



# 2018 WDC Strategic Partnership Plan Update

Emily Lockwood  
State Director

October 17, 2018



---

# Update on WDC Initiatives

1. New Employee Experience (NEE)
2. Update Your Beneficiary Campaign
3. Save More / Increase Your Contribution Campaign
4. Diversification Campaign
5. Employer Newsletter
6. Employer Webinar
7. Participant Survey
8. Stay in the Plan
9. NRSW

# 1. New Empower Experience (NEE)

## Participants can easily:

- Enroll anytime, anywhere with one click.
- Translate savings into estimated monthly retirement income.
- See the impact of healthcare costs in retirement.
- Model different saving scenarios.
- Compare their savings behaviors with those of their peers.
- Integrate their health and financial wellness.



FOR ILLUSTRATIVE PURPOSES ONLY.

See the video: [www.empower-retirement.com/guided-tour](http://www.empower-retirement.com/guided-tour)

## E-delivery Statistics:

Topic	Results
Participants proactively elected e-delivery	14,102, 23%
Opt out of e-delivery	752, 1%
Work email addresses	26,383, 55%

As of 9/6/18, 4% had opted out

# 1. New Empower Experience – Communications

Flyer

Email

Wisconsin Deferred Compensation (WDC) Program



**Great news: Your retirement plan website will be enhanced on March 22, 2018**

Visualize the future you want



Focus on your future like never before with a whole new experience that gives you a complete view of your retirement picture. Use the comparison tool to see how your savings stack up, and take advantage of tools and resources to help you achieve the future you want.



- View your estimated monthly retirement income
- See your estimated retirement healthcare costs
- Increase your savings with one click
- Easily model different savings scenarios
- Get next steps to help boost your retirement income
- Access your information with the mobile app

Please note: Online access to your account may be limited for a short time while these enhancements are being added to the site.

FOR ILLUSTRATION PURPOSES ONLY

Turn over to learn more about online statement delivery.

**NOW IS A GOOD TIME**

[www.wdc457.org](http://www.wdc457.org)

Website banner ad

**The Wisconsin Deferred Compensation Program is Going Green!**

Starting in April, your quarterly statements and newsletters will be available online only. For more information on e-delivery and paper statements, review the [newsletter](#) or contact the WDC call center at 1-877-457-9327.

## Online statement delivery

Your quarterly statement that helps you monitor your plan account and includes your total vested account balance and your investment fund values will be delivered online. Online statement delivery can help give you fast, secure and easy access to your information. You can find your statement online by going to [www.wdc457.org](http://www.wdc457.org).

On March 22, 2018, you can also request a printed copy of your statement be mailed to you at no charge. Log in, click your name at the top of the page, under Communication Preference, click Change and deselect E-delivery or call (877) 457-WDCP (9327).

### Stay in the know when you're on the go!

Once your new enhanced web experience is available on March 22, 2018, log in to sign up for email notification of plan confirmations and other notices so you can access your account information when and where you want it.

GMP's Equities, Inc., Member FINRA/SIPC, is a wholly owned subsidiary of Great-West Life & Annuity Insurance Company.

IMPORTANT: The projections, or other information generated by the Empower participant experience regarding the likelihood of various investment outcomes, are hypothetical in nature. They do not reflect actual investment results and are not guarantees of future results. The results may vary with each use and over time.

IMPORTANT: Healthcare costs and projections are provided by HealthView Services. Empower Retirement does not provide healthcare advice. Empower Retirement does not believe that HIPAA applies to the data obtained from plan participants using this new tool. It is important to note that the results from this tool are estimates based on what you input today. Results are not a guarantee of actual outcomes and will change as your inputs change. HealthView Services is not affiliated with GMP's Equities, Inc.

Representatives of Empower Retirement do not offer or provide investment, fiduciary, financial, legal or tax advice or act in a fiduciary capacity for any client unless explicitly described in writing. Please consult with your investment advisor, attorney and/or tax advisor as needed.

Empower Retirement refers to the products and services offered in the retirement markets by Great-West Life & Annuity Insurance Company, Corporate Headquarters, Oneamerst Village, CO; Great-West Life & Annuity Insurance Company, service marks and design

706 AM194529-0517



Wisconsin Deferred Compensation Program

**Great news: Your WDC website will be enhanced on March 22, 2018**

**New features to help you visualize the future you want**



- View your estimated monthly retirement income
- See your estimated retirement healthcare costs
- Conveniently increase your savings online or by phone
- Enhanced security features, including multi-factor authentication

Questions?  
Contact us at (877) 457-WDCP (9327).

[Learn more](#)

Focus on your future like never before with a whole new experience that gives you a complete view of your retirement picture.

Stay in the know: Visit [www.wdc457.org](http://www.wdc457.org) and click on Access Your Account to explore the new features and enhancements.

Please note: Online access to your account may be limited for a short time while the enhancements are being added to the site.

IMPORTANT: The projections, or other information generated by the Empower Participant Experience regarding the likelihood of various investment outcomes, are hypothetical in nature. They do not reflect actual investment results and are not guarantees of future results. The results may vary with each use and over time.

Representatives of Empower Retirement do not offer or provide investment, fiduciary, financial, legal or tax advice or act in a fiduciary capacity for any client unless explicitly described in writing. Please consult with your investment advisor, attorney and/or tax advisor as needed.

Empower Retirement refers to the products and services offered in the retirement markets by Great-West Life & Annuity Insurance Company, Corporate Headquarters, Oneamerst Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office, NY, NY; and their subsidiaries and affiliates. The trademarks, logos, service marks and design elements used are owned by their respective owners and are used by permission. ©2017 Great-West Life & Annuity Insurance Company. All rights reserved. ERM17-6303-3673-1704 AMT 120930-0417



## 2. Update Your Beneficiary Campaign

Postcard



Video



Email

Tell us who your beneficiary is. | [VIEW ONLINE](#)

**WDC**

Do you know who your beneficiary is?  
**We Don't.**

We don't have your beneficiary on file  
It takes just a few minutes to pass your WDC assets on to the people you intend.  
Sign in → Go to My Profile → Click on Beneficiary

**MAKE YOUR SELECTION**

See why it's important to select your beneficiary.

Watch the video >>

**NOW IS A GOOD TIME**

Representatives of Empower Retirement do not offer or provide investment, fiduciary, financial, legal or tax advice or act in a fiduciary capacity for any client unless explicitly described in writing. Please consult with your investment advisor, attorney and/or tax advisor as needed.  
Empower Retirement refers to the products and services offered in the retirement markets by Great-West Life & Annuity Insurance Company (GWUSA), Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: NY, NY; and their subsidiaries and affiliates. The trademarks, logos, service marks and design elements used are owned by their respective owners and are used by permission.  
©2015 Great-West Life & Annuity Insurance Company. All rights reserved. 9897-01-EMC-13025-1802 AM241475-0017

---

## 2. Update Your Beneficiary Campaign Launch Metrics

Email launch date	March 6, 2018
Email participants	7,136
Open Rates	23.30%
Postcard launch date	March 6, 2018
Postcard participants (those without emails)	1,638
Sent to participants with a balance and without a beneficiary on file	

**12.04%** of participants  
added a beneficiary  
designation!

# 3. Save More / Increase Your Contribution Campaign

Postcard



Save more for your encore

Helping You Save More  
WDC  
New Retirement Leaf

A little more now could become a lot more for your future

Saving \$25 more a month now → Could add \$180 more a month in retirement

DISCLOSURE PURPOSES ONLY: This is a hypothetical illustration to show the value of an increase in contributions. This hypothetical illustration is not intended as a projection or prediction of future investment results, nor is it intended as financial planning or investment advice. It assumes monthly contributions of \$25, a 6% average annual rate of return and reinvestment of earnings with no withdrawals over a 30-year period, followed by 20 years of monthly withdrawals of \$175 (3), including a 6% average annual rate of return, beginning at age 65. Rate of return may vary. This illustration does not include any charges, expenses or fees that may be associated with your plan. The tax deferred accumulations shown above would be reduced if there has been a distribution.

Cons available, when offered, are offered through GWTS Equities, Inc. and/or other broker-dealers. GWTS Equities, Inc. Member FINRA/SIPC, is a wholly owned subsidiary of Great-West Life & Annuity Insurance Company.

Member broker-dealer, including possible loss of principal.

Representatives of Empower Retirement do not offer or provide investment, fiduciary, financial, legal or tax advice or act in a fiduciary capacity for any client unless explicitly described in writing. Please consult with your investment advisor, attorney and/or tax advisor as needed.

Empower Retirement refers to the products and services offered in the retirement markets by Great-West Life & Annuity Insurance Company (GWLAC), Corporate Headquarters: Cincinnati, Ohio. (C) Great-West Life & Annuity Insurance Company of NY, Home Office: NY, NY and their subsidiaries and affiliates. The trademarks, logos, service marks and design elements contained herein are the property of their respective owners and are used by permission. Representatives of GWTS Equities, Inc. are not registered investment advisors and cannot offer financial, legal or tax advice. Please consult with your financial planner, attorney and/or tax advisor as needed. ©2010 Great-West Life & Annuity Insurance Company. All rights reserved. 8871-1-10-M3-1020-1005-MA50495 (02/10)

Email



Log in to save more for your future | [VIEW ONLINE](#)

Helping You Save More  
WDC  
New Retirement Leaf

Wisconsin Deferred Compensation (WDC) Program

Save more for your encore

Review your Wisconsin Deferred Compensation Program account to see whether the amount you're saving now is in tune with your plans for the future. Changing your contribution rate is easy, and increasing it by just a little can really add up over time.

CHANGE YOUR CONTRIBUTION!

**START SAVING MORE**

CALL  
(877) 457-9327

A little more now could become a lot more for your future

Saving \$25 more a month now → Could add \$180 more a month in retirement\*

# 3. Save More / Increase Your Contribution Campaign

Web Tile

The web tile features a large header image on the left showing a laptop screen with a retirement dashboard. The dashboard includes a 'My Estimated Retirement Income' section for Taylor Smith, with a balance of \$25,482.00 and a 66% contribution rate. A blue overlay on the right of the dashboard reads: 'Welcome to your new website experience. Get a personalized view of your estimated monthly retirement income »'. To the right of the dashboard is a 'Participant Login' form with fields for 'Username' and 'Password', a 'Login help?' link, and 'SIGN IN' and 'REGISTER' buttons. Below the dashboard are three content cards: 1. 'Schedule a meeting' with an owl image, text: 'Register for a group meeting or one-on-one session. Please note this link will open a new tab.' 2. 'Increase your contribution rate today' with a blue abstract image, text: 'A little more savings now could become a lot more for your future.' 3. 'News & updates' with a chipmunk image, text: 'Read the latest news and updates to the WDC Program.'

Video

The video player shows a video titled 'Save More'. The video content features the WDC logo with the tagline 'Helping You Turn Over WDC a New Retirement Leaf' and a large play button. The video player interface includes a progress bar at the bottom with the text 'Save More' and a timestamp of '1:07'.



---

### 3. Save More / Increase Your Contribution Campaign Launch Metrics

Email launch date	June 1, 2018
Email participants	21,325
Open rate	24.1%
Postcard launch date	June 1, 2018
Postcard participants (those without emails)	1,542
Sent to participants contributing \$10 or less or those participants with a balance who are not contributing	

**9.5%** of participants  
(2,178) increased deferral  
election!

**6.5%** Average deferral  
increase!



# 4. Diversification Campaign

## Web Tile

WISCONSIN DEFERRED COMPENSATION (WDC) PROGRAM

About the WDC ▾ Investing ▾ Learning center ▾ Employer ETF

123-456-7890  
My estimated retirement income  
\$12,000

**Welcome to your new website experience.**  
Get a personalized view of your estimated monthly retirement income »

Participant Login

Username

Password

[Login help?](#)

**SIGN IN**

**REGISTER**

**Schedule a meeting**  
Register for a group meeting or one-on-one session.  
Please note this link will open a new tab.

**Do your investments fit?**  
Watch this video for an overview of basic investing principles.

**News & updates**  
Read the latest news and updates to the WDC Program.

## Email

It's easy to view your account and make changes. | [VIEW ONLINE](#)

**Wisconsin Deferred Compensation (WDC)**

See if your investments fit

**Adjust your approach to fit your needs**

A convenient way to simplify your approach to diversification is to choose one fund that already includes a mix of fund types such as a target date fund offered in your WDC Program.

Explore your options.

**LOG IN** OR **CALL (877) 457-9327**

To learn more, watch this video covering investing basics.  
[WATCH THE VIDEO >](#)


Generally, the asset allocation of each target date fund will gradually become more conservative as the fund nears the target retirement date. The date in a target date fund's name is the approximate date when investors are expected to start withdrawing their money (generally assumed to be at age 65). The principal value of the fund(s) is not guaranteed at any time, including at the time of the target date and/or withdrawal.

(877) 457-9327 [www.wdc457.org](http://www.wdc457.org)


*Carefully consider the investment objectives, risks, fees and expenses of the annuity and/or the investment options. Contact us for a prospectus, a summary prospectus and disclosure document, as available, containing this information. Read them carefully before investing.*

# 4. Diversification Campaign


## Postcard



See if your investments fit





Choose an approach to investing that's right for you



**Help-me-do-it investor**

You may want to consider an option that helps you simplify your overall retirement strategy such as a target date fund available in the WDC.



**Do-it-myself investor**

You may want to follow basic investing principles to choose a diversified mix of stock funds, bond funds and capital preservation investments that are available in the WDC.

### Adjust your approach to fit your needs

A convenient way to simplify your approach to diversification is to choose one fund that already includes a mix of fund types, like a target date fund.

Connect with us to explore your options  
 Log in: [www.wdc457.org](http://www.wdc457.org)  
 Call: (877) 457-WDCP (9327)

*Carefully consider the investment objectives, risks, fees and expenses of the annuity and/or the investment options. Contact us for a prospectus, a summary prospectus and disclosure document, as available, containing this information. Read them carefully before investing.*

Investing involves risk, including possible loss of principal. Asset allocation and diversification do not ensure a profit and do not protect against loss in declining markets. Asset allocation and balanced investment options and models are subject to the risks of the underlying funds, which can be a mix of stocks/stock funds and bonds/bond funds.

Securities offered or distributed through GWES Equities, Inc., Member FINRA/ SIPC and a subsidiary of Great-West Life & Annuity Insurance Company. This material has been prepared for informational and educational purposes only and is not intended to provide investment, legal or tax advice.

#### Key takeaway

**Investing in more than one target date fund may mean you're not taking advantage of each fund's intended approach.**

You may choose to invest in a target date fund or your own mix of investments in your plan.

Generally, the asset allocation of each target date fund will gradually become more conservative as the fund nears the target retirement date. The date in a target date fund's name is the approximate date when investors are expected to start withdrawing their money (generally assumed to be at age 65). The principal value of the fund(s) is not guaranteed at any time, including at the time of the target date and/or withdrawal.



5325 WALL STREET, STE 2765  
 MADISON, WI 53718

It's easier than you think to adjust your investments to fit your needs. Call the WDC today at (877) 457-9327.

#### **Wisconsin Deferred Compensation (WDC) Program**

Retirement products and services provided by Great-West Life & Annuity Insurance Company, Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: New York, NY, and their subsidiaries and affiliates, including registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC. 98971-01-MLR-19334-1809 AM59S970-0918

Presorted  
 First-Class Mail  
 U.S. POSTAGE PAID  
 6716A



---

## 4. Diversification Campaign

Email launch date	September 27, 2018
Email participants	626
Open rate	45.8% (vs. 23.3% industry average)
Postcard launch date	September 28, 2018
Postcard participants (those without emails)	1,082
Sent to participants investing in two or more target date funds	

# 5. Employer Newsletter

- 4-page newsletter
- Released July 2, 2018
- Emailed to 1,090 employers
- 53% opened the email; of these,
  - 71% opened the newsletter and
  - 18% registered for the webinar

**WDC Connection**  
Wisconsin Deferred Compensation (WDC) Program

**A New Online Experience with the WDC**  
Big things have come to the WDC website. Our new design is sleek, modern, and easy to use. It's a complete overhaul of our website, designed to make it easier for you to find the information you need. The new design is more user-friendly and easier to navigate. It's a complete overhaul of our website, designed to make it easier for you to find the information you need. The new design is more user-friendly and easier to navigate.

**It's More Than Just a New Website**  
While the new website is a great first step, we're also making other changes to our website. We're adding new content, including articles, videos, and webinars. We're also making it easier for you to contact us. We're adding a new contact page, and we're making it easier for you to reach us by phone or email.

**New Contributions: Dollars and Percentages**  
The WDC will be adding a new contribution limit starting in 2018. The new limit is \$18,000 per year. This is a significant increase from the current limit of \$15,000. The new limit will be in effect for all employees who are eligible to contribute to the WDC.

Age Group	Employee/Spouse	Limit	Total \$18,000
Under 50	Employee/Spouse	\$15,000	\$15,000
50-54	Employee/Spouse	\$15,000	\$15,000
55-59	Employee/Spouse	\$15,000	\$15,000
60-64	Employee/Spouse	\$15,000	\$15,000
65-69	Employee/Spouse	\$15,000	\$15,000
70+	Employee/Spouse	\$15,000	\$15,000

**Upcoming Webinar**  
WDC: Employee Deferral Limits Webinar  
Wednesday, 11:00 AM  
The WDC will be offering a webinar for employers on July 11th and the WDC will be offering a webinar for employees on July 12th. The webinar will cover the new contribution limits and the new website. The webinar will be held in English and Spanish.

**Investment Help in the WDC**  
If you're having trouble choosing investments for your WDC account, we can help. We have a team of investment advisors who can help you choose the right investments for your needs. We can also help you understand the risks and benefits of different investments.

**WDC CALL CENTER**  
700 P.M. - 8:00 P.M. Monday through Friday and 9:00 A.M. - 5:00 P.M. Saturday  
761-110-6107

**WDC CONTACT INFORMATION**  
3025 Walnut St., Suite 2070, Madison, WI 53718  
Phone: (608) 241-4604 | Toll-Free: (877) 455-9332 | Fax: (608) 241-4645  
Email: wdcprogram@getpower-retirement.com | Website: www.getpower-retirement.com

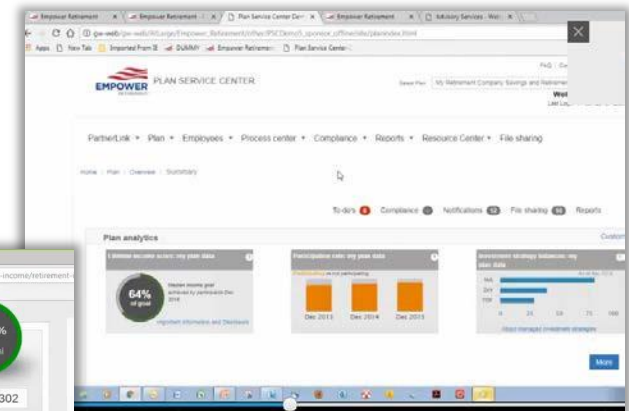
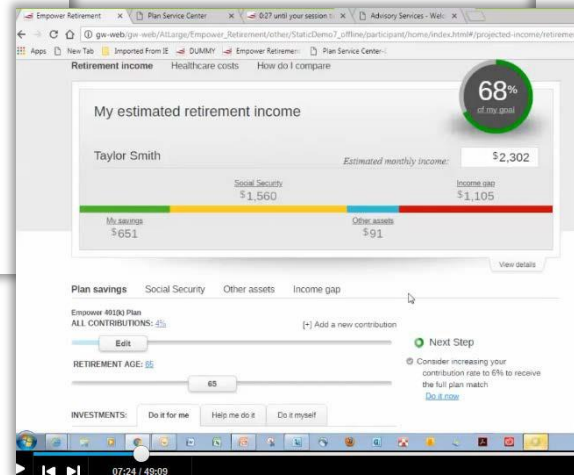
# 6. Employer Webinar

- WDC Updates for Employers Webinar
  - July 18, 2018
  - Promoted via WDC Employer newsletter, pop-up bulletin in recordkeeping system, and ETF GovDelivery
  - 175 attendees



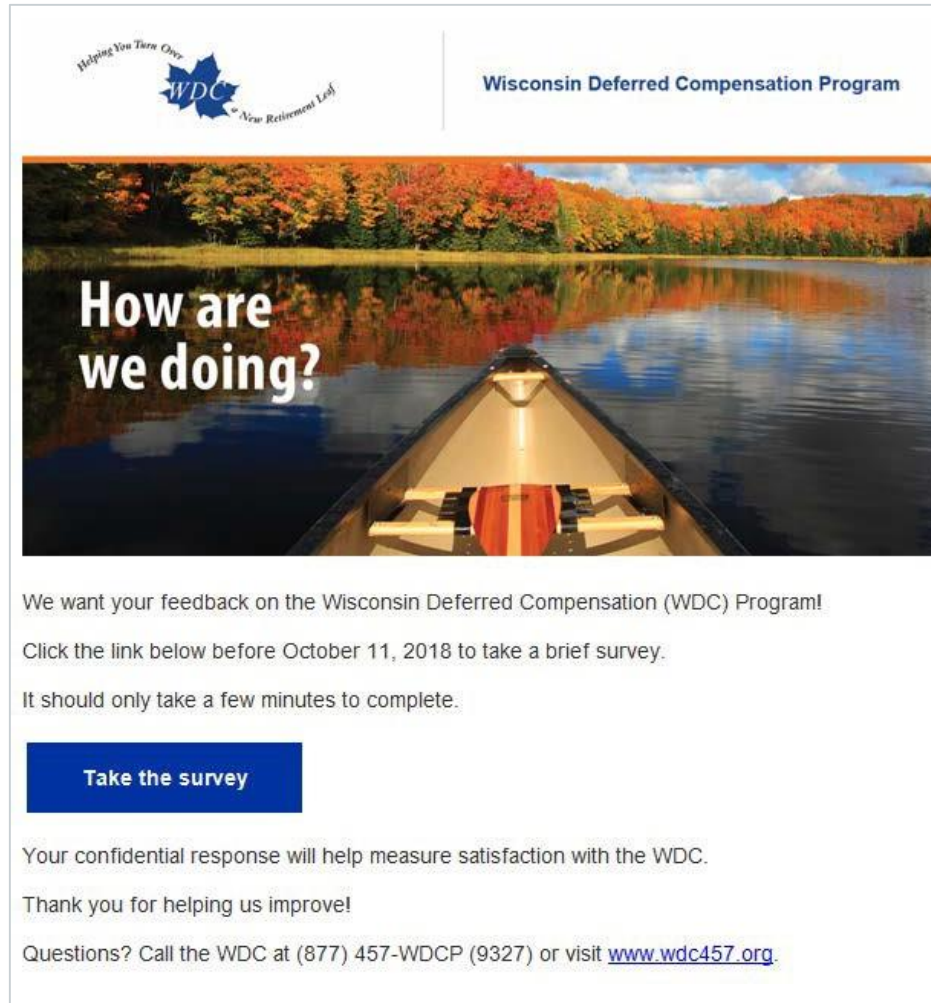
*WDC Updates for Employers*  
**July 18, 2018**  
**11:45 a.m.**

Hosted by: ETF and WDC  
Speakers: Shelly Schueller, ETF, Emily Lockwood and Kristy Igl, WDC




# 7. Participant Survey

Email



Helping You Turn Over  
**WDC**  
New Retirement Leaf

**Wisconsin Deferred Compensation Program**



**How are we doing?**

We want your feedback on the Wisconsin Deferred Compensation (WDC) Program!  
Click the link below before October 11, 2018 to take a brief survey.  
It should only take a few minutes to complete.

**Take the survey**

Your confidential response will help measure satisfaction with the WDC.  
Thank you for helping us improve!  
Questions? Call the WDC at (877) 457-WDCP (9327) or visit [www.wdc457.org](http://www.wdc457.org).

## 7. Participant Survey Results

Survey launch date	September 13, 2018
First email – Number of participants emailed 9/13/18	51,378
Unique open rate	41.1%
Click through rate	9.0%
Second email – Number of participants emailed 10/3/18	45,624
Unique open rate	33.4%
Click through rate	3.7%
Survey close date	October 10, 2018
Number of survey questions	38
Number of survey responses	5,961
Survey response rate	<b>12%</b>
Sent to all active and retired WDC participants	



---

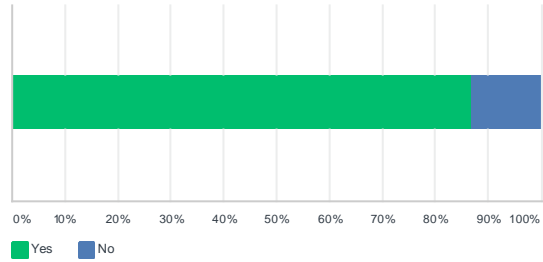
## 7. Participant Survey Results

### Demographics:

- 53% Male
  - 44% Female
  - 58% Aged 50-69
  - 16% Aged 70+
  - 26% Under age 50
  - 45% State
  - 23% Local
  - 30% not current employee
- Overall satisfaction rate for the WDC administered by Empower Retirement was 79.85% (92.72% including neutral responses)
  - Performance was strongest in the following areas (with respondents assigning the WDC a 4-Satisfied or 5-Extremely satisfied):
    - Satisfaction with the Voice Response/customer service center representatives
    - Satisfaction with the WDC office in Madison, WI
    - Overall satisfaction with the WDC website

Q1 Do you have or have you ever had a WDC 457(b) account?

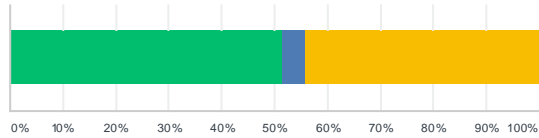
Answered: 5,961 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	86.9%	5,180
No	13.1%	781
<b>TOTAL</b>		<b>5,961</b>

### Q2 Which category best describes you?

Answered: 5,103 Skipped: 858

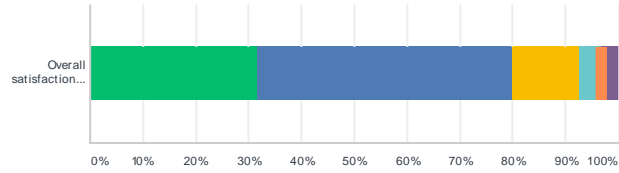


- I am currently employed by a public employer in WI offering the WDC as a benefit; I have an account and am contributing
- I am currently employed by a public employer in WI offering the WDC as a benefit; I have an account but am NOT contributing
- I am NOT currently employed by a WDC employer, but I still have an account
- I do not have an account

ANSWER CHOICES	RESPONSES
I am currently employed by a public employer in WI offering the WDC as a benefit; I have an account and am contributing	51.6% 2,635
I am currently employed by a public employer in WI offering the WDC as a benefit; I have an account but am NOT contributing	4.1% 210
I am NOT currently employed by a WDC employer, but I still have an account	42.9% 2,190
I do not have an account	1.3% 68
<b>TOTAL</b>	<b>5,103</b>

Q3 Considering all of the services above, please rate your overall satisfaction with the WDC as administered by Empower Retirement.

Answered: 4,888 Skipped: 1,073

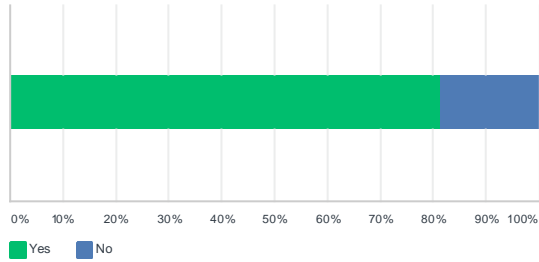


Extremely Satisfied Satisfied Neutral Dissatisfied  
Extremely Dissatisfied Don't Know or N/A

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHT AVERAGE
Overall satisfaction with the WDC administered by Empower Retirement	31.7% 1,550	48.1% 2,353	12.9% 629	3.6% 174	1.4% 68	2.3% 114	4,888	

Q4 Have you ever visited the WDC website at [www.wdc457.org](http://www.wdc457.org)?

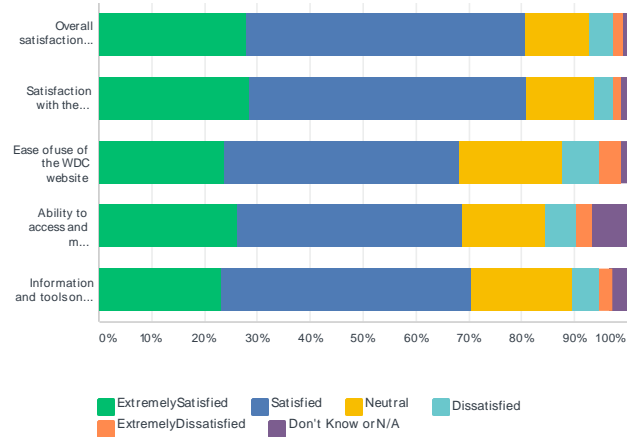
Answered: 4,867 Skipped: 1,094



ANSWER CHOICES	RESPONSES	
Yes	81.4%	3,963
No	18.6%	904
<b>TOTAL</b>		<b>4,867</b>

Q5 Please rate your satisfaction with [www.wdc457.org](http://www.wdc457.org).

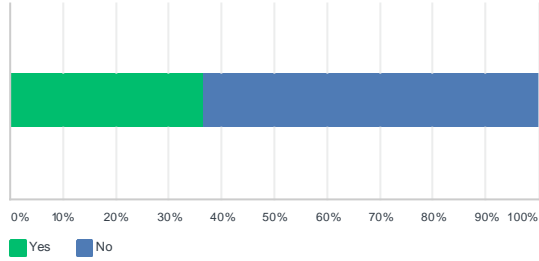
Answered: 3,870 Skipped: 2,091



	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	W A
Overall satisfaction with <a href="http://www.wdc.457.org">www.wdc.457.org</a>	28.0% 1,083	52.7% 2,040	12.1% 469	4.6% 177	1.8% 69	0.8% 32	3,870	
Satisfaction with the information provided on the WDC website	28.4% 1,101	52.5% 2,032	12.9% 499	3.6% 140	1.3% 51	1.2% 47	3,870	
Ease of use of the WDC website	23.7% 916	44.6% 1,725	19.3% 747	7.3% 282	4.0% 154	1.2% 46	3,870	
Ability to access and make changes to my account	26.4% 1,020	42.5% 1,646	15.7% 607	5.8% 225	2.9% 113	6.7% 259	3,870	
Information and tools on the website	23.4% 905	47.2% 1,825	19.1% 739	5.2% 201	1.9% 74	3.3% 126	3,870	

Q6 Have you ever called the voice response system at (877) 457-WDCP (9327)? (Reasons for calling might include making transactions, resetting your PIN or general account questions.)

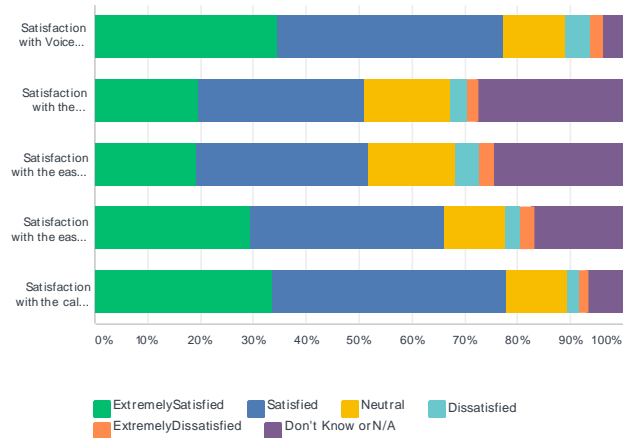
Answered: 4,755 Skipped: 1,206



ANSWER CHOICES	RESPONSES	
Yes	36.5%	1,737
No	63.5%	3,018
TOTAL		4,755

**Q7 Please rate your satisfaction with the Voice Response System client service center, (877) 457-WDCP (9327).**

Answered: 1,717 Skipped: 4,244

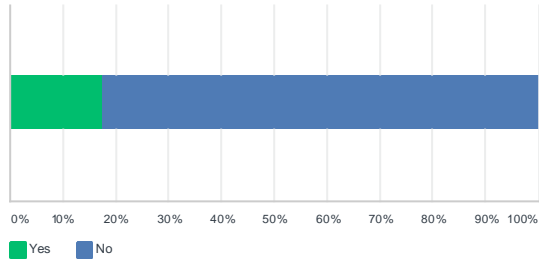


	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WE I A V E
Satisfaction with Voice Response System customer service center representatives	34.6% 594	42.7% 733	11.8% 202	4.8% 82	2.4% 42	3.7% 64	1,717	
Satisfaction with the 24-hour automated phone system	19.6% 337	31.4% 539	16.2% 278	3.2% 55	1.8% 31	27.8% 477	1,717	
Satisfaction with the ease of getting a PIN	19.2% 330	32.5% 558	16.4% 282	4.5% 77	3.0% 52	24.3% 418	1,717	
Satisfaction with the ease of finding out your balance	29.6% 508	36.5% 626	11.6% 200	2.7% 47	2.2% 38	17.4% 298	1,717	
Satisfaction with the call center availability of 7 a.m. to 9 p.m. weekdays and 8 a.m. to 4:30 p.m. Saturdays	33.5% 575	44.4% 762	11.5% 197	2.4% 42	1.4% 24	6.8% 117	1,717	



Q8 Have you ever visited or contacted the local WDC office at 5325 Wall Street, Suite 2755 Madison, WI 53718?

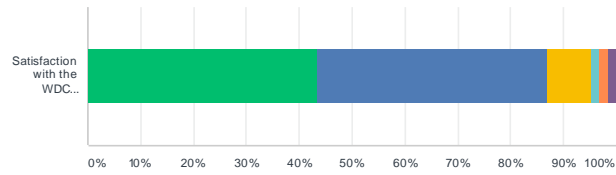
Answered: 4,714 Skipped: 1,247



ANSWER CHOICES	RESPONSES	
Yes	17.5%	827
No	82.5%	3,887
TOTAL		4,714

Q9 Please rate your satisfaction with the local WDC office at 5325 Wall Street, Suite 2755 Madison, WI 53718.

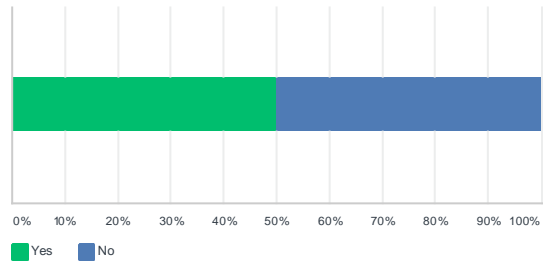
Answered: 829 Skipped: 5,132



	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHT AVERAGE
Satisfaction with the WDC office in Madison, WI	43.3% 359	43.5% 361	8.3% 69	1.7% 14	1.6% 13	1.6% 13	829	

Q10 Have you ever met with a WDC representative either for individual counseling or for a group presentation?

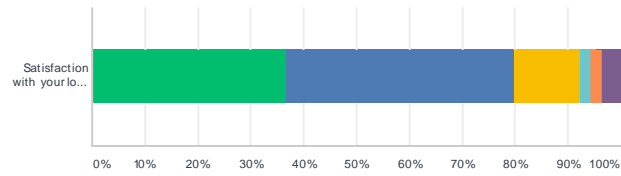
Answered: 4,706 Skipped: 1,255



ANSWER CHOICES	RESPONSES	
Yes	50.9%	2,395
No	49.1%	2,311
TOTAL		4,706

### Q11 Please rate your satisfaction with your local retirement representative.

Answered: 2,393 Skipped: 3,568

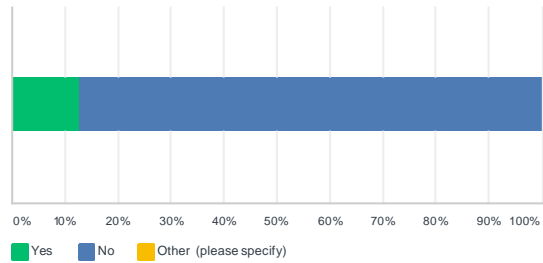


■ Extremely Satisfied   
 ■ Satisfied   
 ■ Neutral   
 ■ Dissatisfied  
■ Extremely Dissatisfied   
 ■ Don't Know or N/A

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHTED AVERAGE
Satisfaction with your local retirement representative	877	1,039	290	30	20	30	2,393	

### Q12 Do you currently use or have you ever used Empower Retirement Advisory Services (Advisory Services)?1

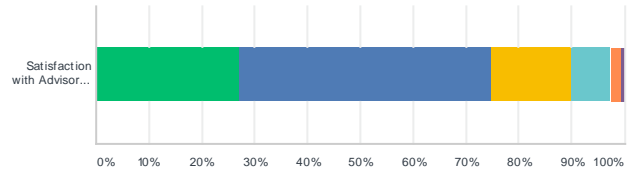
Answered: 4,690 Skipped: 1,271



ANSWER CHOICES	RESPONSES	
Yes	12.9%	603
No	87.1%	4,087
Other (please specify)	0.0%	0
<b>TOTAL</b>		<b>4,690</b>

Q13 Please rate your satisfaction with Advisory Services.

Answered: 603 Skipped: 5,358

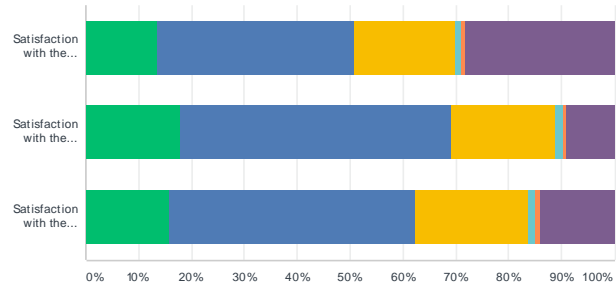


■ Extremely Satisfied   
 ■ Satisfied   
 ■ Neutral   
 ■ Dissatisfied  
■ Extremely Dissatisfied   
 ■ Don't Know or N/A

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHT AVERAGE
Satisfaction with Advisory Services	27.0% 163	47.9% 289	16.1% 97	6.3% 38	1.8% 11	0.8% 5	603	

Q14 Please rate your satisfaction with the content of the WDC educational and communications materials (including publications, newsletters, etc.).

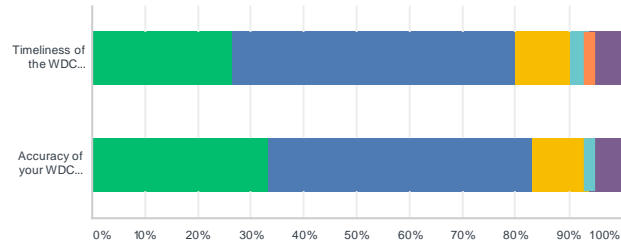
Answered: 4,652 Skipped: 1,309



	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHT AVERAGE
Satisfaction with the content of the WDC educational seminars	13.5% 629	37.3% 1,733	19.1% 888	1.3% 61	0.6% 26	28.3% 1,315	4,652	
Satisfaction with the content of the WDC quarterly newsletters	17.9% 833	51.3% 2,385	19.5% 909	1.7% 81	0.6% 26	9.0% 418	4,652	
Satisfaction with the content of the WDC fliers and brochures	15.9% 738	46.5% 2,161	21.5% 999	1.4% 66	0.6% 30	14.1% 658	4,652	

Q15 Please rate your satisfaction with the WDC quarterly statement.

Answered: 4,628 Skipped: 1,333



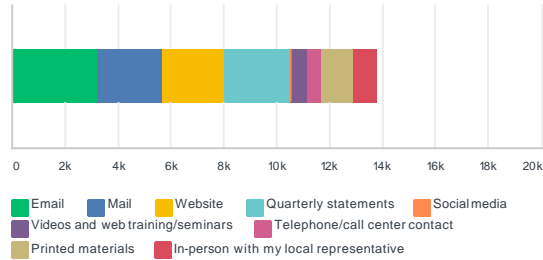
Extremely Satisfied Satisfied Neutral Dissatisfied  
 Extremely Dissatisfied Don't Know or N/A

	EXTREMELY SATISFIED	SATISFIED	NEUTRAL	DISSATISFIED	EXTREMELY DISSATISFIED	DON'T KNOW OR N/A	TOTAL	WEIGHT AVERAGE
Timeliness of the WDC quarterly account statement	1,442	2,749	660	100	32	215	4,628	4
Accuracy of your WDC quarterly account statement	1,544	2,310	441	36	29	268	4,628	4



Q16 How do you like to get information from WDC? (Select all that apply.)

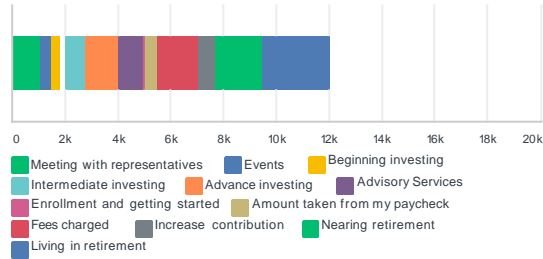
Answered: 4,548 Skipped: 1,413



ANSWER CHOICES	RESPONSES	
Email	70.2%	3,194
Mail	55.0%	2,501
Website	46.4%	2,108
Quarterly statements	59.8%	2,721
Social media	1.2%	56
Videos and web training/seminars	12.7%	579
Telephone/call center contact	11.5%	524
Printed materials	26.9%	1,224
In-person with my local representative	19.2%	873
Total Respondents: 4,548		

Q17 What topics are you interested in? (Select all that apply.)

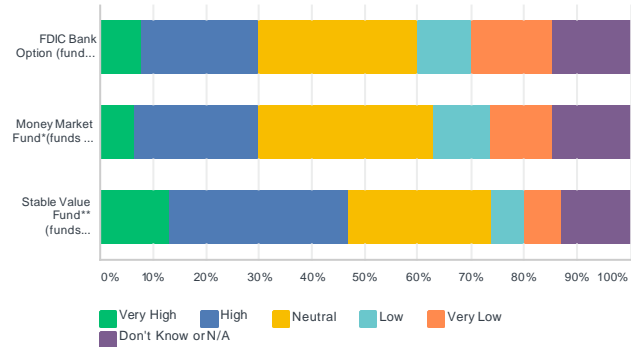
Answered: 4,513 Skipped: 1,448



ANSWER CHOICES	RESPONSES	
Meeting with representatives	22.9%	1,032
Events	8.9%	402
Beginning investing	8.6%	390
Intermediate investing	20.8%	937
Advance investing	26.3%	1,188
Advisory Services	22.5%	1,017
Enrollment and getting started	1.5%	67
Amount taken from my paycheck	10.1%	457
Fees charged	35.2%	1,590
Increase contribution	13.6%	615
Nearing retirement	39.2%	1,767
Living in retirement	57.2%	2,580
Total Respondents: 4,513		

Q18 The WDC offers several types of fixed and capital preservation funds. These funds offer more stability/lower risk in exchange for lower potential returns. Please indicate your level of interest in the following accounts:

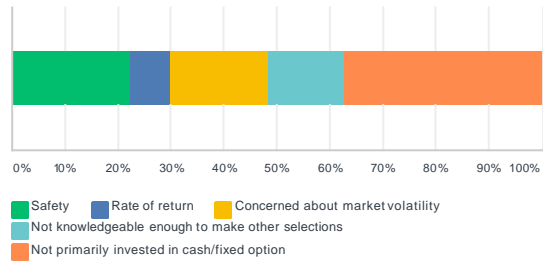
Answered: 4,348 Skipped: 1,613



	VERY HIGH	HIGH	NEUTRAL	LOW	VERY LOW	DON'T KNOW OR N/A		
FDIC Bank Option (funds offer a fixed rate of return and are guaranteed by the Federal Deposit Insurance Corporation)	7.8% 338	21.5% 935	29.6% 1,287	10.9% 476	15.7% 681	14.5% 631	4,348	2.94
Money Market Fund*(funds are more liquid than other fixed income types; seek to preserve the value of an investment at \$1 per share)	6.5% 281	24.5% 1,065	31.9% 1,388	10.7% 465	11.7% 507	14.8% 642	4,348	3.04
Stable Value Fund**(funds seek to provide safety of principal with a stable credited rate of interest)	13.1% 571	33.9% 1,475	27.1% 1,177	6.6% 285	6.5% 283	12.8% 557	4,348	3.47

Q19 If you are primarily invested in cash or a money market or stable value fund option, what is your main reason?

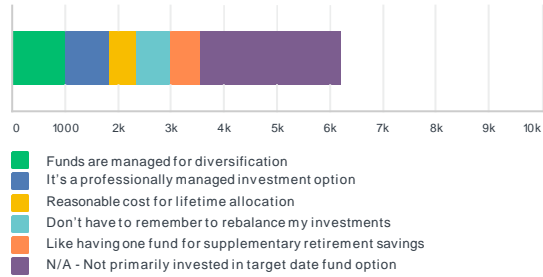
Answered: 4,318 Skipped: 1,643



ANSWER CHOICES	RESPONSES	
Safety	22.3%	961
Rate of return	8.7%	377
Concerned about market volatility	17.3%	748
Not knowledgeable enough to make other selections	14.5%	627
Not primarily invested in cash/option	37.2%	1,605
<b>TOTAL</b>		<b>4,318</b>

Q20 Target date funds are funds that invest with a particular withdrawal date in mind. The date in a target date fund represents an approximate date when an investor would expect to retire or start withdrawing his or her money. If you are primarily invested in a target date fund option, what do you like about it? (Select all that apply.)

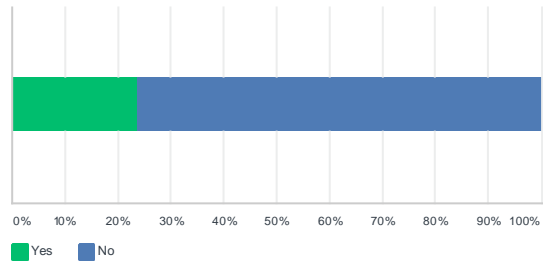
Answered: 4,227 Skipped: 1,734



ANSWER CHOICES	RESPONSES	
Funds are managed for diversification	23.1%	978
It's a professionally managed investment option	20.8%	878
Reasonable cost for lifetime allocation	11.6%	492
Don't have to remember to rebalance my investments	17.6%	743
Like having one fund for supplementary retirement savings	10.9%	461
N/A - Not primarily invested in target date fund option	62.8%	2,653
Total Respondents: 4,227		

Q21 Do you regularly rebalance your portfolio to stay within your target asset allocations?

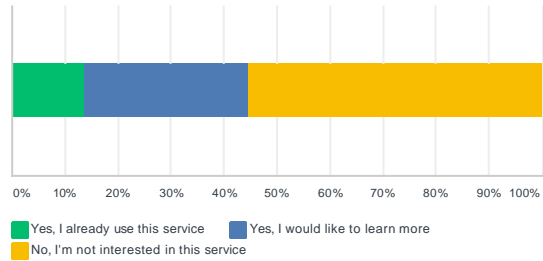
Answered: 4,213 Skipped: 1,748



ANSWER CHOICES	RESPONSES	
Yes	23.7%	997
No	76.3%	3,216
TOTAL		4,213

Q22 Would you be interested in having your portfolio automatically rebalanced and monitored with the Managed Account service that is part of the Advisory Services suite?

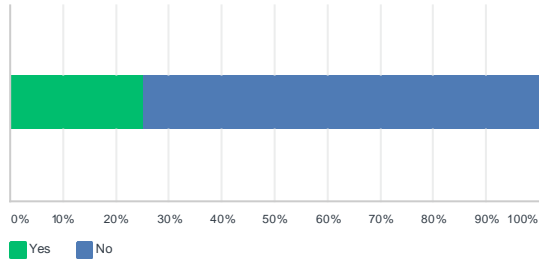
Answered: 4,165 Skipped: 1,796



ANSWER CHOICES	RESPONSES	
Yes, I already use this service	13.7%	571
Yes, I would like to learn more	31.1%	1,295
No, I'm not interested in this service	55.2%	2,299
<b>TOTAL</b>		<b>4,165</b>

Q23 Would you like to meet with a WDC Retirement Plan Advisor?

Answered: 4,131 Skipped: 1,830

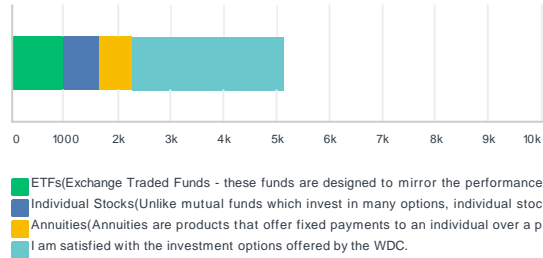


ANSWER CHOICES	RESPONSES	
Yes	25.3%	1,045
No	74.7%	3,086
TOTAL		4,131



Q24 Are there other investment options would you like to see added?  
(Select all that apply.)

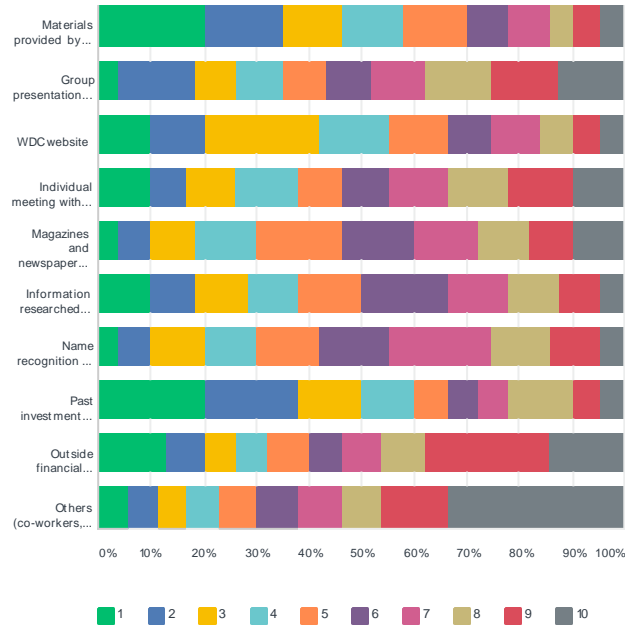
Answered: 4,140 Skipped: 1,821



ANSWER CHOICES	RESPONSES
ETFs(Exchange Traded Funds - these funds are designed to mirror the performance of an index.)	21.3% 883
Individual Stocks(Unlike mutual funds which invest in many options, individual stocks represent a share of ownership in a company.)	18.6% 772
Annuities(Annuities are products that offer fixed payments to an individual over a period of time.)	14.7% 610
I am satisfied with the investment options offered by the WDC.	69.6% 2,882
Total Respondents: 4,140	

**Q25 When making investment decisions, what influences you the most?  
Please number in order of importance from 1 to 10, with 1 being the most important.**

Answered: 3,393 Skipped: 2,568



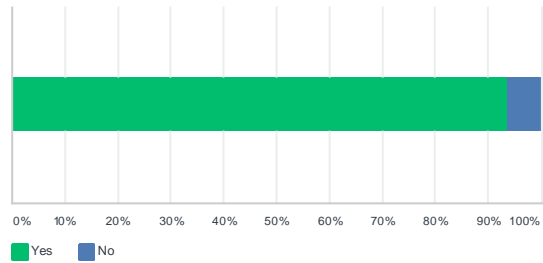
	1	2	3	4	5	6	7	8	9	10	TOTAL	SCORE
Materials provided by the WDC (brochures, fliers, emails, newsletters, etc.)	19.4% 659	15.4% 524	11.9% 403	11.2% 380	11.3% 382	8.7% 296	7.9% 269	6.1% 208	4.1% 139	3.9% 133	3,393	6.80
Group presentations provided by the WDC	4.4% 149	13.6% 461	8.9% 301	8.5% 290	7.9% 269	8.5% 288	10.1% 341	12.2% 415	13.5% 459	12.4% 420	3,393	5.03
WDC website	9.0% 306	11.8% 402	20.6% 699	14.2% 483	10.9% 371	9.0% 306	8.5% 289	7.3% 247	5.1% 172	3.5% 118	3,393	6.41
Individual meeting with WDC staff	10.1% 343	6.7% 228	8.4% 286	13.1% 446	8.4% 285	8.5% 288	10.4% 353	11.6% 393	12.8% 433	10.0% 338	3,393	5.26
Magazines and newspaper articles from sources other than the WDC	3.7% 127	6.2% 212	8.4% 286	11.3% 384	17.1% 581	13.9% 470	11.4% 387	10.1% 341	9.5% 323	8.3% 282	3,393	5.15
Information researched online from sites other than the WDC	9.8% 331	9.2% 312	9.5% 324	8.8% 297	11.7% 396	18.5% 629	10.9% 371	9.6% 327	7.2% 245	4.7% 161	3,393	5.73

Wisconsin Deferred Compensation (WDC) Program Annual Participant Satisfaction Survey

Name recognition of investment options	3.3% 111	7.1% 241	9.4% 318	10.9% 370	11.7% 397	12.9% 437	19.5% 662	11.8% 400	8.2% 279	5.2% 178	3,393	5.18
Past investment performance	21.5% 731	16.9% 572	12.1% 409	9.4% 318	7.2% 245	5.5% 186	5.8% 198	13.1% 444	4.9% 165	3.7% 125	3,393	6.76
Outside financial planner or advisor	12.9% 438	7.5% 253	5.7% 192	6.2% 210	6.9% 234	6.7% 229	7.3% 247	9.4% 318	23.0% 782	14.4% 490	3,393	4.78
Others (co-workers, friends, family)	5.8% 198	5.5% 188	5.2% 175	6.3% 215	6.9% 233	7.8% 264	8.1% 276	8.8% 300	11.7% 396	33.8% 1,148	3,393	3.90

Q26 Did you know your WRS pension was not designed to replace 100% of your salary in retirement?

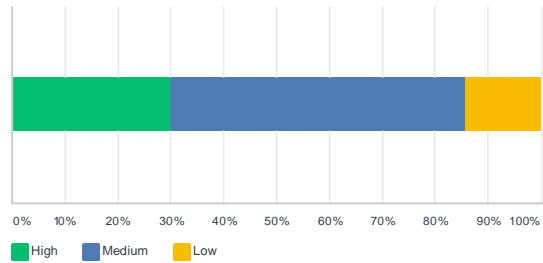
Answered: 3,331 Skipped: 2,630



ANSWER CHOICES	RESPONSES	
Yes	93.7%	3,122
No	6.3%	209
TOTAL		3,331

Q27 How would you rank your overall understanding of the WDC's features and services?

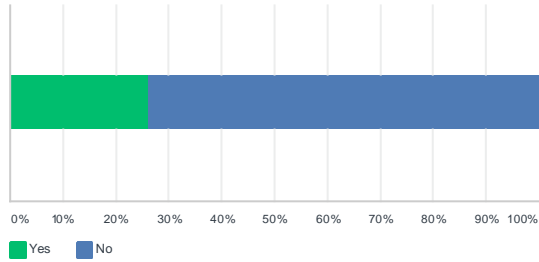
Answered: 3,314 Skipped: 2,647



ANSWER CHOICES	RESPONSES	
High	29.3%	971
Medium	56.5%	1,871
Low	14.2%	472
TOTAL		3,314

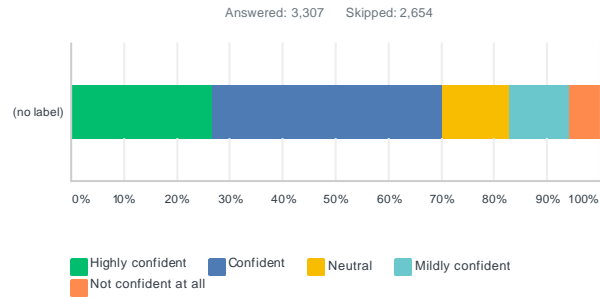
Q28 Would you like to meet with a WDC Retirement Plan Advisor?

Answered: 3,301 Skipped: 2,660



ANSWER CHOICES	RESPONSES	
Yes	26.2%	866
No	73.8%	2,435
<b>TOTAL</b>		<b>3,301</b>

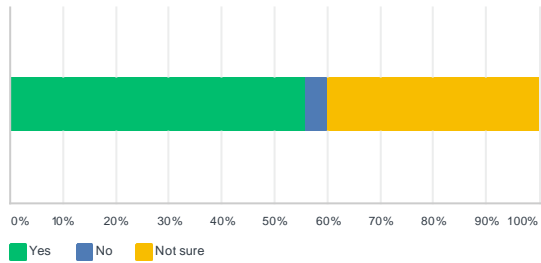
Q29 Considering all your retirement income sources (Social Security, Wisconsin Retirement System and supplemental savings such as the WDC), are you confident that you will have sufficient income in retirement?



	HIGHLY CONFIDENT	CONFIDENT	NEUTRAL	MILDLY CONFIDENT	NOT CONFIDENT AT ALL	TOTAL	WEIGHTED AVERAGE
(no label)	26.7% 883	43.8% 1,449	12.4% 409	11.5% 381	5.6% 185	3,307	3.75

Q30 Do you feel that WDC participant administrative fees are competitive?

Answered: 3,303 Skipped: 2,658

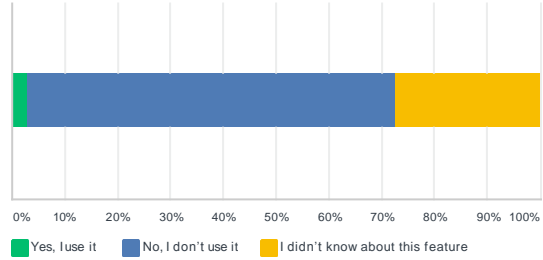


ANSWER CHOICES	RESPONSES	
Yes	55.8%	1,842
No	5.1%	167
Not sure	39.2%	1,294
<b>TOTAL</b>		<b>3,303</b>



Q31 The WDC has a feature that allows you to set up future contribution increases so your savings increase gradually over time. Do you currently use the automatic increase feature?

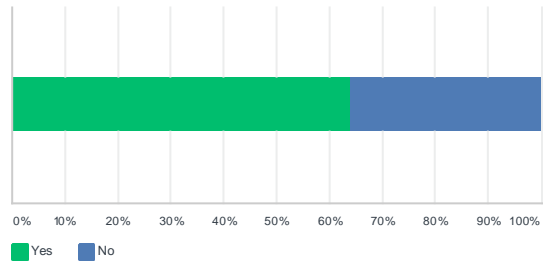
Answered: 3,300 Skipped: 2,661



ANSWER CHOICES	RESPONSES	
Yes, I use it	3.0%	98
No, I don't use it	69.8%	2,303
I didn't know about this feature	27.2%	899
<b>TOTAL</b>		<b>3,300</b>

Q32 Did you know the WDC offers a Roth (post-tax) deferral option as well as the traditional pre-tax option?

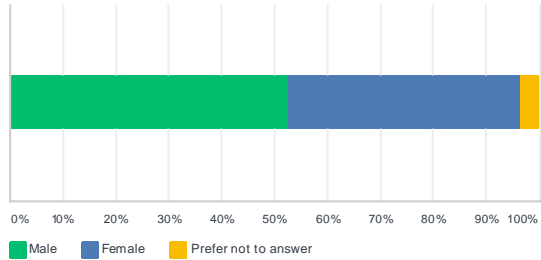
Answered: 3,296 Skipped: 2,665



ANSWER CHOICES	RESPONSES	
Yes	64.0%	2,109
No	36.0%	1,187
TOTAL		3,296

### Q33 What is your gender?

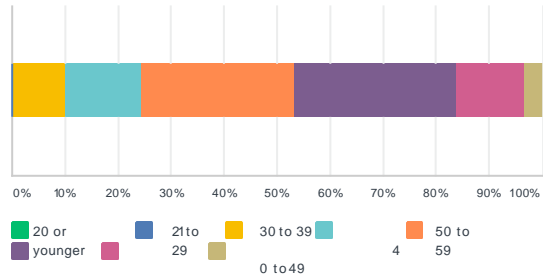
Answered: 3,287 Skipped: 2,674



ANSWER CHOICES	RESPONSES	
Male	52.7%	1,731
Female	43.9%	1,444
Prefer not to answer	3.4%	112
<b>TOTAL</b>		<b>3,287</b>

Q34 Please indicate your age category.

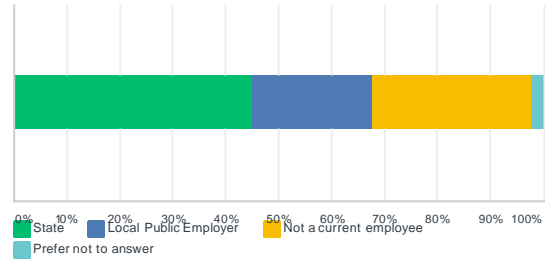
Answered: 3,287 Skipped: 2,674



ANSWER CHOICES	60 to 69	70 or older	Prefer not to answer	RESPONSES
20 or younger			0.1%	2
21 to 29			1.6%	53
30 to 39			7.7%	253
40 to 49			15.2%	500
50 to 59			28.7%	942
60 to 69			30.7%	1,008
70 or older			12.8%	422
Prefer not to answer			3.3%	107
<b>TOTAL</b>				<b>3,287</b>

### Q35 Which public employer do you work for?

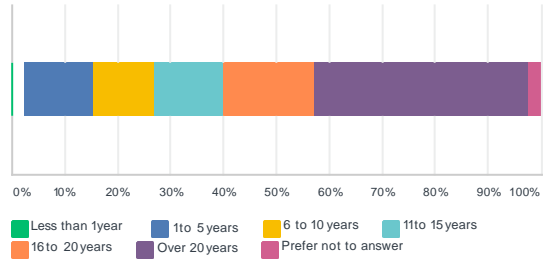
Answered: 3,287 Skipped: 2,674



ANSWER CHOICES	RESPONSES	
State	45.2%	1,486
Local Public Employer	22.7%	747
Not a current employee	29.9%	982
Prefer not to answer	2.2%	72
<b>TOTAL</b>		<b>3,287</b>

Q36 How long have you had your WDC 457(b) account?

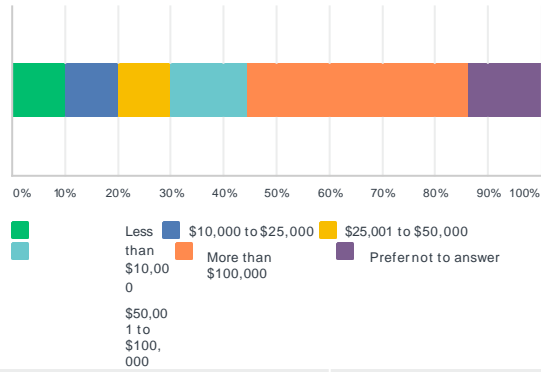
Answered: 3,287 Skipped: 2,674



ANSWER CHOICES	RESPONSES	
Less than 1 year	2.4%	78
1 to 5 years	13.2%	433
6 to 10 years	11.3%	371
11 to 15 years	13.1%	430
16 to 20 years	17.3%	568
Over 20 years	40.5%	1,332
Prefer not to answer	2.3%	75
<b>TOTAL</b>		<b>3,287</b>

### Q37 What is your estimated account balance?

Answered: 3,287 Skipped: 2,674



ANSWER CHOICES	RESPONSES	
Less than \$10,000	10.3%	337
\$10,000 to \$25,000	8.9%	293
\$25,001 to \$50,000	11.1%	364
\$50,001 to \$100,000	14.3%	469
More than \$100,000	41.8%	1,375
Prefer not to answer	13.7%	449
<b>TOTAL</b>		<b>3,287</b>

Q38 What is your home ZIP code?

Answered: 3,046 Skipped: 2,915



# 8. Stay in the Plan Campaign (Summer)

Email



The closer you get to retirement, 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.

**WDC RETIREMENT CHECK-UP**

Then take action and schedule a meeting with your local WDC Retirement Plan Advisor to learn the benefits of keeping your savings with the **WDC**.

**SCHEDULE A MEETING**

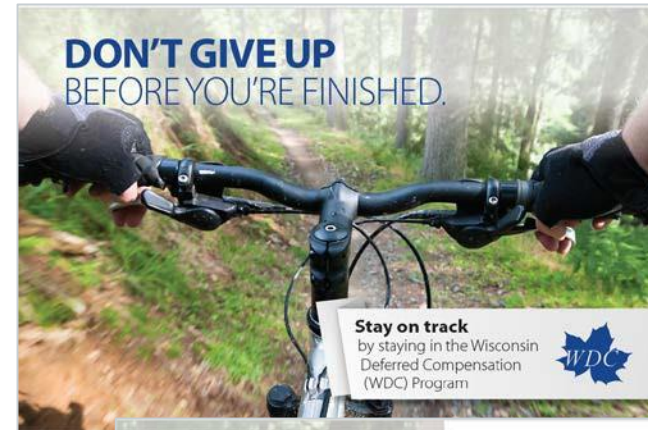
Or, call (877) 457-WDCP (9327), press 0 and say "yes" to speak with a representative.

**Benefits of staying in the program include:**

- **Potentially lower fees.**
- **Access to local, dedicated advisors.**
- **A wide variety of investment choices.**

**CALL TODAY!**  
(877) 457-WDCP (9327)  
[www.wdc457.org](http://www.wdc457.org)

Postcard



Even if you're no longer a public employee in Wisconsin, sticking with what you know can be a great way to stay on track toward your goal. That's just one reason you may want to keep your savings in the WDC. You'll also enjoy:

- Potentially lower fees compared to retail account options.
- A wide variety of investment choices.
- Dedicated representatives to help you enjoy your WDC benefits.
- Empower Retirement Advisory Services offered by Advised Assets Group, LLC, a registered investment advisor.
- Account management through the WDC website, [www.wdc457.org](http://www.wdc457.org).
- Flexible distribution options to help meet your unique needs.

*There is no guarantee provided by any party that participation in any of the Advisory Services will result in a profit.*

Attend one of our upcoming meetings to learn more about the benefits available to you through the WDC.

You can schedule a meeting by visiting [www.wdc457.org](http://www.wdc457.org) and clicking the "Schedule a Meeting" link. Seating is limited, so sign up today!

**Questions? Dial (877) 457-WDCP (9327), press 0 and say "yes" to speak to a representative.**

This material has been prepared for informational and educational purposes only and is not intended to provide investment, legal or tax advice. Securities offered or distributed through WDC's Equities, Inc. Member FINRA/SIPC and a subsidiary of Great-West Life & Annuity Insurance Company. Great-West Financial®, Empower Retirement and Great-West Investments™ are the marketing names of Great-West Life & Annuity Insurance Company. Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company, 47 New York, Home Office: New York, NY, and their subsidiaries and affiliates, including registered investment advisors: Advised Assets Group, LLC and Great-West Capital Management, LLC. The trademarks, logos, service marks and design elements used are owned by their respective owners and are used by permission. Online Investment Advice and the Managed Account service are part of the Empower Retirement Advisory Services suite of services offered by Advised Assets Group, LLC, a registered investment adviser. 506271-07-CSD-9350-180818340-AM 506345-0818

  
5325 Wall Street, Suite 2755  
Madison, WI 53718

---


## 8. Stay in the Plan (Summer) Campaign Metrics

<b>Metric Date: 9/5/18</b>	<b>Financial Services Industry Rate</b>	<b>Stay in the Plan Campaign Email Results</b>
Delivery Rates	96.1%	96.26%
Open Rates	24.1%	48.37%
Click Through Rates	3.20%	12.51%
Click to Open Rates	12.00%	16.61%
Clicked Retirement Check-up Flyer		77.93%
Clicked Schedule a Meeting		11.13%
Clicked link to WDC website		10.93%

# 8. Stay in the Plan Campaign (Winter)

Scheduled for late-October release

Proposed Email



Helping You Turn Over  
**WDC**  
Your Retirement Leaf

Now that you are closer to retirement, you are eligible for catch-up contributions which may help you stay on track!

**Catch-up on your savings with two special provisions:**

**Age 50 or Older Catch-up**  
Take advantage of the Age 50 or Older Catch-up provision in 2018 by contributing an additional \$6,000 into your WDC retirement account above the \$18,500 IRS limit. Your date of birth determines your qualification.

**Special Catch-up**  
If you are within the 3 years prior to your normal retirement age<sup>1</sup> and have under contributed in previous years, consider the Special Catch-up provision. This provision allows you to contribute up to an additional \$18,500 in 2018 for a total possible contribution of \$37,000. To take advantage of this provision, you must not have contributed the maximum amount in previous years of eligibility.

*Note: Both options cannot be used in the same calendar year.*

**Benefits of catch-up contributions include:**

- Boost your retirement income.
- Saving at an accelerated rate.
- Lowering your taxable income if you make before-tax contributions.

**Your WDC Retirement Plan Advisor can help you with these catch-up options today.**

**SCHEDULE A MEETING!**

[www.wdc457.org](http://www.wdc457.org) (877) 457-WDCP (9327)

1. Normal retirement age is 65 unless otherwise specified by your employer or unless you are categorized as a protected employee. Please contact your employer's human resources representative if you have any questions regarding normal retirement age.

Securities offered or distributed through GWFS Equities, Inc., Member FINRA/SIPC and a subsidiary of Great-West Life & Annuity Insurance Company.

Retirement products and services provided by Great-West Life & Annuity Insurance Company, Corporate Headquarters: Greenwood Village, CO; Great-West Life & Annuity Insurance Company of New York, Home Office: New York, NY, and their subsidiaries and affiliates, including registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC. This material has been prepared for informational and educational purposes only and is not intended to provide investment, legal or tax advice. CB1080ITPE AM56545-0816

Please do not respond to this email. This mailbox is not monitored and you will not receive a response.

This email was sent by: Empower Retirement | 8515 E. Orchard Road, Greenwood Village, CO, 80111, United States.



---

# 9. National Retirement Savings Week – Oct. 21-27, 2018

Email

Helping You Take Over  
WDC  
A New Retirement Lead

## Quench your savings thirst

**NR SW** NATIONAL RETIREMENT SECURITY WEEK

Are you thirsty for more?

Then log on to [www.wdc457.org](http://www.wdc457.org) to get a refreshing look at what you're on track to earn in retirement.

By mixing together all your different savings resources, your estimated monthly income can help you squeeze out more for your financial future.

**Check yours out today!**

- Go to [www.wdc457.org](http://www.wdc457.org).
- View your estimate via your account dashboard.
- Use the contribution sliders to make any adjustments.
- Confirm your changes.

[See your estimate!](#)

[www.wdc457.org](http://www.wdc457.org) | (877) 457-WDCP (9327)

Viewing your monthly retirement income is as easy as making lemonade

SQUEEZE YOUR SAVINGS

National Retirement Security Week is October 21-27.



**EMPOWER**

RETIREMENT