> <li>b. Asset Allocation</li> <li>c. Education</li> <li>d. Retiree Outreach</li> </ul>	
2. Multiple <b>targeted</b> touch points for participants <ul style="list-style-type: none"> <li>a. On-site services</li> <li>b. Call center</li> <li>c. Website</li> <li>d. HTML e-mails</li> <li>e. Printed materials—enrollment kit, flyers, etc.</li> </ul>	

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<p>3. Administrative services a. Beneficiary recordkeeping b. Deferral recordkeeping</p>	
<p>4. Open architecture platform a. Custom funds b. Institutional funds c. Collective trust options d. Participant advisory services (Reality Investing®) e. Self-Directed Brokerage option</p>	
<p>5. Integrated system a. Automated plan services and results b. Functionality integration “real-time”</p>	
<p>6. Auto enrollment and auto increase (in accordance with PPA)</p>	
<p>7. Plan governance a. Compliance, regulatory and governance b. Plan document features and services</p>	
<p>8. Data sharing through payroll data interface (PDI) – non-participating employees</p>	
<p>9. Total Retirement Benefit Platform <i>(integration with Defined Benefit Plan)</i></p>	

## ***Proposed Strategic Plan***

The proposed enhancements include key components of services currently available to plan sponsors. After review and analysis of these and the Program's objectives as defined in the strategic planning session in September 2012 with Shelly Schueller, Director, Great-West proposes focusing on the following areas:

- I. Employee and Participant Education – The Four Dimensions
- II. Operational Efficiencies
- III. Plan Design and Governance

### **I. Employee and Participant Education – The Four Dimensions (A Holistic, Integrated Approach)**

While participation is a priority item, equally important are contribution levels, asset allocation, overall education and retiree outreach (retention), collectively referred to as 'Retirement Readiness'. Great-West has developed a holistic, integrated approach based on the unique characteristics of defined contribution plans. We will evaluate our services on **measurable** improvements in the four key areas of the WDC Program:

- 1. Participation** – Number of eligible employees contributing to the Program and contribution levels. Number of local employers offering the WDC as part of their fringe benefits.
- 2. Asset Allocation** – Diversification of plan assets
- 3. Education** – Behavioral learning
- 4. Retention/Retiree Outreach** – Retiree education and retention of plan assets

Great-West's team is here to consult, recommend and focus on the dimensions and initiatives important to the Plan. We will continue to focus on developing enhancements, determining target initiatives, implementing strategy, and improving the Annual Program Report Card/Scorecard in order to help participants in the WDC Program become retirement ready.

## Focus for 2013

After the strategic planning session in September 2012 with Shelly Schueller, Director, Great-West proposes building a marketing plan around the themes and timelines listed below. Following are the specific efforts Great-West proposes offering to correspond with each quarterly theme and, as noted, throughout 2013.

Timing	Focus	Theme	Dimension
1 <sup>st</sup> Quarter	Participant Education	Making the most of your WDC account	Asset Allocation
2 <sup>nd</sup> Quarter	Enrollment	It's never too late	Participation
3 <sup>rd</sup> Quarter	Retirement	Sticking with the WDC	Retention/Retiree Outreach
4 <sup>th</sup> Quarter	Going Green	On-line File Cabinet <sup>®</sup> and Web site	Education

### 1. Participation

#### Objectives:

- Increase the number of in-force accounts by 1.5% over the number of accounts in-force as of 12/31/2012
- Add 10 new local employers

#### Enhancements

Your dedicated Great-West field staff will continue to help public employees throughout the WDC understand the importance of saving and investing for retirement and work to increase participation.

**30<sup>th</sup> Anniversary *MoneyTalks* newsletter** – Great-West will dedicate the January 2013 edition of *MoneyTalks* to the WDC's 30<sup>th</sup> anniversary. The newsletter will include an article encouraging participants to 'buy' themselves a birthday 'gift' by increasing their deferral amount each year.

**Budgeting (It's Not Too Late) Flyer** – Great-West will create a flyer based on signs previously used during benefits fairs showing the growth of various deferral amounts over different amounts of time.

**Large Evening Meetings** – The WDC will pilot hosting large meetings in the evenings as we have with various topics in the past (Steppingstones, Investment Symposiums, Pre-Retirement workshops). However, in 2013, we would conduct a regular WDC general information meeting which reviews the Program from enrollment through retirement. Employees could bring their spouses, and attend in the evening versus during the workday. These meetings would

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likely attract a new audience. We will offer the pilot meeting, and if attendance is greater than 25, we will offer three more meetings in other locations, one being held each quarter.

**“I Planned For My Retirement Today” sticker** – Participants who meet one-on-one with a WDC representative would be given a small sticker to wear that says something like, “I planned for my retirement today”. This may encourage other participants to meet with their representative for an account review.

**Attendance Cards** – Representatives will continue their usage of attendance cards at group meetings to capture information from meeting attendees. In years past, the local office has followed up with attendees who have not yet enrolled sending them a flyer encouraging them to do so. In 2013, the card will be expanded to include topics in addition to enrolling in order for the card to pertain to all meeting attendees versus only those not enrolled in the WDC. The card will allow the attendee to indicate a topic of interest for them (such as reviewing their account, learning more about their asset allocation, learning how much they need to save to meet their retirement goals, etc.), and the representative will be able to follow up with them.

**Retirement Readiness Calculator** – Common questions from employees and participants are, “How much should I save?” and “What do I need to save to have \$1 million when I retire?”. WDC representatives now have a Retirement Readiness Calculator they can use when meeting one-on-one with participants. The calculator, similar to DreamTracker<sup>SM</sup>, allows the representative to input figures and determine the dollar amount the participant, or future participant, needs to save in order to reach their retirement goals. This service will be offered at all group and individual meetings in 2013.

### **Employer Outreach**

#### Current WDC Employers:

- Newsletter – provide the current local employers with an informational/educational newsletter on relevant topics in 2013 as well as an outlined of the field service team
- Attend 3-4 major conventions and as many benefits fairs as staff allows in Fall 2013
- Plan Reviews – conduct thorough reviews of WDC and specific demographics relative to 12 large/midsize employers throughout 2013
- School district in-service outreach – representatives to call all school districts in WDC to offer to attend back-to-school in-service meetings

#### Non-Participating Employers:

- 30<sup>th</sup> Anniversary mailing – release a copy of the 30<sup>th</sup> Anniversary *MoneyTalks* newsletter as well as a cover letter

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to all local employers (who we have contact information for) who are not currently participating in the WDC.

- Quarterly outreach campaign – staff will continue to target 10-15 employers in each territory on a quarterly basis for a more focused mailing, and representatives will follow up by phone and email.

## 2. Asset Allocation

### Objectives:

- Decrease the number of participants in more than one target date fund or a target date fund and other investment options by 3%.
- Increase usage of tools offered through the Plan – Managed Account 90 day Free look
- Educational efforts surrounding possible fund changes

### Enhancements

**Large Evening Meetings** – The WDC will pilot conducting large meetings in the evenings with the presentation being a regular WDC general information meeting which reviews the Program from enrollment through retirement. Employees could bring their spouses, and attend in the evening versus during the workday. This could attract a new audience.

**Managed Account 90 day Free Look** – *New* Voluntary Enrollment will be offered at the participant level. Participants will be able to enroll in the Managed Account Service for 90 days to preview the services. If within 90 days they do not feel the service is right for them, they may opt out and not incur any charges.

**Fund Change meetings** – If the WDC Board determined that a fund change is necessary, Great-West will work with the Department to develop an outreach strategy. Representatives would reach out to Departments/Employers who have a large population of plan participants to offer an on-site meeting. The focus would be to explain any fund changes, expand participant knowledge of investment options, asset allocation and the importance of taking an active role in planning for their retirement.



### 3. Education

#### Objectives:

- Expand coverage of educational services through a quarterly theme and focused educational efforts. Great-West has worked with the Department to identify four themes to be used throughout the year:
  - 1<sup>st</sup> Quarter – Making the most of your WDC account
  - 2<sup>nd</sup> Quarter – It's never too late
  - 3<sup>rd</sup> Quarter – Sticking with the WDC
  - 4<sup>th</sup> Quarter – On-line Filing Cabinet and Website

#### Enhancements

**New WDC Website** – Great-West has begun working on a new look and feel for its large clients' websites. The new design, which can be customized for the WDC, is based on a 'smart design' modeled after smartphones. It helps make it easier for participants to find the tools and information they want. In most cases, the content is one or two clicks away.

Information and content on the new site is also tailored to the participant's situation and investment behaviors. This approach helps increase the likelihood that participants will use the site more often and more effectively.

Should the WDC offer Great-West's new website structure, a demo of the new site would be made available for participants as well as newsletter articles and flyers on how to use the new website.

**Targeted Web Messaging Enhancements** – The Targeted Web Messages will continue to be used. These are rules-based pop-up windows that appear to specified participants when they log in to their account. The messages are tailored to individuals based on things like their current savings rate, their age, asset allocation, etc. For example, a person who is age 50 will see a Targeted Web Message related to the opportunity to take advantage of catch-up contributions. Because the message applies personally to the participant, it is more likely they will make a change.

**Targeted on-site group meetings** – Great-West representatives will continue to schedule smaller educational meetings for the various identified employer locations throughout the WDC. Focus will be placed on locations that have not recently been contacted for an on-site educational seminar. Provided a list of all State facilities, GWRS may be able to identify additional department locations throughout the State. Topics that may be covered include:

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1. Enrollment – This seminar introduces the concept of before-tax and after-tax savings and summarizes investment options and plan design features, such as Internal Revenue Codes.
2. Pre-retirement Planning – This seminar discusses concerns facing baby boomers nearing retirement age, including retirement planning, Social Security benefits, and more. It is geared toward participants aged 45-55.
3. Retirement Planning: An Action Plan for Women – This seminar discusses retirement planning for women and encourages women to leverage their employer-sponsored plans to help each be more confident about her financial future.

GWRS will develop posters, e-mail meeting announcements and/or hardcopy meeting announcements to be distributed to employees approximately three weeks prior to each of the meetings. The meetings will also be posted to the website calendar for employees to view.

**Newsletter Articles to Employers** – Great-West will continue to provide 2-3 approved newsletter articles to employers who have previously expressed interest or who express interest in 2013. The newsletter articles are educational pieces the employers can forward to employees, post on their intranets and/or publish in their own internal newsletters.

**Online File Cabinet<sup>®</sup> Messaging** – Statement messaging and website pop-up messaging will be added to encourage participants to consent to using the Online File Cabinet<sup>®</sup>. The 2012 flyer will also be used to encourage participants to opt for electronic statements, and an article will be placed in *MoneyTalks*. The goal is to increase usage of Online File Cabinet<sup>®</sup> by 5%.

**Service Territory Map** – One of the most common topics discussed in the comments section of the 2012 Employer Survey was employers unsure of who their WDC representative is or even that they had one. Great-West will publish the territory map in the *MoneyTalks* newsletter in 2013 so participants can see who their WDC representative is. This newsletter will be delivered to all employers as part of the employer outreach efforts.

#### 4. Retention/Retiree Outreach

As the average age of the WDC participant is older than the national average (WDC average age is 50 years old while the national average age is 45) additional focus needs to be placed on working with and educating this group of individuals who are beginning to consider retirement and their distribution options. The focus is to give participants the tools to make an informed decision about their retirement options.

##### Objectives

- Offer a limited number Steppingstones to Retirement Joint presentations (WRS, WDC and Social Security, if available) again in 2013
- Pilot large group meetings in the evenings

Great-West offers group presentations tailored to the population of retirees, as well as to those employees nearing retirement. These presentations focus on distribution options, taxation and turning retirement assets into income. Retirees may sometimes be overlooked because they no longer see WDC representatives at their work sites, but we are committed to ensure this contingent is properly served by working with the Plan to implement retiree outreach initiatives such as Steppingstones to Retirement.

Many plan participants do not feel they are qualified to make the right financial decisions just prior to or during retirement. Through an expanded service enhancement, employees speak with a plan representative about their distribution options prior to receiving the distribution form. This educational opportunity allows employees to make an informed decision about their accounts. Those interested in rolling out of the WDC into an IRA may be directed to the IRA in-bound call center housing representatives dedicated to educating participants on the benefits of staying with their plan and the IRA options they may have.

##### Enhancements

**Large Evening Meetings** – Several comments from the Ron Nichols presentations in 2012 were that attendees wanted more information on the distribution options in the WDC Program. These large meetings will address this topic, and participants could bring their spouses. These meetings may also reach participants who are unable to attend our meetings during the day.

**50 and Older** – The WDC will continue to remind participants aged 50 and older of the opportunity to save more for retirement. Special emphasis will be made on the website with pop-up messaging, all WDC group meetings, and in *MoneyTalks*.

**Catch-up Outreach** – Because the deferral limits increased in 2012, the WDC will work to identify those participants who may be eligible to defer up to the now higher standard catch-up limit. Special notice will be made to this group of participants in 2013 to ensure they are aware of their increased limit.

**Retirement Readiness Calculator** – Many participants who meet with WDC representatives are wondering if they are saving enough for retirement. WDC representatives now have a Retirement Readiness Calculator they can use when meeting one-on-one with participants. The calculator, similar to DreamTracker<sup>SM</sup>, allows the representative to input figures and determine the dollar amount the participant needs to save in order to reach their retirement goals. This service will be offered at all group and individual meetings in 2013, and can help those nearing retirement decide if they are as ready to retire as they thought they were.

**Beneficiary Outreach** – Statement messaging and website pop-up messaging will be added to remind participants without beneficiary designations to make sure they update their beneficiary information or are comfortable with the Standard Sequence default. *MoneyTalks* will also include an article regarding updating beneficiaries.

## II. Operational Efficiencies

Enhancements of administrative conveniences may include:

1. Unforeseen Emergency Withdrawal Review and Approval. Explore the possibility of moving the review and approval process from the Department to corporate office. By moving this function to the “experts”, it would increase the efficiency of the unforeseen emergency withdrawal processing.

## III. Plan Design and Governance

Our compliance and legal team is proactive and can serve as a resource in helping the WDC Board meet and exceed its plan design and trustee objectives. Great-West will continue to enhance the Program through:

1. Legislative and Regulatory Updates. Our compliance and legal teams have the knowledge and expertise necessary to provide legislative and regulatory updates relating to defined contribution plans.
2. Fiduciary/Trustee Training Workshop and Guidebook. The Great-West legal team is available to provide the WDC Board with expanded training on their Fiduciary role and responsibilities as necessary.
3. On-going Compliance and Review. Our compliance team will ensure the Program’s educational materials (developed by the Great-West Marketing team) are in accordance with SEC and FINRA regulations.
4. Online Enrollment by Employer. Online enrollment provides a quick and easy method for participants to join the Program through the website. The employer provides basic employee data to Great-West, such as name, address and eligibility information, through the payroll file. An online enrollment PIN is generated and mailed to the participant upon reaching his/her eligibility date.
5. Conduct an in-depth review of the investment line up, including the number of options within each asset class, review against benchmarks and review of the Investment Policy.
6. Auto Enrollment. This is a process in which eligible employees who do not affirmatively decline to contribute a portion of their pay begin contributing to the Program. The newly eligible employee can opt out by accessing the Web site or voice response system and changing his/her deferral to zero. The employee can elect a deferral other than the default dollar amount or

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change his/her allocation; otherwise, he/she will be invested in the Program's default investment election. If no action is taken, the employee will be automatically enrolled in the Program at the default dollar amount in the default investment election. The employer will be provided with the default deferrals via its deferral file feed through the Plan Service Center. This is a long-term initiative.