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## Correspondence Memorandum

**Date:** February 6, 2019  
**To:** Deferred Compensation Board  
**From:** Shelly Schueller, Director  
Wisconsin Deferred Compensation Program  
**Subject:** 2018 Strategic Partnership Plan Results

**This memo is for informational purposes only. No Board action is required.**

The 2018 Strategic Partnership Plan, approved by the Deferred Compensation Board in November 2016, identified specific enhancements and initiatives on which Empower Retirement staff was directed to focus, and the metrics used to measure the results.

The primary goals set by the Board for 2018 included:

- increasing the number of participants by 2.5%;
- adding ten new local public employers to the WDC;
- increasing the number of participants using target date funds;
- increasing the number of participants using the managed account service; and
- presenting at 500 group informational meetings and 4,000 individual meetings.

As shown on the attached scorecard, the WDC staff met the 2018 goals.

Staff will be at the Board meeting to answer any questions.

Attachment: 2018 WDC Scorecard

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

Electronically Signed 2/13/19

Board	Mtg Date	Item #
DC	3.7.19	5A



# 2018 Scorecard

	Goal/Action item	Tools adopted	Results desired	As of 12/31/18:
Enrollment	<ul style="list-style-type: none"> <li>Increase in-force accounts by enrolling new participants</li> <li>Add new employers</li> </ul>	<ul style="list-style-type: none"> <li>New enrollment campaign(s)</li> <li>Employee and Employer</li> </ul>	<ul style="list-style-type: none"> <li>2.5% in-force growth</li> <li>10 new employers</li> </ul>	<ul style="list-style-type: none"> <li>3.37% in-force growth</li> <li>10 new employers</li> </ul>
Asset Allocation	<ul style="list-style-type: none"> <li>Help participants properly diversify</li> </ul>	<ul style="list-style-type: none"> <li>TDF campaign/email</li> </ul>	<ul style="list-style-type: none"> <li>Increase TDF users to 10% (from 9.4% as of 12/31/16) and/or</li> <li>Increase MA users to 13,000 (from 10,387 as of 12/31/16)</li> </ul>	<ul style="list-style-type: none"> <li>8.5% TDF users</li> <li>14,418 MA users</li> </ul>
Education	<ul style="list-style-type: none"> <li>Complete retirement readiness reviews</li> </ul>	<ul style="list-style-type: none"> <li>Total Advice Solution (TAS)</li> </ul>	<ul style="list-style-type: none"> <li>Conduct 500 group meetings</li> <li>4,000 individual counseling sessions</li> </ul>	<ul style="list-style-type: none"> <li>513 group meetings</li> <li>4,617 individual meetings</li> </ul>
	Goal/Action item	Tools adopted	Results desired	
Retention	<ul style="list-style-type: none"> <li>Increase in-force accounts by retaining accounts</li> </ul>	<ul style="list-style-type: none"> <li>Increased communication efforts</li> <li>Total Advice Solution (TAS)</li> </ul>	<ul style="list-style-type: none"> <li>2.5% in-force growth</li> </ul>	<ul style="list-style-type: none"> <li>3.37% in-force growth</li> </ul>

