Wisconsin Deferred Compensation (WDC) Program



# 2017 WDC Strategic Partnership Plan Update

Emily Lockwood State Director

May 23, 2017

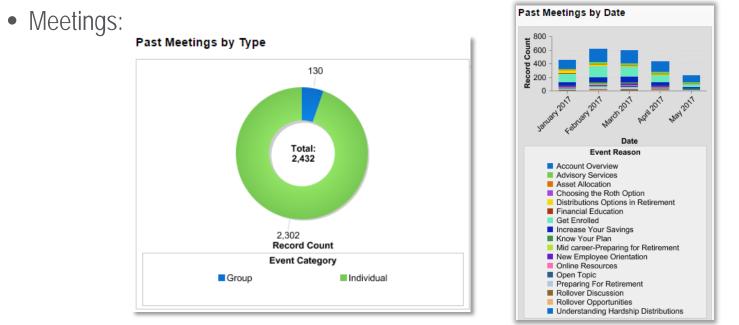
## Update on WDC Initiatives

- 1. Education
- 2. Stay in the Plan Campaign
- 3. Meet with your Representative Campaign
- 4. Webinars
  - Bob Schulz
  - Retirement Readiness Demo
- 5. Employer Newsletter



## 1. Education

- Surveys:
  - Of the 1,277 surveys sent out to participants Q1, 405 were returned, for a rate of 31.7%
  - Average score "Would you recommend this representative to a friend?", 4.61 out of 5
  - Average score "Overall Satisfaction", 4.65 out of 5





## 2. Stay in the Plan Campaign

Postcard



### Website and Flyer

### Don't give up before you're finished

#### Reasons to stay in the WDC

Even if you're no longer a public employee in Wisconsin, you can stay on a familiar track with the Wisconsin Deferred Compensation (WDC) Program. Keeping all or part of your money in the WDC might make better sense for you perhaps more than you ever realized.

#### You may pay less in fees

Paying less for fees means more of your money is working for you. With the WDC, you participate along with thousands you...in use we can you participate airdig with moutands of other people. A larger number of participants allows us to arrange for larger fees, werass if you were the only one investing. Ich kind of like buying in bulk.

#### Compare fees

If you're thinking about moving your account to a broker's or advisor's company, be sure to compare fees. To help you compare retirement plans, use the worksheet on the back of this flier. You might incur fees for fund management, administration, recordiceping and sales charges. You are encouraged to discuss rolling money from one account to another with your financial advisor/planner, considering any potential fees and/or lamitations of investment options. The comparison worksheet may also help you evaluate the

services, education, investment menu, trade restrictions and payout options for any company you're considering. It's important to make the choice that is best for you. After all, it in your money

#### We're looking out for you

Dedicated representatives The WDC has dedicated representatives to help you understand WDC highlights and features.<sup>1</sup> Our reps are not commissioned salespeople; they're available strictly to help you get the most you can get from the WDC.

#### Fiduciary responsibility

The WDC has what's called fiduciary responsibility. This means the WDC is legally bound to work in your best interest. We're not in it for personal gain. In contrast, brokers and advisors are usually paid a commission for the products they sell you.

Empower Retirement Advisory Services n addition to personal service, the WDC also offers three wils of Advisory Services provided by Advised Assets Group, LLC (AAG), a registered investment adviser. These levels range from guidance on the WDC to fully managing your



#### \$900 \$700 \$600 \$500 WDC (varied on acct. value) 0.5% of account value \$400 1.0% of account value \$200 \$200 \$100 sol

\$5,000 \$25,000 \$75,000 FOR ELECTRICINE PORPORTS ONLY. This share been for MEC1 administrate casts series ligher program administrative casts arXX-34 and 1.04, respectively.

The bottom line: Some accounts charge fees based on a percentage of assets. In this case, if you have a starting account balance of \$75,000, the WDC fees are only \$72 per year. Other types of retirement accounts could charge more than this. For example, the fee could be \$375 (0.9% of the account value) and \$750 (1.0% of the account value) based



Don't give up

before you're finished Stay on track by staying in the Program

and the second

Click here to learn more







The closer you get to retirem ent, the more you want to ensure you stay on track.

Stick with the WDC to help you reach your retirement goals. Start by reviewing the Annual

Retirement Plan Account Check-up to see if you are on track to meet your retirement goals.



Then take action and schedule a meeting with your local WDC Retirement Representative' to learn the benefits of keeping your savings with the WDC



CALL TODAY! (877) 457-WDCP (9327) www.wdc457.org

Benefits of staying in

• Potentially lower fees.

investment choices.

Access to local, dedicated

the plan include:

representatives.

A wide variety of

Or. call (877) 457-WDCP (9327). press 0 and say "yes" to speak with a representative.

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## 2. Stay in the Plan Campaign Data

- Target audience
  - Participants ages 58-64
     Birthdays during Q1 and Q4; summer version will be released to those with birthdays during Q2 and Q3
  - Email launched January 18, 2017 3,828 participants
  - Postcards were mailed January 13, 2017 to those without email addresses on file 1,406 participants
- Results

| Metric Date 1/27/17 | Financial Services<br>Industry Rate | Wisconsin Stay in the Plan<br>Campaign |
|---------------------|-------------------------------------|--|
| Delivery Rates      | 99.10%                              | 90.33%                                 |
| Open Rates          | 22.40%                              | 42.4%                                  |
| Click Through Rates | 3.30%                               | 5.72%                                  |

Open Rate = Unique opens; the number of people who opened the email at least once

<u>Click Through Rate</u> = Unique clicks / total delivered: this is the percentage of people who received the email that clicked on at least one link



## 3. Meet with your Representative Campaign

### Target audience

Q1 – ages 51-57 with \$100,000+ Q2 - ages 40-50 with \$100,000+ Q3 - ages 30-39 with \$100,000+ Q4 - ages 18-29 with \$100,000+

### Website – Banner Ad and Bulletin



#### Meet with your WDC Retirement Plan Advisor

ed, custom review from the Waconsin Defened Compensation (WDC) Program can play a key role in helping to ensure that you're doing everything you can to save now for a wiser and bolder tomorrow

ng with your local WDC Retrement Plan Advisor can help answer many of your questions, including how your assets are allocated, your savings rate, your planned ment age, the amount or percentage of your pre-retirement income you may need to replace and your Retirement Readiness.

During the review, you and your local WDC Referement Plan Advisor will go over your personal data and establish goals, discuss or (VRS) pension and Social Security estimates and include spouse and partner retrement benefits and other potential sources of retrement income. For a (ged expensence, bring your statements from Social Security, the VARS and your outside accounts. You can bring a partner, too - just schedule an extra apprendict of the security of the security of the security of the security of the security.

This analysis will give you a detailed look at your projected income and cash flow throughout your retirement years. If the review reveals you're not outle on the right track, you will be provided with suggestions that might help get you back on track.

Ableady retired? A Retirement Readness Review can help you, bot You will receive a detailed spend-down plan that offers suppestions for which retirement income source to draw from each year during retirement, depending on your tax estuation and other variables.

Schedule a personal review using the Online Scheduler tool in the top right corner of the website or call (877) 457 WDCP (9327), press 0, then say "yes" to speak to an Advisor Check out one of the easiest ways to save with this short video and schedule a one-on-one appointment with your local WDC Retirement Plan Advisor today!

Securities offered through GMFS Equities, Inc. Investment edulatory services offered by its affiliate. Advised Assets Group, LLC



approach also includes planning and saving wisely today so you can be more retirement ready in the future.

A persionalized review from your local WDC Retirement Plan Advisor<sup>1</sup> can play a key role in helping to ensure that you're doing everything you can to save now for a bolder tomorrow, which includes helping you determine:

| Nov your assets are allocate<br>Your saving rate<br>Your parmed reterment age<br>Your parmed reterment age<br>The amount or percentage of<br>your parterment Readness<br>Your Patterment Readness<br>Your Patterment Readness<br>Your Patterment Readness<br>Your Satisforment Readness<br>Construction your and your boo<br>Constructions and advisor with<br>Occonstructions and advisors and<br>Satisform (VKS) persion and<br>Satisform ( | Schedule a personal<br>review with your WDC<br>Retirement Plan Advisor<br>today by clicking the link<br>below or by calling<br>(877) 457-WDCP (9327),<br>press 0, then say 'yes.'<br>d This Retirement<br>Readiness Review' may<br>be the next invorted |
|---|---|
| <ul> <li>Include spouse and partner<br/>retirement benefits and other<br/>potential sources of<br/>retirement income</li> </ul>   | retirement income needs   |
|   |   |

For a more customized experience, bring your Social Security, WRS pension and other retirement or investment account statements. You can bring a partner, too – act schedule as a vita securitiment!

This analysis will give you a detailed look at your projected income and cash flow throughout your retirement years.<sup>1</sup> If the review reveals you're not quite on the right track, you will be provided with suggestions that might help get you back on track.

Already retired? A Reterement Readmess Review can help you, tool You will receive a detailed spend-down plan that offies suggestions for which reterement income sources to draw from each year during reterement, depending on your tax situation and other vanables.

SCHEDULE & MEETING

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change your email address for receiving these communications, please log in to your account se This email was sent by: Emocean Referement ) 6515 E. Oronant Road, Greenwood Vitage, CO, 50111 UK



## 3. Meet with your Representative Campaign Data

### • Q1 released 4/11/17 to 4,159

| Metric Date 5/23/17 | Financial Services<br>Industry Rate | Wisconsin Meet With Your Rep<br>Campaign |
|---------------------|-------------------------------------|--|
| Delivery Rates      | 99.10%                              | 94.73%                                   |
| Open Rates          | 22.40%                              | 54.88%                                   |
| Click Through Rates | 3.30%                               | 6.74%                                    |

Open Rate = Unique opens; the number of people who opened the email at least once

<u>Click Through Rate</u> = Unique clicks / total delivered: this is the percentage of people who received the email that clicked on at least one link



### 4. Webinars

- Bob Schulz Participants
  - April 27, 2017 Medicare, Medicaid and Long-Term Care
    - Promoted via WDC *MoneyTalks* newsletter and ETF GovDelivery
    - 154 attendees
    - Recorded and to be posted under Member Education
  - May 18, 2017 Social Security
    - Promoted via WDC *MoneyTalks* newsletter and ETF GovDelivery
    - 107 attendees
    - Recorded and to be posted under Member Education
- Retirement Readiness Review Demo Employers
  - May 16, 2017
  - Promoted via WDC Employer newsletter, pop-up bulletin in recordkeeping system, and ETF GovDelivery
  - 73 attendees
  - Recorded and to be posted online TBD

#### Upcoming Webinar

#### Retirement Readiness Review Demo May 16, 11:30 a.m.

The Wisconsin Deferred Compensation (WDC) Program will be offering a Retirement Readiness Review demo hosted by Retirement Plan Advisor<sup>1</sup> Scott Schewe on Tuesday, May 16. Join Scott as he explains the benefits to your employees of participating in a Retirement Readiness Review.

Hurry! Space is limited. Register now for the free webinar at www.wdc457.org

Tuesday, May 16, 2017 – Retirement Readiness Review demo

*Please note:* The retirement webinars will be recorded and made available for later viewing.



## 5. Employer Newsletter

- 4-page newsletter
- Emailed 5/5/17
  - 1,201 total contacts (local employers and state agencies)
  - 55.56% opened; 30.58% clicked to view the newsletter
- Mailed 101 hard copies to employers without email addresses







## Coming soon...

- Videos
  - Enrollment and pre-retirement workshops returning to WDC and ETF online education pages
  - Targeted email/web videos



