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CORRESPONDENCE MEMORANDUM

DATE: October 9, 2013
TO: Deferred Compensation Board
FROM: Shelly Schueller, Director
Wisconsin Deferred Compensation Program
SUBJECT: 2014 Plan Enhancement Program

Staff requests that the Board consider approving the 2014 Plan Enhancement Program as presented.

The attached draft Plan Enhancement Program (PEP) Strategic Plan identifies specific plan enhancements and initiatives that the Department of Employee Trust Funds (ETF) recommends the Wisconsin Deferred Compensation (WDC) staff focus on during the upcoming year, and metrics that may be used to measure the results. ETF staff worked closely with Great West Retirement Services (GWRS) to develop the draft goals and enhancement items for 2014. The 2014 PEP was developed around the following dimensions:

1. *Participation* – increasing the number of local public employers and eligible employees contributing to the WDC and the amount each employee saves (contributes).
2. *Asset Allocation* – encouraging appropriate diversification of participant assets in WDC investment options.
3. *Education and Learning* – providing more financial literacy learning opportunities for all participants.
4. *Retiree Outreach* – providing additional education to retirees; the goal is to retain retiree accounts and assets in the WDC (reduce rollovers out of the WDC)

As shown on the attached document, the 2014 goals include:

- Increasing the number of in-force accounts by one and one-half percent (1.5%)
- Adding eight new public employers
- Maintaining high visibility statewide with group individual meetings
- Piloting a retirement planning webinar
- Continuing to seek to decrease the number of participants without a beneficiary designation on file

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

Electronically Signed 10/14/13

Board	Mtg Date	Item #
DC	11.5.13	11B

- Reminding Federal Deposit Insurance Corporation (FDIC) participants with balances over \$100,000 that FDIC insurance is limited to \$250,000
- Expand asset allocation education for participants by providing webinars on specific WDC investment options and targeted invitations for personal account reviews.
- Continue to improve overall education efforts for both participants and employers. Participant-specific items include introducing the Retirement Income Control Panel, releasing the quarterly newsletter in eNewsletter format, and developing a new workshop focused on budgeting. Employer-related items will include offering a webinar on fiduciary responsibilities and providing a “cheat sheet” for employers to use when processing WDC contributions online.

ETF recommends the Board approve the 2014 Plan Enhancement Program as proposed. Once the 2014 PEP goals have been established the scorecard will be finalized and used to communicate progress on the PEP.

Staff from GWRS and ETF will be available at the meeting to discuss the 2014 proposals and goals with the Board.

Attachment: A. 2014 PEP (Strategic Marketing Plan)

B. 2014 scorecard

**State of Wisconsin
457 Deferred Compensation Program**

***2014 Plan Enhancement Program
Strategic Plan***



***Prepared by
Great-West FinancialSM***

DRAFT 10-9-13

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Executive Summary

As a leading provider of services for the government defined contribution market, 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 1.8 million participant accounts in the government market.

Great-West understands that the Board 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.

Great-West Financial – Corporate Overview

2012 was an exciting journey for our organization—one that we feel privileged to have been able to share with you. It was marked by the successful launch of the new corporate brand. This effort was the result of 18 months of due diligence, and it brings greater clarity and simplicity to the Great-West companies under the new brand name of Great-West FinancialSM.

With greater brand recognition, we are well positioned for further growth and greater market share. And while our brand was launched publicly in the latter part of year, it furthered the momentum we had generated early in the year and contributed to the following strong results that have allowed us to maintain our place as the fourth-largest record keeper¹:

- Serving more than 27,000 retirement plans nationally as of March 31, 2013
- 4.8 million participant accounts and \$192 billion in assets as of March 31, 2013

Some of the highlights from 2012 that contributed to our success include:

- New growth in the public/non-profit market with the United States Conference of Mayors as one of our new partners

¹ Source: *Pension & Investments*, March 2013, based on total participant accounts as of September 30, 2012.

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- Ranked as the number one provider in terms of the best value for the price in the *Plan Adviser* survey²

Going forward, our increased brand awareness—coupled with our comprehensive suite of retirement readiness solutions—will be the success drivers that help us to reach and exceed our aggressive growth goals. And as we deliver retirement readiness solutions at both the plan and participant level, we'll enhance the value we provide as your preferred partner.

Plan Sponsor Retirement Readiness Solutions

Retirement Readiness Report Card

- Provides summary, detailed and trending analysis of the retirement readiness of your participants
- Empowers you with the data to help participants to and through retirement
- Offers recommended plan design changes, new investment offerings and targeted education for greater retirement readiness success

Technology Enhancements

- Greater service excellence through technology that gives our client-facing employees a complete view of all participant data and activity.
- Faster resolution of inquiries with an online tool that centralizes plan and participant activities

Participant Retirement Readiness Solutions

Projected Retirement Income Feature

- Participants can better measure their retirement readiness as their lump-sum balance is shown as a monthly projected income amount on their quarterly statements
- Participants don't need to input any data as their account balance is automatically converted to a monthly income-at-retirement amount and placed front and center on their statements and plan website

Retirement Income Control Panel (RICP)

- Next evolution income projection, available online, offers recommended actions participants can take to enhance their retirement readiness
- Participants are given Instant view of retirement income improvements that may be achieved with increased savings

² Source: 2012 Plan Adviser Survey

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- Participants using the Managed Account Service can receive improved retirement readiness through personalized asset allocation recommendations and tailored spend-down recommendations of all assets

Fee Disclosure

- Plan level fee disclosure document is provided to each plan sponsor on a quarterly basis. Plan sponsors are able to clearly see all fees assessed within their plans.

As a leader in providing retirement readiness solutions to plan sponsors and participants, Great-West Financial is pleased to continue making investments in our suite of solutions in this area so that we add enhanced, ongoing value to our partners. Our solutions—combined with our strengthened brand identity—will keep us on track toward delivering on our mission: ***To create a bright financial future where retirement is only the beginning.***

Historical Overview

The WDC is one of the largest deferred compensation programs in the country. With more than \$3.4 billion in total assets, the overall plan has experienced an increase in assets of over 93% since 2005.

WDC Program	December 31, 2004	December 31, 2012	% Change
Eligible participants*	139,453	259,642	86.2%
Total participants	42,096	52,314	24.3%
Plan assets	\$1.56 B	\$3.02 B	93.6%
Annual contributions	\$132.39 M	\$150.14 M	13.4%
Average annual contribution	\$4,939	\$4,396 **	-11.0%
Average account balance	\$41,482	\$57,798	39.3%
Ave. # of investment options per ppt	4	4.34	8.5%
Number of local employers	699	872	24.7%
Number of group meetings	513	739	44.1%
Number of individual meetings	Not available	7,756	N/A
On-site service representatives	5	7	40.0%
Number of customized workshops	3	4	33.3%
Web site logins	442,134	459,289	3.9%

*Eligible participants 4/17/2013 per ETF

**Average contribution amount as of 6/30 x 2 = average annual contribution amount

Prior Plan Enhancements

Since becoming the WDC's record keeper in late 2005, Great-West has partnered with the Board to enhance services to plan participants, including but not limited to:

1. WDC Board

- In-depth quarterly fund performance reviews by qualified investment personnel
- Oversight of Advised Asset Group for quarterly fund performance reviews
- Annual strategic marketing plan
- Ad hoc reporting
- Legislative and regulatory updates

2. Great-West Service Agreement

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

3. Marketing and Communications

- Custom branding of WDC Program
- Custom website refreshed in 2007 and 2013

4. Expanded Participant Education Services

- Investment Symposium and “Steppingstones to Retirement” events
- Specialized seminars: Retiree Outreach, Market Volatility, WDC Roth
- Retirement Readiness services – Projected Retirement Income and Retirement Income Control Panel (RICP)

5. Administrative Services

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

Industry Services and WDC Strategic Plan

As a result of strategic alignment meetings held between Great-West and the Department, Great-West has developed an annual strategic plan for 2014. Great-West believes the execution of the components in this plan will assist the WDC Board and Department in continuing to move the WDC in exciting and innovative directions.








Through a deliberate and thorough review of industry practices currently available, we have narrowed the list of potential enhancements to those areas that Great-West understands are of utmost importance to the 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 WDC and its participants. The successful implementation of the proposed strategic plan will aid in moving the WDC forward in a progressive manner.

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Services Used in the Industry	WDC in 2013
1. Customized targeted marketing and education based on The Four Dimensions: a. Participation b. Asset Allocation c. Education d. Retiree Outreach	
2. Multiple targeted touch points for participants a. On-site services b. Call center c. Website d. HTML e-mails e. Printed materials—enrollment kit, flyers, etc.	
3. Administrative services a. Beneficiary recordkeeping b. Deferral recordkeeping	
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	
5. Integrated system a. Automated plan services and results b. Functionality integration “real-time”	
6. Auto enrollment and auto increase (in accordance with PPA)	
7. Plan governance a. Compliance, regulatory and governance b. Plan document features and services	
8. Data sharing through payroll – non-participating employees <i>(State Level)</i>	
9. Total Retirement Benefit Platform <i>(integration with Defined Benefit Plan)</i>	

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

Proposed Strategic Plan

The proposed enhancements include key components of services currently available to plan sponsors. After review and analysis of these and the WDC's objectives as defined in the strategic planning session in September 2013 with Matt Stohr and Shelly Schueller from the Department, 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 evaluate our services on **measurable** improvements in the four key areas of the WDC:

- 1. Participation** – Number of eligible employees contributing 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 available to consult, recommend and focus on the dimensions and initiatives important to the Board. 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 become retirement ready.

Focus for 2014

As a result of the strategic planning session in September 2013 with Matt Stohr and Shelly Schueller from the Department, Great-West proposes building the 2014 strategic plan around the themes and timelines listed below. With changes in technology, we are looking to develop and expand our communication efforts to include interactive webinars and e-newsletters. Following are the specific efforts Great-West proposes offering to correspond with each quarterly theme and, as noted, throughout 2014:

Timing	Focus	Theme	Dimension
1 st Quarter	Participant Education	Diversification	Asset Allocation
2 nd Quarter	Enrollment	Why wait? Get Started.	Participation
3 rd Quarter	Website	eResources	Education & Learning
4 th Quarter	Retirement	Sticking with the WDC	Retention/Retiree Outreach

1. Participation

Objectives:

- Increase the number of in-force accounts by 1.5% over the number of accounts in-force as of 12/31/2013
- Add 8 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.

Tax Time Flyer – Throughout the year, at group meetings, WDC field representatives request that meeting attendees complete an attendance card. They use these cards to follow up with the employees in order to help them with their WDC needs. The cards are sent to the Madison office after the representative has reached out to the employees. During 1st quarter 2014, we will mail a flyer to employees who attended a WDC meeting in 2013, but have not enrolled. The flyer will focus on the tax benefits of the WDC.

Non-Participating State Employee Mailing – The State of Wisconsin’s Central Payroll has agreed to provide the WDC with a list of all non-participating state employees and their mailing address information. The WDC is developing an invitational self-mailer using the “Quick Enrollment” card that employees could complete and return in order to easily enroll in the WDC. With the ease of use, and the enrollment invitation arriving in directly their mailboxes, we anticipate that this mailing could attract a large number of new participants.

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Testimonial Campaign – We hear regularly from employees about how much they appreciate the WDC, and know from the UW/SSA grant project that co-workers are a valuable source of information about the WDC. In 2014, the WDC will develop a testimonial campaign intended to share stories of existing participants. Experience has shown us that these personal stories are the most compelling and credible testament to the value of the plan.

\$5K Introduction – Great-West will develop a postcard-style handout that local WDC representatives can distribute at group meetings and benefits fairs. The card would be attention-getting and encourage a discussion about what \$5,000 can buy. After some exciting commentary, the representative would then ask attendees if they could live on \$5,000 a year in retirement. On the back of the card would be calculations illustrating 3-4 different account balances and what they would equate to in terms of an annual payout during retirement.

Meeting Attendance Follow-Up Cards – WDC 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 by sending them a flyer encouraging them to do so. The follow-up card also allows 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 is able to follow up with them.

Retirement Readiness Calculator & Retirement Income Control Panel (RICP) – 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 have a Retirement Readiness Calculator they can use when meeting one-on-one with participants. The calculator, similar to DreamTrackerSM, 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. With the new website in 2013, WDC participants gained the Retirement Income Control Panel (RICP). RICP calculates an estimated monthly payout a participant can expect to have in retirement from their WDC account, based on their current account balance and basic assumptions. This calculation is now also printed on quarterly statements. When a participant logs on to the website, however, they are able to further customize the data to themselves by adding additional personal information. Representatives will continue to work on RICP awareness and encouraging participants to use the WDC website.

Employer Outreach

For current WDC employers, Great-West will:

- Provide a Fiduciary Webinar – Great-West will partner with the Department to offer a webinar to all public employers in Wisconsin discussing fiduciary responsibility and the employers’ role. The webinar would be open to both current and non-participating employers. For maximum exposure, ETF could release the invitation to employers via ETF email update service.
- Develop a How-To Webinar – Great-West will partner with the Department to conduct a “How To” webinar for participating employers. Processing contributions, deferral limits, service visit opportunities, etc. will be discussed, along with a question & answer period.
- Distribute an Employer Newsletter – Great-West will provide current local employers offering the WDC with an informational/educational newsletter on relevant topics in 2014 as well as an outline of the field service team. The newsletter would also promote the webinars.
- Attend 2-3 major conventions and as many benefits fairs as staff allows in fall 2014
- Conduct In-Depth Plan Reviews – Great-West will conduct thorough reviews of WDC usage and specific demographics relative to 12 large/midsize employers throughout 2014
- Continue school district outreach – The local office will mail a letter to all public school districts, reminding them of their opportunities for employees to learn about the WDC and get help with their accounts onsite.
- Develop a Plan Service Center (PSC) Flyer “Cheat Sheet”– Great-West will develop a one-page handout for employers with easy instructions for processing WDC contributions online.

For Non-Participating Employers, Great-West will:

- Provide a Fiduciary Webinar – Great-West will partner with the Department to offer a webinar to all public employers in Wisconsin discussing fiduciary responsibility and the employers’ role. The webinar would be open to both current and non-participating employers. ETF would release the invitation via ETF Alerts.
- Develop a Quarterly Outreach Campaign – Staff will continue to target 10-15 non-participating employers in each territory on a quarterly basis for a more focused mailing, and representatives will follow up by phone and email.
- Create a Plan Comparison Flyer – Great-West will develop a flyer encouraging employers to compare the WDC to other deferred compensation plans with respect to plan features and design, as well as fees and service. The piece could be included in the quarterly outreach mailing and used during conventions to illustrate the benefits of the WDC.

2. Asset Allocation

Objectives:

- Release FDIC reminder to participants with \$100,000 or more in the FDIC option that FDIC is insured up to \$250,000.
- Expand education efforts on importance of asset allocation.

Enhancements

Webinar – With technology constantly evolving, we now have several options for offering presentations to public employees: in-person workshops, pre-recorded presentations online, and interactive webinars. In 2014, the WDC will pilot the latter option. As the Department knows, ETF's own webinars have been very well received, offering employees the flexibility of attending right from their work station computer while still providing the opportunity to ask questions and interact with the presenter. During 1st quarter of 2014, Great-West will offer a WDC webinar on an educational topic such as the Stable Value Fund. The topics will be finalized after the Department and Great-West have an opportunity to reach out to WDC investment providers who may be interested in partnering with us on this.

Postcards – The local office will continue to selectively review participant accounts prior to the field representative's visit to various employers. A postcard encouraging participants to meet with their representative can be mailed to targeted groups of participants. During 1st quarter, we will target participants with large account balances to encourage them to meet with their representative to discuss diversification.

Investment Risk Graph – In the 1st quarter *MoneyTalks* newsletter, we will include a chart of the investment options by risk; the enrollment presentation will also be updated to include the risk chart.

Fund Change meetings – If the WDC Board determines that a fund change is necessary, Great-West will work with the Department to develop an outreach strategy. Representatives would reach out to state agencies and local public 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.

FDIC Mailing – A letter will be sent to participants who have \$100,000 or more in the FDIC option to remind them that the FDIC is insured up to \$250,000. The last time a personalized letter was sent to these participants was in 2009.

3. Education

Objectives:

- Expand coverage of educational services through a quarterly theme and focused educational efforts. Great-West has continued to work with the Department to identify the four dimensions on which to focus throughout the year. The corresponding themes and timeframe are:
 - 1st Quarter – Diversification
 - 2nd Quarter – Why wait? Get started.
 - 3rd Quarter – eResources
 - 4th Quarter – Sticking with the WDC

Enhancements

Workshops – Great-West representatives will continue to schedule smaller educational meetings and seminars on specific topics as requested for local employers located throughout Wisconsin.

Topics to be offered include:

1. Enrollment (enhanced) – 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. New in 2014, slides will be added to address the many reasons employees wait to enroll and/or save less than they should.
2. Pre-retirement Planning (enhanced) – This seminar will be expanded to look at many different categories such as budgets, sources of income during retirement, and other topics to help employees determine if they are in fact ready to retire. The workshop will also discuss protecting their retirement assets - why brokers may be interested in participants' WDC account balances and how to research options prior to making decisions - as well as the different retirement distribution options available within the WDC.
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 their financial futures.

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4. **Budgeting (new)** – This seminar is designed to help participants explore some basic budgeting strategies. Included with the seminar is a budgeting worksheet to help meeting attendees complete the budgeting exercise.

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

Targeted Website messaging – 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.

eNewsletter – Beginning in 3rd quarter 2014, the WDC’s quarterly *MoneyTalks* newsletter will be also offered in a new electronic format. The new eNewsletter allows more space for content. Articles can be expanded; and links to websites, seminars and videos can be provided to further assist participants. Additionally, because Great-West can track and measure what is getting read most often, educational content beyond the newsletter can be developed. The eNewsletter will improve the participant experience through links to additional and interactive resources. Participants will also be able to make changes to their accounts more efficiently since they will already be on the website and close to the log on screen.

Mobile Website Application – In 2014, the new WDC website will have the ability to become a mobile web application or “app.” Participants will be able to easily view their WDC account balance and history, projected retirement income (using the RICP), current rate of return, and paycheck contribution amount. They will also be able to review investment options and opt in to electronic statement delivery.

Postcards – The two most common administrative questions WDC staff receives from participants are: 1) How do I change my contribution amount? and 2) How can I set up access to my account online? In an effort to help participants with these two simple tasks, Great-West will develop a small “cheat sheet” card with instructions for how to change a contribution amount and how to log on to an account online. The cards can be distributed via employers, during group meetings, at benefits fairs, etc.

Beneficiary Outreach – WDC will continue to work with participants to ensure their beneficiary designations are up-to-date. The pop-up bulletin on the website will be active for at least one quarter to remind participants to check their beneficiary information and complete a form if necessary. The quarterly newsletter (*MoneyTalks*) will include an article on the topic, and the website will continue to include a link to updating beneficiary information for those participants who do not have a designation on file.

Rollover Flyer – In 2012, the WDC developed a sign for benefits fairs that let participants and employers know they could rollover other accounts into the WDC. Feedback from this sign clearly indicated that many participants were not aware of this option. In 2014, Great-West will develop a flyer letting participants know of their option to rollover assets into the WDC. The flyer can be distributed during group and individual meetings, posted to the website, emailed to employers for distribution, and used at benefits fairs and conventions.

Ad Hoc Survey (Zoomerang) – During 2014, Great-West will provide one ad hoc Zoomerang survey of the WDC's choosing. The electronic survey and results would be tallied and provided to the Department.

National Save For Retirement Week – Each year, Great-West develops a marketing campaign promoting National Save for Retirement Week in October. A theme will be created and included on the website in the form of a banner ad and video, and an article announcing the special week will be included in the October 2014 edition of *MoneyTalks*.

5. Retention/Retiree Outreach

As the average age of the WDC participant is older than the national average (WDC average age is 51 years old while the national average age is 45) additional focus should be placed on working with and educating this group of individuals, who are beginning to consider retirement and their distribution options. The intent is to give participants nearing retirement the tools they need to make informed decisions about their retirement options.

Objectives

- Pilot a retirement planning webinar

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 including them in meeting invitations and reaching out to them exclusively.

Enhancements

50 and Older Newsletter – Great-West will provide one custom newsletter designed exclusively for participants age 50 and older. The newsletter will include articles about deferral limits and catch-up opportunities, deferring sabbatical payouts, distribution options for retirees, consolidating and protecting assets, opportunities to meet with a WDC representative, and the special retirement webinar being offered (see below).

Webinar – WDC will sponsor a webinar by Bob Schultz, “The Retirement Guy.” Mr. Schultz prepared for his own retirement by conducting research, gathering resources, and learning the do’s and don’ts from the experts. After hearing so many horror stories of people being taken advantage of by so-called “retirement seminars,” Mr. Schultz decided to put together the **Taking the Mystery Out of Retirement** program where the focus is planning for retirement, without a sales pitch.

Retirement Readiness Calculator – Many participants who meet with WDC representatives are wondering if they are saving enough for retirement. WDC representatives will continue to use the Retirement Readiness Calculator when meeting one-on-one with participants. The calculator allows the representative to input figures and determine the dollar amount the participant needs to save in order to reach their retirement goals. For participants who log in to their accounts online, representatives can assist them with customizing their Retirement Income Control Panel (RICP) information.

Distributions

1. **Guided Experience** – In an effort to take the mystery out of the distribution process, Great-West will offer WDC participants calling for a distribution a “Guided Experience.” This will be used by Great-West to help understand the caller’s intentions regarding a distribution request. The “Guided Experience” will walk the caller through a series of questions based upon plan provisions and the participant’s demographics. Once the questions are answered, the distribution form will be customized to the participant’s request and sent to the participant to sign and return to Great-West for processing. This is a significant improvement from participants being sent a blank form and needing to complete it on their own.

2. **In-Bound Call Center** – Participants interested in rolling out of the WDC into an IRA may be directed to the IRA in-bound call center, where representatives dedicated to educating participants can speak with them on the benefits of staying with the WDC and the IRA options they may have.

Beneficiary Outreach – Statement messaging and website pop-up messaging will continue 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. Implementation of IRS Ruling 2013-17 regarding and same-sex marriages as related to Defense of Marriage Act (DOMA) regulations.
2. Assisting with other regulatory changes as arise.

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 WDC 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 Board with expanded training on their fiduciary role and responsibilities as necessary.
3. **On-going Compliance and Review.** Our compliance team will ensure the WDC'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 WDC through the website. The employer simply 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. **Investment Option Review.** 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.



2014 WDC Scorecard (draft)

Four Dimensions		Metric/Goals	2014 Goals*
1.	Participation a) Employees b) Employers	a. Increase 12/31/2014 in-force account population by 1.5% b. Add 8 new employers by 12/31/14	a. As of 12/31/13, there were xxx in-force accounts b. As of 12/31/13, there were xxx employers offering the WDC i. Attend 2-3 conventions ii. Attend >40 benefits fairs iii. Conduct 12 plan review meetings iv. Contact all school districts to encourage them to provide onsite service to their employees c. Release a direct mail enrollment piece to State of Wisconsin employees identified by central payroll as not participating. d. Confirm WDC employers and remove any that have dissolved or merged
2.	Asset Allocation	a. Notice to participant of \$250,000 FDIC coverage. b. Default less than 95% participants should an investment option be removed.	a. On 12/31/2013, the WDC had xxx participants with \$100,000 or more in the FDIC insured bank option. A reminder letter will be sent to this group of participants. b. Conduct education and outreach so participants can make informed decisions regarding investment options, including exploring ability to provide webinars on specific WDC investments.
3.	Education and Learning	a. Maintain high visibility in number of group and individual meetings.	a. 600 group seminars and 7,500 individual meetings b. Develop a budgeting seminar for presentation to participants c. Release the quarterly participant newsletter electronically d. Develop an annual employer-specific newsletter for distribution e. Create a plan comparison flyer for employer use e. Pilot webinar on fiduciary responsibility and the features and benefits of the WDC for employers f. Pilot "How To" webinar for participating employers
4.	Retention/Retiree Outreach	a. Pilot pre-retirement webinar	a. Pilot one custom newsletter for participants age 50 and older that discusses catch-up opportunities, sabbatical, distribution options and other topics of interest specifically to this group. b. Conduct pilot webinar on distributions option and factors those nearing retirement need to consider.

* The 2014 numerical goals will be updated upon receipt of the year-end data for 2013.