

Wisconsin Deferred Compensation (WDC) Program



*Helping You Turn  
Over a New  
Retirement Leaf*



# 2019 WDC Strategic Partnership Plan Update

February 18, 2019

FOR PLAN SPONSOR USE ONLY

# Update on WDC Initiatives

Helping You Take Charge  
**WDC**  
New Retirement Look

## 2019 Scorecard

	Goal/Action Item	Tools adopted	Results desired
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>8 new employers</li> <li>Attend 2-3 conventions</li> <li>Attend 45+ benefits fairs</li> </ul>
Asset Allocation	<ul style="list-style-type: none"> <li>Help participants properly diversify</li> </ul>	<ul style="list-style-type: none"> <li>MTR upgrade &amp; Free Look</li> <li>Fund changes</li> <li>DB Feed</li> <li>Pilot targeting participants                             <ul style="list-style-type: none"> <li>(50+, 80%+ equity exposure)</li> </ul> </li> <li>Communicate fund change(s)</li> </ul>	<ul style="list-style-type: none"> <li>Enroll 600+ users in MTR during Free Look</li> </ul>
Education	<ul style="list-style-type: none"> <li>Complete retirement readiness reviews</li> </ul>	<ul style="list-style-type: none"> <li>Participant Education                             <ul style="list-style-type: none"> <li>Retirement Readiness Reviews</li> <li>Group meetings</li> <li>CTI webinar</li> </ul> </li> <li>Employer Education                             <ul style="list-style-type: none"> <li>Payroll transformation                                     <ul style="list-style-type: none"> <li>ACH</li> <li>Termination dates</li> </ul> </li> <li>Employer webinar</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Conduct 2,000 Retirement Readiness Reviews</li> <li>350 group meetings</li> </ul>
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> <li>Retirement Solutions Group (RSG)</li> </ul>	<ul style="list-style-type: none"> <li>2.5% in-force growth</li> </ul>

## 2019 WDC Communications Calendar

	Q1	Q2	Q3	Q4
<b>THEME</b>	Brand refresh including MTR name and DB feed update	MTR 90 Day Free Look from AAG	Enrollment (State EEs Only) and Survey	Retention (1Q/4Q & 2Q/3Q)
<b>TARGET</b>	All participants about the brand, MTR name, DB feed update, and fund changes	Those not enrolled in MTR	36,000 eligible employees All WDC participants	Encourage participants to stay in the program after retirement.
<b>KEY MESSAGES</b>	New look, MTR name, addition of the DB feed, and fund changes - Same program with a fresh look and a few updates	Enroll in MA meet your retirement goal	Enroll in the WDC Take the survey and let us know what you think about the WDC	Stay on track with the WDC in retirement
<b>TACTICS</b>	<b>Brand refresh/MTR/DB Feed</b> <ul style="list-style-type: none"> <li>Refresh the website</li> <li>Refresh fliers</li> <li>Refresh brochures</li> <li>Refresh emails</li> <li>Refresh presentations</li> <li>Refresh easel banner</li> </ul> <b>Announcement Tactics</b> <ul style="list-style-type: none"> <li>Email to all ppts</li> <li>Newsletter article</li> <li>Statement narrative</li> <li>Pre login web bulletin</li> <li>Post login message</li> <li>Tweets</li> </ul>	<b>MTR 90 Day Free Look Campaign</b> <ul style="list-style-type: none"> <li>Video</li> <li>Targeted email</li> <li>Targeted postcard mailing</li> <li>Tweets</li> </ul> <b>Fund Change(s)</b> <ul style="list-style-type: none"> <li>Statement narrative</li> <li>Newsletter article</li> </ul> <b>Employer Newsletter</b>	<b>Enrollment Campaign</b> <ul style="list-style-type: none"> <li>Video</li> <li>Targeted/self-send email</li> <li>Website banner</li> <li>Tweets</li> </ul> <b>Participant Survey Campaign</b> <ul style="list-style-type: none"> <li>Pre login web tile</li> <li>Pre login bulletin</li> <li>Post login message</li> <li>Email</li> <li>Tweets</li> </ul> <b>Employer Survey</b>	<b>Stay in the Plan campaign</b> <ul style="list-style-type: none"> <li>Biannual postcard</li> <li>Biannual email</li> </ul> <b>National Retirement Security Week Campaign</b> <ul style="list-style-type: none"> <li>Tactics TBD</li> </ul> <b>Annual Updates</b> <ul style="list-style-type: none"> <li>Update the library of materials</li> </ul>
<b>ONGOING</b>	<ul style="list-style-type: none"> <li>Employer outreach and training to include employer payroll education to move paperless</li> <li>Attend benefits fairs, 2019 Clerks convention and 1-2 additional conventions</li> <li>Employer plan reviews as needed/requested</li> </ul>			





## How My Total Retirement works

- ▶ **Personal:** We develop a strategy based on your needs and goals.
- ▶ **Comprehensive:** We look at the big picture, including your saving, investing and retirement income needs.
- ▶ **Simple:** We take on some of your retirement planning tasks, so you can focus on your life.
- ▶ **Ongoing:** We monitor your account, make necessary adjustments and keep you regularly updated.

There is no guarantee that participation in any of the advisory services will result in a profit.

## The measurable impact of professional advice



## Fees

Please refer to your [plan highlights](#) document for information on fees. In addition, the My Total Retirement materials you receive after enrolling will have additional important information on fees.

<sup>1</sup> Morningstar Investment Management. The Impact of the Default Investment Decision on Participant Deferral Rates: Managed Accounts vs. Target Date Funds. 2016.

<sup>2</sup> Advised Assets Group, LLC (AAG), Internal Rate of Return (IROR) All Segments Study, 2017. The participant return distribution included in this study is used to illustrate the difference between those participants within the 90th percentile and the 10th percentile to preserve statistical integrity of the data reported. Refer to the study which is available through AAG for additional disclosures and methodologies.

<sup>3</sup> Morningstar Investment Management, LLC, Alpha, Beta, and Now... Gamma. August 28, 2013.



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