



STATE OF WISCONSIN
Department of Employee Trust Funds
 Robert J. Conlin
 SECRETARY

Wisconsin Department
 of Employee Trust Funds
 PO Box 7931
 Madison WI 53707-7931
 1-877-533-5020 (toll free)
 Fax 608-267-4549
 etf.wi.gov

Correspondence Memorandum

Date: February 4, 2020
To: Deferred Compensation Board
From: Shelly Schueller, Director
 Wisconsin Deferred Compensation Program
Subject: 2020 Recordkeeping Fee Change Recommendation

ETF requests the Deferred Compensation Board (Board) approve a 5.0% increase in the annual fee paid to Empower Retirement.


The annual Strategic Partnership Plan (SPP) approved by the Board identifies Wisconsin-specific enhancements and initiatives for Empower Retirement and the metrics used to measure the results. Both the results of the SPP and growth in the number of participants determine any increases in Empower Retirement’s annual recordkeeping fee. As outlined in the Administrative Service Contract:

- if total Wisconsin Deferred Compensation (WDC) participant growth is under 1.0%, there is no change in recordkeeping fee;
- if total WDC participant growth is greater than 1.0% but less than 3.0%, then the annual recordkeeping fee will increase by 3.5%. In addition, if the SPP is met, an additional 0.5% increase is earned, for a total increase of 4.0%;
- if total WDC participant growth is equal or greater than 3.0%, then the annual recordkeeping fee will increase by 4.0%. In addition, if the SPP is met, an additional 1.0% increase is earned, for a total increase of 5.0%.

2019 SPP Results

As shown on the attached WDC Scorecard, Empower Retirement was successful in completing its 2019 SPP goals. Highlights of Empower Retirement’s 2019 activities in Wisconsin include:

- increasing the number of WDC participants by 3.30%;
- adding 12 new local employers;
- attending 2 conventions and staffing 65 benefit fairs;
- enrolling 1,334 managed account users during the “Free Look” period;
- presenting at 430 group informational meetings;
- providing 2,900 retirement readiness reviews; and

Reviewed and approved by Matt Stohr, Administrator, Division of Retirement Services
 Electronically Signed 2/17/20

Board	Mtg Date	Item #
DC	3.12.20	10A

- completing the communications plans outlined in the 2019 Communications Calendar, including:
 - communicating investment options changes to participants;
 - revising the employer toolkit;
 - offering an employer webinar on September 19, 2019 that reviewed plan basics, features and services available, and improvements in processing contributions; and
 - in partnership with BlackRock, offering a webinar on collective investment trusts (CIT) to participants, which occurred on December 10, 2019;
 - in late 2019, communicating to participants the Board's October 31, 2019, decision to revise participant fees effective January 1, 2020.

Recommendation

Because Empower Retirement met all contract criteria necessary in 2019 to earn the maximum possible fee increase, ETF recommends the Board approve a 5.0% recordkeeping fee increase for Empower Retirement in 2020. This would increase Empower Retirement's annual fee from \$3,444,334 in 2019 to \$3,616,551 in 2020.

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

Attachment: February 3, 2020 letter from Empower Retirement (Emily Lockwood) with 2019 scorecard results attached



Helping You Turn
Over a New
Retirement Leaf

Wisconsin Deferred Compensation Program

5325 Wall Street, Suite 2755
Madison, WI 53718
(877) 457-WDCP (9327)
www.wdc457.org

February 3, 2020

Ms. Shelly Schueller
Department of Employee Trust Funds
4822 Madison Yards Way
P.O. Box 7931
Madison, WI 53707-7931

Dear Shelly:

On behalf of the entire Empower Retirement team, we are pleased to provide you with the 2019 WDC Scorecard results.

Empower Retirement, the Wisconsin Deferred Compensation Board (Board) and Department jointly agreed that beginning each year we would develop an annual Plan Enhancement Program (PEP), now called a Strategic Partnership Plan (SPP), to define the specific plan goals, incorporate WDC Board initiatives, and include metrics for measuring success. These goals and metrics form the PEP/SPP and become the focus for the year.

The Strategic Partnership Plan generally has goals and metrics developed around the Four Dimensions:

1. *Participation* – Increase the number of eligible employees contributing to the WDC as well as the number of political subdivisions offering the WDC.
2. *Asset Allocation* – Encourage appropriate diversification of participant assets in WDC investment options.
3. *Education and Learning* – Provide access to more financial literacy learning opportunities for all participants throughout the State.
4. *Retiree Outreach* – Provide a focus on education to retirees; retain retiree accounts/assets in the WDC.

As noted in the attached scorecard, we met or exceeded all goals.

2020 EMPOWER RETIREMENT ADMINISTRATIVE FEE

As outlined in Section 7.3A of the Board's Administrative Service Contract with Employer Retirement, if total participant growth is equal to or greater than 3%, the annual administrative fee due to Empower Retirement increases by 4%. Additionally, should plan objectives as defined in the annual Strategic Partnership Plan be accomplished, the annual administrative fee will increase by an additional 1% in the following year, for a total increase of 5.0%.

Because Empower increased WDC participant growth by 3.30%, Empower is requesting that the 2020 administrative fee increase by 5% from \$3,444,332 to \$3,616,551.

Please let me know if you have any questions or need additional information regarding the 2019 Scorecard.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Lockwood".

Emily S. Lockwood
State Director

cc: Rob Dwyer, Vice President, Empower Retirement

enclosure

2019 Scorecard Results



Helping You Turn
Over a New
Retirement Leaf

	Goal/Action item	Tools adopted	Results desired	Results as of 12/31/19
Enrollment	<ul style="list-style-type: none"> Increase in-force accounts by enrolling new participants Add new employers 	<ul style="list-style-type: none"> New enrollment campaign(s) Employee and Employer 	<ul style="list-style-type: none"> 2.5% in-force growth 8 new employers Attend 2-3 conventions Attend 45+ benefits fairs 	<ul style="list-style-type: none"> 3.3% in-force growth 12 new employers adopted 2 conventions attended 65 benefits fairs attended
Asset Allocation	<ul style="list-style-type: none"> Help participants properly diversify 	<ul style="list-style-type: none"> MTR upgrade & Free Look Fund changes DB Feed Pilot targeting participants <ul style="list-style-type: none"> (50+, 80%+ equity exposure) Communicate fund change(s) 	<ul style="list-style-type: none"> Enroll 600+ users in MTR during Free Look 	<ul style="list-style-type: none"> 1,334 MTR users during Free Look period Fund changes and communications – see attached Emailed 1,465 participants in target group <ul style="list-style-type: none"> 111, 7.58%, scheduled a meeting
Education	<ul style="list-style-type: none"> Complete retirement readiness reviews 	<ul style="list-style-type: none"> Participant Education <ul style="list-style-type: none"> Retirement Readiness Reviews Group meetings CIT webinar Employer Education <ul style="list-style-type: none"> Payroll transformation <ul style="list-style-type: none"> ACH Termination dates Employer webinar 	<ul style="list-style-type: none"> Conduct 2,000 Retirement Readiness Reviews 350 group meetings 	<ul style="list-style-type: none"> 2,900 Retirement Readiness Reviews 430 Group Meetings 108 attendees of CIT webinar 291 payroll centers to be automated <ul style="list-style-type: none"> 98 were automated, 16 declined, 20 didn't respond, 12 are pending 41 attendees of Employer webinar
	Goal/Action item	Tools adopted	Results desired	
Retention	<ul style="list-style-type: none"> Increase in-force accounts by retaining accounts 	<ul style="list-style-type: none"> Increased communication efforts Total Advice Solution (TAS) <i>Retirement Solutions Group (RSG)</i> 	<ul style="list-style-type: none"> 2.5% in-force growth 	<ul style="list-style-type: none"> 3.3% in-force growth Stay in the Plan campaign Targeted outreach (above)

2019 Fund Change Communications:

- FDIC Bank Option move to Johnson Bank
 - 4Q18 newsletter article
 - Letter mailed 6/6 to 10,327
- Federated US Govt 2-5 Yr Inst'l fund
 - 4Q18 newsletter article
 - 1Q19 newsletter article
 - 2Q19 newsletter article
 - 3Q19 newsletter article
 - Letter mailed 9/27 to 5,599
- Dodge & Cox Income fund addition
 - 2Q19 newsletter article
 - 3Q19 newsletter article
- WDC BlackRock funds asset class change
 - 2Q19 newsletter article
 - 3Q19 newsletter article

Fee Change Communications:

- Email on 12/10 to 48,892
- Reminder email 1/9 to 49,500
- 4Q19 statement narrative
- 4Q19 newsletter article
- News and updates tile 12/19
- Pre-login bulletin 12/2
- Post-login plan message 12/2



*Helping You Turn
Over a New
Retirement Leaf*





2019 YTD Campaign Results

Emily Lockwood
State Director

12/31/2019



*Helping You Turn
Over a New
Retirement Leaf*

Update on WDC Initiatives

1. Brand Refresh
2. MTR 90 Day Free Look
3. Employer Newsletter
4. Employer Webinar
5. Fund Changes
6. Ongoing Stay in the Plan Campaign
7. Participant Survey
8. Enrollment Campaign
9. Employer Survey
10. National Retirement Security Week
11. Non-Participating Employer Toolkit Mailing

1. Brand refresh including MTR name change

Helping You Turn Over a New Retirement Leaf

Your Journey to Retirement

Wisconsin Deferred Compensation (WDC) Program

Helping You Turn Over a New Retirement Leaf

Title Arial Narrow

Subhead Arial Narrow

Wisconsin Deferred Compensation (WDC) Program

WDC Investment Planning Guide

Three Components of a Sound Investment Strategy to Help You Reach Your Retirement Goals

Your Savings Target
In choosing your savings target, consider the amount of money you want to save and invest through the WDC over time, and any other retirement plan or other assets you and your spouse might have (if applicable). Establishing a savings target in the beginning will help you create an investment strategy, combining your risk tolerance and time horizon, that can help you reach your savings target goal.

Your Time Horizon
Time horizon is the number of years you have to invest in the WDC before you start making withdrawals in retirement. If you are many years away from retirement, you may be willing to take more risk with your money and invest more aggressively. When you are closer to retirement, your investment strategy must lean more toward investments with less risk because they'll have less time to recover should they fall in value. The market goes up and it goes down. Be sure that your investments are allocated appropriately to meet your short- and long-term goals. You may have many years in retirement, so consider the benefits of maintaining some assets in investments that are likely to outpace inflation and provide some growth.

Your Risk Tolerance
Risk tolerance is your comfort level with the ups and downs in the value of your investments. The market will likely go up and down over the course of time, which is why many experts say that investing is a long-term strategy. You need to create an investment strategy that provides you with a comfortable balance between risk and reward over time. When you're ready to...

Investment Options

The Wisconsin Deferred Compensation Program (WDC) provides you with a wide range of options intended to meet your retirement goals. The options are divided into three paths.

Three paths of investing

Path 1: WDC core funds

- Create your own portfolio
- Range of investment options including:
 - Passively managed index funds or actively managed mutual funds
 - Global or domestic funds, and
 - Fixed-income or equity options.

For a full list of the WDC core funds, please see the reverse side of this flyer.

Path 2: Pre-mixed target date funds

- A straightforward approach to investing
- Funds that are:
 - Diversified across asset classes and investment styles,
 - Automatically rebalanced each month, and
 - Adjusted to a more conservative risk level as the "year" nears the target retirement date.

Use the table below and select one of the pre-mixed target date funds based on your target retirement date (the date you will turn 65).

Account Balance	Annual Fee
Up to \$100,000	0.4%
Next \$100,000	0.3%
Next \$100,000	0.2%
Greater than \$400,000	0.1%

Self-Directed Brokerage Account (SDBA)
SDBA (Self-Directed Brokerage Account) provided by Charles Schwab & Co. member SFC. The SDBA provides access to more than 3,000 additional funds and is intended for knowledgeable investors who acknowledge and understand the risks associated with the investments contained within the SDBA. There are no fees for participating in the WDC SDBA; transaction fees may apply depending on the funds you select from the SDBA menu.

MoneyTalks

Wisconsin Deferred Compensation (WDC) Program

Changes Coming in 2019 to the WDC Lineup

Learn this year, the WDC will discontinue offering the Federated US Gov 2.5 Yr Bond Fund to participants. Participants in this fund must redirect contributions to another investment option and move balances to another investment option. If you have assets in the Federated US Gov 2.5 Yr Bond Fund, watch for a letter in the mail detailing the upcoming change. To transfer assets from the Federated US Gov 2.5 Yr Bond Fund, either log in to your WDC account on www.wdc457.org or contact a WDC representative at (877) 457-WDCP (9327).

FDIC Bank Option Moved to Johnson Bank

At its November 2018 meeting, the Defined Contribution Board approved moving the FDIC Bank Option from Nationwide Bank to Johnson Bank. Nationwide Bank exited the banking business and could no longer support the WDC, FDIC Bank Option. On December 18, 2018, assets in the FDIC Bank Option were moved from Nationwide Bank to Johnson Bank. FDIC insurance will remain the same, and the interest rate of the FDIC Bank Option is published on page one of this newsletter. If you have money in the FDIC option, and wish to stay in the fund, no action is required on your part. However, if you would like to transfer assets to or from the FDIC Bank Option, you can do so by logging in to your account on www.wdc457.org. As always, check www.wdc457.org for the latest WDC updates or contact a WDC representative at (877) 457-WDCP (9327) with any questions.

New Contribution Limits

Participating in the WDC is a great way to help save for the retirement income you'll want. However, the Internal Revenue Service sets limits on how much you can save each year through voluntary contributions to 457(b) plans like the WDC. In 2019, the limit is \$19,000. If you are age 50 or older, you can save an additional \$6,000 (for a total of \$25,000). If you are within three years of your normal retirement age, you may be able to double your contribution limit to \$38,000. For more information, go to www.wdc457.org or call (877) 457-WDCP (9327) between 7:00 a.m. and 9:00 p.m. Monday through Friday and 8:00 a.m. to 4:30 p.m. Saturday, Central time.

IN THIS ISSUE

- NEW CONTRIBUTION LIMITS
- WDC OVER RESULTS
- HOLIDAY RETIREMENT
- 2019 HOLIDAY SCHEDULE
- ACCOUNT CHANGES

JANUARY 2019

Wisconsin Deferred Compensation 457(b) Program

newsletter

CHANGES COMING IN 2019 TO THE WDC LINEUP

Participating in the WDC is a great way to help save for the retirement income you'll want. However, the Internal Revenue Service sets limits on how much you can save each year through voluntary contributions to 457(b) plans like the WDC. In 2019, the limit is \$19,000. If you are age 50 or older, you can save an additional \$6,000 (for a total of \$25,000). If you are within three years of your normal retirement age, you may be able to double your contribution limit to \$38,000. For more information, go to www.wdc457.org or call (877) 457-WDCP (9327) between 7:00 a.m. and 9:00 p.m. Monday through Friday and 8:00 a.m. to 4:30 p.m. Saturday, Central time.

NEW CONTRIBUTION LIMITS

Participating in the WDC is a great way to help save for the retirement income you'll want. However, the Internal Revenue Service sets limits on how much you can save each year through voluntary contributions to 457(b) plans like the WDC. In 2019, the limit is \$19,000. If you are age 50 or older, you can save an additional \$6,000 (for a total of \$25,000). If you are within three years of your normal retirement age, you may be able to double your contribution limit to \$38,000. For more information, go to www.wdc457.org or call (877) 457-WDCP (9327) between 7:00 a.m. and 9:00 p.m. Monday through Friday and 8:00 a.m. to 4:30 p.m. Saturday, Central time.

Wisconsin Deferred Compensation (WDC) Program

Program Highlights

Learn more about Wisconsin's section 457(b) Deferred Compensation Program

What is a section 457(b) deferred compensation program?
A number of voluntary retirement programs are defined in the Internal Revenue Code (IRC). This includes section 457(b) program, commonly called 457(b) deferred compensation program. Defined compensation programs allow eligible employees to save and invest before-and-after-tax (DBA) dollars through voluntary payroll contributions, representing any existing retirement/pension benefits.

Why should I participate?
Having a WDC account may help provide a more comfortable financial future. You receive quality investment options, access to local service representatives, local office support, financial education services and planning tools that can help you better prepare for retirement.

Is there any reason why I should not participate in the WDC?
Participating may not be advantageous if you are experiencing financial difficulties, have excessive debt or do not have an adequate emergency fund (typically in an emergency-savings account).

Who is eligible to participate?
The WDC is a voluntary employer-sponsored retirement savings program for active state and university employees. Active local government and school district employees may be eligible if your employer elects to offer this optional benefit program.

Does participation in the WDC affect my pension or reduce my Wisconsin Retirement System or Social Security benefit?
No. The WDC is a voluntary employer-sponsored retirement program and does not replace or reduce any of your Wisconsin Retirement System or Social Security benefits.

What are the advantages of before-tax savings?
With tax-deferred savings, you pay no income taxes on any contributions or their potential earnings until you withdraw the money. This further enhances the benefit of compound-growth opportunities on money that you would have paid in taxes if those taxes had not been deferred. Any earnings are reinvested in your account, where they have the potential for continued growth because they are not reduced by taxes each year.

What are the advantages of after-tax savings?
Roth contributions are made with after-tax dollars. Roth 457 contributions reduce your take-home pay because you pay taxes on any earnings immediately, rather than deferring those taxes until you take distributions. This allows your contributions and any earnings to grow on a total after-tax basis. This can be beneficial if you expect to be in a higher tax bracket during retirement due to your working years.

Contribution Amounts

How much can I contribute?	You are eligible to contribute (DBA)	2018 limit	Total annual limit
July 1st	Regular Contribution Limit	\$18,000	\$18,000
July 31st or later	July 31st Catch-Up Contribution	\$6,000	\$24,000
Normal Retirement	Special Catch-Up Contribution	\$18,000	\$17,000

If you are within three years of your normal retirement age, you may be able to double the limit of the Special Catch-Up Contribution. This may be available to both the Special Catch-Up Option and the Age 50 Catch-Up Option. For more information, go to www.wdc457.org or call (877) 457-WDCP (9327) between 7:00 a.m. and 9:00 p.m. Monday through Friday and 8:00 a.m. to 4:30 p.m. Saturday, Central time. Depending on how much you contribute, you may be eligible for a special limit. This special limit option requires a special form. Please contact the WDC for more information. Limit contribution over \$25,000.

The Benefits of Enrolling in the Wisconsin Deferred Compensation (WDC) Program

Saving through the WDC is a simple way to help supplement your WDC retirement and Social Security benefits. It can help you bridge the gap between your financial goals and your destination in retirement. It's important to plan for your future – but you don't have to do it alone. Take advantage of all the help available to you.

Get an early start
The sooner you start saving and investing, the better. Waiting even a few years can make a big difference in the amount you might have in your account when you retire. Take a look at what contributing just \$50 per month starting at age 25 versus age 35 could mean for your monthly retirement income, thanks to the power of compound growth.

Starting Age	Potential Additional Monthly Retirement Income
25	\$713
35	\$360
45	\$166

FOR ILLUSTRATIVE PURPOSES ONLY: This is a hypothetical illustration intended to show possible retirement income. It is not intended as a financial planning or investment advice. It assumes a 6% annual investment growth rate, a 4% withdrawal rate, and a 25-year retirement period. The illustration does not reflect any associated charges, expenses or fees. The investment performance shown would be realistic if you had any fees and expenses.

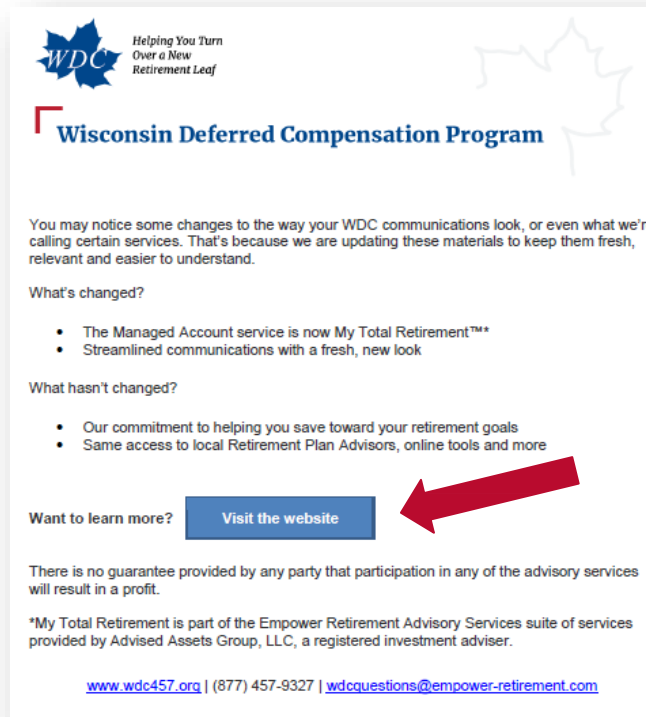
Save what you can
There is no minimum contribution amount to participate in the WDC. This means that even if you can't contribute much now, you can still get started saving for your future. This is so you are able to save more, increase your contribution. You can contribute 100% of your salary up to the annual limits set by the IRC, whichever is less. If you are over age 50 or are within three years of retirement, you may be able to take advantage of catch-up contribution limits, which are higher than the normal limits. Check the Web 457 page at www.wdc457.org for the current year's limits. And unlike many retirement plans, there is no 10% early withdrawal federal tax penalty for distributions taken from your WDC 457 account before age 59½ (except for distributions attributable to funds rolled into the WDC Program from another type of retirement plan or IRA).

Potentially lower fees
With the WDC, you can take advantage of competitive investment and investment fees. Fees tend to be lower than other investment options because of the large number of state and local employees participating in the Program.



1. Brand refresh including MTR name change metrics

Email launch date	April 9, 2019
Email participants	47,874
Open Rates	48.0% (21% industry average)
Clicked <i>Visit the website</i>	95.0%
Sent to all participants	



WDC Helping You Turn Over a New Retirement Leaf

Wisconsin Deferred Compensation Program

You may notice some changes to the way your WDC communications look, or even what we're calling certain services. That's because we are updating these materials to keep them fresh, relevant and easier to understand.

What's changed?

- The Managed Account service is now My Total Retirement™**
- Streamlined communications with a fresh, new look

What hasn't changed?

- Our commitment to helping you save toward your retirement goals
- Same access to local Retirement Plan Advisors, online tools and more

Want to learn more? [Visit the website](#)

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

**My Total Retirement is part of the Empower Retirement Advisory Services suite of services provided by Advised Assets Group, LLC, a registered investment adviser.

www.wdc457.org | (877) 457-9327 | wdcquestions@empower-retirement.com




2. My Total Retirement™ 90 Day Free Look from AAG

Targeted Postcard Mailing

Targeted Email

Call (877) 457-WDCP (9327) to simplify your investing strategy



Wisconsin Deferred Compensation Program (WDCP)

A retirement strategy as unique as you

Sign up by 7/31/2019 to have investment professionals looking after your retirement strategy for 90 days¹ with no obligation.

My Total Retirement™

Let our experienced investment professionals create a personalized retirement strategy for you. We get to know your individual situation, consider your goals and monitor your plan to help you reach the future you want. Try it free for 90 days² with no obligation.³

Or, if you'd like to manage your own investments, you can simply take advantage of our Online Advice service. The choice is yours.

CALL (877) 457-WDCP (9327)
to learn more about this unique offer

or

GET STARTED

Key benefits

- We do the work for you
- Personal investment strategy
- Ongoing monitoring and management
- Helps you be better prepared

[Watch the video >>](#)

My Total Retirement™

There is no guarantee that participation in any of the advisory services will result in a profit or that the account will outperform a self-managed portfolio invested without assistance.



Limited-time offer

Sign up by 08/31/2019 to have investment professionals looking after your retirement strategy for 90 days¹ with no obligation

Limited-Time Offer:
Try My Total Retirement for 90 days¹

Sign up by 08/31/2019 to take advantage of this no-obligation² offer to have investment professionals looking after your investments.

MY TOTAL RETIREMENT™
Wisconsin Deferred Compensation Program (WDCP)

Take a more personalized and easier approach to investing

Let our experienced investment professionals create a personalized retirement strategy for you. We get to know your individual situation, consider your goals and monitor your plan to help you reach the future you want.

Or, if you'd like to manage your own investments, you can simply take advantage of our Online Advice. The choice is yours.

Call (877) 457-WDCP (9327) to learn more about your special offer or visit www.wdc457.org

See how professional investment management with the WDC may help you

- Personalize your strategy with your goals and financial situation in mind.
- Gain confidence by having a team of investment professionals do the work for you.
- Reach your goals with advice and guidance from experienced investment professionals.
- Save time with ongoing monitoring and management done for you.

1 Online Advice and My Total Retirement™ are part of the Empower Retirement Advisory Services suite of services offered by Advised Assets Group, LLC, a registered investment advisor.

2 After the 90-day promotional period, you will remain in the managed account service unless you cancel your enrollment, and you will be responsible for any applicable fees. If you choose to remain enrolled in the service, you will be charged applicable fees from your enrollment date. Effective date is the date the application is processed.

3 "No obligation" means participants who enroll can choose to unenroll at any time without penalty.

Investment Advisor of Advised Assets Group, LLC, Member FINRA/SIPC and a subsidiary of Great-West Life & Annuity Insurance Company

Great-West Life & Annuity Insurance Company, Corporate Headquarters, One Empire State Plaza, 32nd Floor, New York, NY 10007-1700

Investment Advisor of Advised Assets Group, LLC, Member FINRA/SIPC and a subsidiary of Great-West Life & Annuity Insurance Company

Advised Assets Group, LLC, 8801-01-CR-0528-104

My Total Retirement


There is no guarantee provided by any party that participation in any of the Advisory Services will result in a profit or that the related account will outperform a self-managed portfolio invested without assistance.

My Total Retirement

There is no guarantee that participation in any of the advisory services will result in a profit or that the account will outperform a self-managed portfolio invested without assistance.

Look inside to discover the benefits of a personalized retirement strategy

Flyer



A retirement strategy as unique as you

MY TOTAL RETIREMENT™
Wisconsin Deferred Compensation Program

Let our experienced investment professionals create a strategy for you. We get to know your individual situation, consider your goals and monitor your plan to help you reach the future you want. Or, if you'd like to manage your own investments, you can simply take advantage of our Online Advice. The choice is yours.

Experience the benefits for yourself

- Personalize your strategy with your goals and financial situation in mind.
- Gain confidence by having a team of investment professionals do the work for you.
- Reach your goals with advice and guidance from experienced investment professionals.
- Save time with ongoing monitoring and management done for you.

Contact an investment adviser representative at (877) 457-WDCP (9327) or learn more at www.wdc457.org

Limited-time offer
Sign up by 8/31/2019 to have investment professionals looking after your retirement strategy free for 90 days¹ with no obligation.²

There is no guarantee provided by any party that participation in any of the Advisory Services will result in a profit or that the related account will outperform a self-managed portfolio invested without assistance.

1 Online Advice and My Total Retirement™ are part of the Empower Retirement Advisory Services suite of services offered by Advised Assets Group, LLC, a registered investment advisor.

2 After the 90-day promotional period, you will remain in the managed account service unless you cancel your enrollment, and you will be responsible for any applicable fees. If you choose to remain enrolled in the service, you will be charged applicable fees from your enrollment date. Effective date is the date the application is processed.

3 "No obligation" means participants who enroll can choose to unenroll at any time without penalty.

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

Great-West Finance®, 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 of New York, Home Office, New York, NY, and their subsidiaries and affiliates, including registered investment adviser Advised Assets Group, LLC and Great-West Capital Management, LLC. ©2019 Great-West Life & Annuity Insurance Company. All rights reserved. 98871-01-RV-2572-6-1904

WDCP Helping You Turn Over a New Retirement Leaf

2. My Total Retirement™ 90 Day Free Look Metrics

	Email	Reminder Email
Email launch date	May 20, 2019	July 31, 2019
Email participants	39,500	40,424
Open Rates	42.0%	42.0%
Postcard launch date	5/29/19	N/A
Postcard participants	47,381	N/A
Sent to participants not enrolled in MTR		

Total MTR Enrollments

May: 305 participants

June: 316 participants

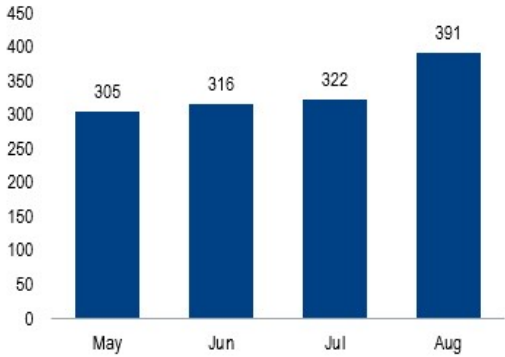
July: 322 participants

August: 391 participants

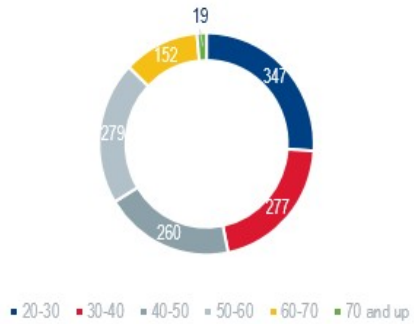
Total : 1,334 participants

2. My Total Retirement™ 90 Day Free Look Metrics

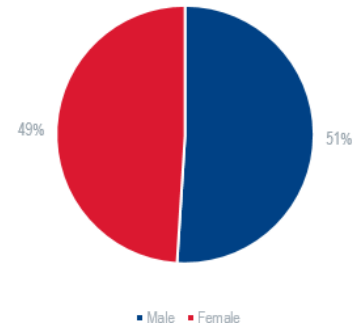
MA Enrollment per Month



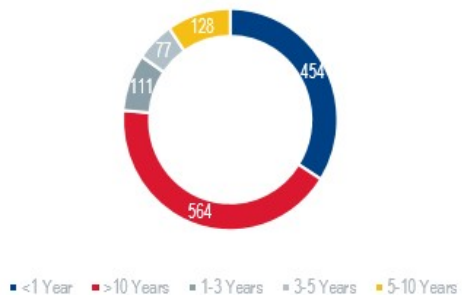
MA Enrollment by Age



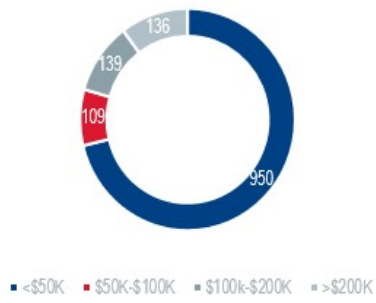
MA Enrollments by Gender



MA Enrollment by Years of Service



MA Enrollment by Acct Balance



3. Employer Newsletter

Wisconsin Deferred Compensation Program (WDC)
WDC Connection

THERE'S A LOT TO SEE IN THE WDC

You already know the Wisconsin Deferred Compensation Program is a valuable resource to help your employees save more for their future. But did you know you also play an important role in their retirement planning? It's true! Keep reading to learn everything you can make happen with help from the WDC.

YOUR LOCAL WDC RETIREMENT PLAN ADVISOR — AND YOU

On site or on call, your local WDC Retirement Plan Advisor (RPA) can do it all! By making regular visits to your location to meet with you and your employees, your RPA is available to conduct and host:

- **Group presentations.** Scheduling routine group meetings is an easy way to educate both new and current employees on the benefits of saving and investing in the WDC.
- **Personalized reviews.** Employees who are already saving in the WDC can make a free one-on-one appointment to go over their account, contribution rate, and investment strategy. This can help employees stay on track toward reaching their retirement income goals.

Ready to schedule a date for the WDC staff to hold on-site personalized reviews for your employees? Contact your local RPA or email our Madison office at wdcquestions@empower-retirement.com.

Of course, if you or your employees have any questions or need more assistance, the WDC is always just a call away at (877) 457-WDCP (9327).

ONLINE ENROLLMENT
The easier, the better...

New employees can now directly enroll in the WDC online at www.wdc457.org in a few simple steps. They no longer have to meet with the WDC staff to get started.

—**the earlier, the better!**

Encourage your employees to enroll on the WDC website as soon as possible so they can put time on their side and begin growing their retirement savings. Once they do, they can schedule a personalized review with us and begin using all the free WDC features that can help your employees reach a secure financial future.

Please note: The online enrollment code for the WDC is refreshed three times per year. Authorized PSC users can access the current enrollment code by following this path via the PSC: Plan Summary > Participants > Employee Forms > Plan Enrollment Code Flyer.

IN THIS ISSUE

- THERE'S A LOT TO SEE IN THE WDC
- LET'S HELP YOUR EMPLOYEES GET ON A ROLL
- ELECTRONIC REMITTANCE
- TWO WAYS TO SAVE
- REFRESHED MATERIALS AVAILABLE
- FREQUENTLY ASKED QUESTIONS
- NEW LOOK FOR THE PSC
- SPREADING THE GOOD NEWS
- ENHANCED ONLINE SCHEDULER
- UPCOMING WEBINAR
- GETTING TO KNOW THE WDC'S RECORDKEEPER

FOR PLAN SPONSOR USE ONLY

71.7%

APRIL 2015

REFRESHED MATERIALS AVAILABLE

Extra, extra! All WDC communications now include updated program information and reflect the 2019 annual IRS contribution limits.

If you currently have a paper supply of WDC handouts and forms, please contact the Madison office or email wdcquestions@empower-retirement.com to receive your choice of updated PDFs or hard-copy versions.

2019 contribution limits

For employees	They are eligible to contribute the	Limit	Total annual limit
	Regular contribution	\$19,000	\$19,000
	Age 50+ catch-up contribution	\$6,000	\$25,000
RS	Special catch-up contribution	\$19,000	\$38,000

BETTER WEBSITE EXPERIENCE

More security. Less paper.

When your employees log on to the WDC's new and improved website, it's now safer and simpler than ever for them to manage their accounts and take action. In just a few clicks, your employees can:

- **Use the contribution sliders** to model different savings scenarios and start saving more.
- **Enroll in My Total Retirement™** for more direction and guidance with their investment strategy. There is no guarantee provided by any party that participation in any of the advisory services will result in a profit.
- **Add a beneficiary** to ensure their hard-earned savings go to the people they intend when they pass away.
- **Sign up for e-delivery** and include an email address to receive communications electronically.
- **Initiate a distribution request** once they've separated from service and received their last paycheck.

Website problems? No problem! If your employees have any issues accessing their account online, they can always make changes through the WDC Call Center at (877) 457-WDCP (9327).

EMPLOYEES GET ON A ROLL

If an account from a previous employer, they may be able to roll those assets into the WDC by 7/31/48. Referrals are available to help assist with the process of rolling in IRA accounts, or other 457(b) accounts.

Transfer money from one account to another with a financial advisor/planner and consider costs, risks, and other investing.

TWO WAYS TO SAVE

Your employees are all different — which is why the WDC offers two different deferral options.

Whether it's before-tax, after-tax Roth, or a mix of both, your employees can choose a **specific dollar amount** from each paycheck or select a **percentage of their gross wages** to contribute to their WDC account. Any changes will be processed and communicated to you or your payroll department during the next payroll cycle.

FOR PLAN SPONSOR USE ONLY.

ASKED QUESTIONS

- Enter Group ID/Plan Number **98971-01** and the plan enrollment code.
- Then, they just have to finish following the prompts — and they'll be ready to start saving.

Are there any other WDC resources I can share with my employees? Yes! There are several financial presentations available via the Learning Center tab on the website, including:

- Basic Investment Education
- Budgeting: Helping You Reach Your Goals, Helping You Achieve Your Dreams
- Retirement Planning: An Action Plan
- Retirement Planning: An Action Plan for Women
- Your Journey to Retirement

Your employees can also log into their account for more great tools that can help them save even more for retirement.

NEW LOOK FOR THE PSC

All payroll contacts with authorized usernames for the Plan Service Center (PSC) should have already seen and accessed the new updated PSC. If you have any questions about navigation or other processing issues, please call Employer Assistance at (800) 695-4952.

DC to save for retirement? As a beneficiary, you are WRS-eligible and the WDC offers a WDC account for you. If you are a WDC employee enroll in the WDC! It's so easy to follow these simple steps:

FOR PLAN SPONSOR USE ONLY.

GETTING TO KNOW THE WDC'S RECORDKEEPER

The WDC works closely with Empower Retirement to inspire your employees to save more for the financial future they deserve.

Simply put, Empower oversees your employees' WDC accounts and activity (including contributions and investment allocations) and works together with ETF to ensure it meets the Deferred Compensation Board's objectives. With Board approval, Empower provides the education and planning resources your employees can use to stay on track for a comfortable retirement, including the website for the WDC and communications like this newsletter.

One of the core priorities for the Board and Empower is to help your employees in the WDC see how their current saving and investing strategy can translate into monthly income in retirement. For example, when they log in to their WDC account online, they'll always have access to an estimate of their projected retirement income — and ways to increase it and stay on track.

For more information, visit www.empower-retirement.com.

WDC CALL CENTER
7 A.M. - 3 P.M. MONDAY THROUGH FRIDAY
8 A.M. - 4:30 P.M. ON SATURDAY
(877) 457-WDCP (9327)

MADISON OFFICE
8 A.M. - 4:30 P.M. MONDAY THROUGH FRIDAY
(608) 241-6664
wdcquestions@empower-retirement.com

ONLINE
www.wdc457.org

EMPLOYER ASSISTANCE
7 A.M. - 7 P.M. MONDAY THROUGH FRIDAY
(800) 695-4952

FOR PLAN SPONSOR USE ONLY.

1 Online Advice and My Total Retirement™ are part of the Empower Retirement Advisory Services suite of services offered by Advised Assets Group, LLC, a registered investment advisor. Securities offered by GWFS Equities, Inc., Member FINRA/SIPC, marketed under the Empower brand. GWFS is affiliated with Great-West Funds, Inc. Great-West Trust Company, LLC, and registered investment advisors Advised Assets Group, LLC and Great-West Capital Management, LLC, marketed under the Great-West Retirement™ brand. Investing involves risk, including possible loss of principal. 98971-01-NLB-26344-1008-PC000137-0819 FOR EMPLOYER USE ONLY | Not for use with plan participants.



3. Employer Newsletter Metrics

	Financial Services Industry Rate	WDC Employer Newsletter Email Results
Email date		August 15, 2019
Employers Emailed		1,185
Delivery Rate	99.33%	82.86%
Open Rate (email)	21.0%	34.51%
Click Through Rates	3.2%	23.96%
Click to Open Rates	12.0%	42.05%

4. Employer Webinar

- Thursday, September 19, 2019 at 11:45 a.m.
- 41 Participants
- Discussed the new employer website, online enrollment, contribution rates, and employee advice
- Demonstrated a Retirement Readiness Review (R3)

Check out the *Schedule a meeting* tile on the www.wdc457.org website to make an appointment.

UPCOMING WEBINAR

Good news! The WDC, along with ETF, is hosting a webinar on Thursday, September 19, 2019, for employers to highlight the new website, online enrollment, contribution rates, employee advice and more.

Space is limited. Click [here](#) to register or log in to the PSC to sign up.

Can't make it? Don't worry! A recorded version of the webinar will be available on the website at a later date.

FOR PLAN SPONSOR USE ONLY.

WDC CALL CENTER
7 A.M. - 9 P.M., MONDAY THROUGH FRIDAY
8 A.M. - 4:30 P.M. ON SATURDAY
(877) 457-WDCP (9327)

MADISON OFFICE
8 A.M. - 4:30 P.M., MONDAY THROUGH FRIDAY
(608) 241-6604
wdcquestions@empower-retirement.com

ONLINE
www.wdc457.org

EMPLOYER ASSISTANCE
7 A.M. - 7 P.M., MONDAY THROUGH FRIDAY
(800) 695-4952

1 Online Advice and My Total Retirement™ are part of the Empower Retirement Advisory Services suite of services offered by Advised Assets Group, LLC, a registered investment adviser.
Securities offered by GWFS Equities, Inc., Member FINRA/SIPC, marketed under the Empower brand. GWFS is affiliated with Great-West Funds, Inc.; Great-West Trust Company, LLC, and registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC, marketed under the Great-West Investments™ brand.
Investing involves risk, including possible loss of principal.
98971-01-NLI-26344-1908-80909131-0819
FOR EMPLOYER USE ONLY. | Not for use with plan participants.



5. Fund changes

- FDIC Bank Option move to Johnson Bank
 - 4Q18 newsletter article
 - Letter mailed 6/6/19
- Federated US Gov't Securities 2-5 year Instl Fund removal
 - 4Q18 newsletter article
 - 1Q19 newsletter article
 - 2Q19 newsletter article
 - Letter mailed 10/1/19
- Dodge & Cox Income Fund addition
 - 2Q19 newsletter article
- WDC BlackRock Fund asset class change
 - 2Q19 newsletter article



6. Ongoing Stay in the Plan Campaign



DON'T GIVE UP
BEFORE YOU'RE FINISHED

Keep your savings in the Wisconsin Deferred Compensation (WDC) Program | [VIEW ONLINE](#)



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 representative¹ to learn the benefits of keeping your savings with the WDC.

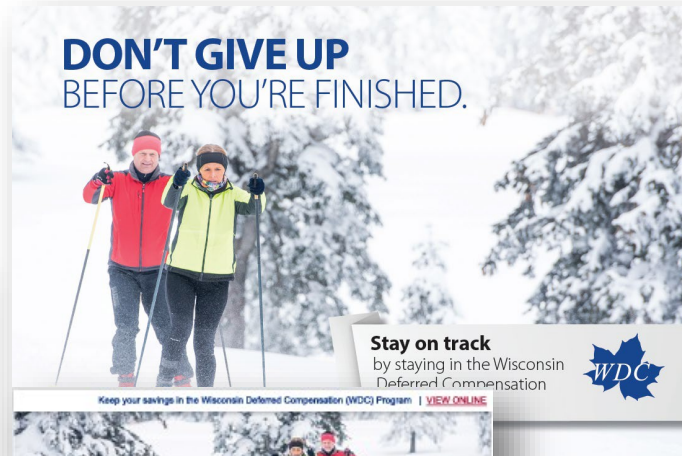
SCHEDULE A MEETING NOW

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

Benefits of staying in the plans include:

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

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



DON'T GIVE UP
BEFORE YOU'RE FINISHED.

Keep your savings in the Wisconsin Deferred Compensation (WDC) Program | [VIEW ONLINE](#)

Stay on track
by staying in the Wisconsin Deferred Compensation



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 Representative¹ to learn the benefits of keeping your savings with the WDC.

SCHEDULE A MEETING NOW

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

Benefits of staying in the plans include:

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

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



6. Ongoing Stay in the Plan Campaign – Metrics

	Financial Services Industry Rate	Stay in the Plan Campaign Email Results (Winter)
Emails Delivered	N/A	2,894
Open Rates	21%	36.0%
Click to Open Rates	3.2%	18%
Clicked Retirement Check-up Flyer		82%
Clicked Schedule a Meeting		11%

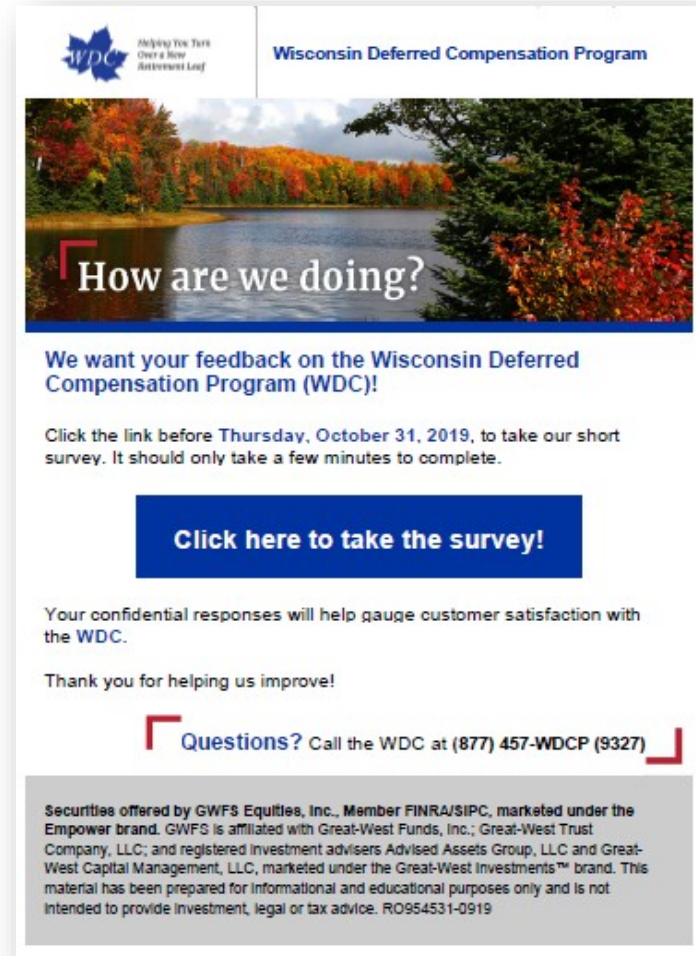
7. Participant Survey

Tactics

- Pre login web tile
- Pre login bulletin
- Post login message
- Email
- Tweets



The screenshot shows the top portion of a survey landing page. It features the WDC logo with the tagline "Helping You Turn Over a New Retirement Leaf" and the text "Wisconsin Deferred Compensation Program". Below this is the title "2019 Annual Participant Satisfaction Survey". A blue bar contains the text "Thank you for taking a few minutes to give us some feedback. Your input is greatly appreciated." The first question is "1. Do you have (or have you ever had) a WDC 457(b) account?" with radio buttons for "Yes" and "No". A "Next" button is at the bottom.



The screenshot shows an email invitation for a survey. It features the WDC logo and the text "Wisconsin Deferred Compensation Program". The main heading is "How are we doing?" over a background image of a lake with autumn trees. Below this is the text "We want your feedback on the Wisconsin Deferred Compensation Program (WDC)!" and "Click the link before Thursday, October 31, 2019, to take our short survey. It should only take a few minutes to complete." A large blue button says "Click here to take the survey!". Below the button, it says "Your confidential responses will help gauge customer satisfaction with the WDC." and "Thank you for helping us improve!". At the bottom, it says "Questions? Call the WDC at (877) 457-WDCP (9327)". A grey box at the very bottom contains a disclaimer: "Securities offered by GWFS Equities, Inc., Member FINRA/SIPC, marketed under the Empower brand. GWFS is affiliated with Great-West Funds, Inc.; Great-West Trust Company, LLC; and registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC, marketed under the Great-West Investments™ brand. This material has been prepared for informational and educational purposes only and is not intended to provide investment, legal or tax advice. RO954531-0919".

7. Participant Survey Metrics

	Financial Services Industry Rate	Email	Reminder Email
Survey email launch date		9/30/2019	10/28/2019
Emails delivered		42,350	48,746
Unique open rates	21%	45.5%	37.4%
Click through rates	12%	5.8%	4.8%
Survey close date		10/31/2019	
Number of satisfaction survey questions	10 ¹	31	
Number of satisfaction survey responses		4,378	
Satisfaction survey response rate	12%	9%	
Number of UW research survey questions		15	
Number of UW survey responses	10 ¹	3,617	
UW survey response rate		7%	

¹ Surveygizmo.com 8/2/2016

7. Participant Survey Highlights

- Gender breakdown – Male 54.73% Female 45.27%
- Age breakdown
 - Under age 50 - 22.35%
 - Age 50-69 – 60.05%
 - Age 70 or older – 17.59%
- Overall Satisfaction (4 or 5) with services received from WDC/Empower Retirement – 75.90%
- Overall satisfaction (4 or 5) with www.wdc457.org:
 - Information provided on WDC website – 78.99%
 - Ease of use of WDC website – 72.41%
 - Ability to access and make changes to my account – 74.05%
 - Information and tools on the website – 70.12%
 - Overall satisfaction with www.wdc457.org – 75.19%

7. Participant Survey Highlights

- Overall satisfaction (4 or 5) with voice response system VRS (877) 457-9327:
 - Customer service representative – 80%
 - 24/7 automated phone system – 64.71%
 - Find out your balance – 78.04%
 - Answers to commonly-asked questions – 67.84%
 - Expertise to resolve concerns – 76.86%
- Awareness of Roth (post-tax) deferral option: 60.56%
- Topics of Interest:

Living in retirement	52.96%	Intermediate investing	15.56%
Fees charged	30.55%	Increase contribution	7.43%
Nearing retirement	29.62%	Events	5.92%
Advanced investing	23.93%	Amount taken from paycheck	5.92%
Meeting with representatives	21.95%	Beginning investing	5.46%
Advisory services	18.12%	Enrollment and getting started	0.58%

8. Enrollment Campaign

Tactics

- Video
- Targeted/self-send email
- Web banner
- Tweets



 Helping You Turn
Over a New
Retirement Leaf

**Wisconsin Deferred Compensation
Program (WDC)**

**Start saving for
your future**

Saving through the WDC is a smart, simple way to work toward a more rewarding future. Enroll today to start taking advantage of tax savings and other benefits.

Questions?
CALL **(877) 457-9327**

ENROLL TODAY!
Follow these steps:

- ▶ Type www.wdc457.org into your browser
- ▶ Click on "REGISTER" button
- ▶ Click on "I have a plan enrollment code"
- ▶ Enter Group ID: 98971-01
- ▶ Enter Plan Enrollment Code: n2HuviZQ
- ▶ Plan Enrollment Code expiration date: February 1, 2020

**Saving earlier could mean greater
financial independence in the future**

The money you start saving today could double in just 12 years — and triple in 19 years.

FOR ILLUSTRATIVE PURPOSES ONLY. This is a demonstration of the rules of 72 and 114, mathematical rules used to approximate the number of years it takes a given investment to double and triple, respectively, in value. It assumes a \$100 balance and a 6% rate of return and is not a guarantee of future results.

Today \$
12 years \$2X
19 years \$3X

For illustrative purposes only.

THERE'S NO **TIME** LIKE THE PRESENT
TO PLAN FOR YOUR
FUTURE

See how participating in the WDC can be a great way to work toward your financial goals for the future.

[WATCH THE VIDEO](#)

NOW IS A GOOD TIME

8. Enrollment Campaign Metrics


	Financial Services Industry Rate	Enrollment Email Campaign
Emails Delivered	N/A	18,096
Emails Sent	N/A	October 23, 2019
Open Rates	23.3%	26.19%
Click to Open Rates	3.2%	10.25%
Number of Enrollments during campaign*		346

* Total enrollments calculated by comparing state email list with participant summary results in Field Ops reporting

9. Employer Survey

Tactic

- Email



*Helping You Turn
Over a New
Retirement Leaf*

**2019 Employer
Survey**


The WDC is focused on providing quality service to both you and your employees. This short survey is designed to gain feedback from WDC employers on how the services currently being offered by the WDC are addressing your needs.

By answering the following questions, you will help us determine how well we are meeting your needs and what we can do to better serve you.

Thank you for your participation.


1. Overall, how satisfied are you with the Wisconsin Deferred Compensation (WDC) Program?

- Very satisfied
- Satisfied
- Dissatisfied
- Very dissatisfied



*Helping You Turn
Over a New
Retirement Leaf*

Wisconsin Deferred Compensation Program



We want your feedback on the Wisconsin Deferred Compensation Program (WDC)!

Click the link before **Thursday, December 27, 2019**, to take our short survey. It should only take a few minutes to complete.

[Click here to take the survey!](#)

Your confidential responses will help gauge customer satisfaction with the **WDC**.

Thank you for helping us improve!

Questions? Call the WDC at (877) 457-WDCP (9327)

9. Employer Survey

	Financial Services Industry Rate	Survey Results
Survey launch date		December 12, 2019
Emails delivered		1,119
Unique open rate	21%	42.8%
Click through rate	12%	12.42%
Survey close date		December 27, 2019
Number of survey questions	10 ¹	13
Number of survey responses		110
Survey response rate	12%	9.83%
Sent to all participating employers with emails		

¹ Surveygizmo.com 8/2/2016

9. Employer Survey – Results

	Employer Survey Score
Overall satisfaction with WDC Program	95.45%
Overall satisfaction with Local Madison Office	86.11%
Overall satisfaction with Plan Tech Support	80.00%
Overall satisfaction with payroll error correction	100.00%
Overall likelihood to recommend WDC	94.62%

10. National Retirement Security Week

Your Roadmap to Success

Tactics

- Email
- Flier
- Web tile
- Tweets



Keep your motor running strong

Could your savings use a tuneup? As you enjoy the ride to retirement, you can also enjoy a valuable resource to help you maintain a well-oiled savings machine. Swing by your retirement plan's website to:

- Inspect your estimated monthly retirement income projection.
- Use the contribution sliders to increase your financial horsepower.
- See how you're doing compared to other drivers like you.
- Add any outside assets to get more mileage out of your savings.

Plus, you can put plan communications on cruise control with e-delivery! Just add your email address to your online profile to sign up.

LOG ON

If you need any roadside assistance along the way, visit www.URL.com.

Enjoy the ride
National Retirement Security Week is taking you on a road trip!

Are you packed and ready to go?


- ➔ Scan your savings engine by enrolling in your retirement plan (if you haven't already).
- ➔ Fill up for the long haul and increase your contribution rate.
- ➔ Help steer your investment cartage in the right direction by meeting with your local representative.
- ➔ Protect your passengers on board by updating your beneficiary.
- ➔ Give your account a tuneup by accessing the interactive tools on the website.
- ➔ Put your plan communications on cruise control by checking e-delivery.

Hop in the driver's seat of your financial future and visit www.URL.com today!

11. Non-Participating Employer Toolkit Mailing

Tactic

- Email



*Helping You Turn
Over a New
Retirement Leaf*

**WISCONSIN DEFERRED
COMPENSATION PROGRAM**

Haven't taken advantage of the Wisconsin Deferred Compensation (WDC) Program yet? The attached document includes benefits of adopting the plan, the WDC board's role and fiduciary responsibilities, and participant costs click [here](#) to read all about it!

Emily Lockwood | CRC® | State Director

Wisconsin Deferred Compensation (WDC) Program

5325 Wall Street, Suite 2755, Madison, WI 53718
Office: 608.241.6604 | Cell: 608.354.5732 | Fax: 608.241.6045 | Email: emily.lockwood@empower-retirement.com

www.wdc457.org

For important disclosures and product information, click <http://docs.empower-retirement.com/Disclosure-ER.pdf>

11. Non-Participating Employer Toolkit Topics

Adopting the Wisconsin Deferred Compensation Program (WDC)

Board Responsibilities

The Deferred Compensation Board consists of five members, appointed by the governor and confirmed by the state Senate. They serve four-year overlapping terms. Board members serve as trustees for the WDC and select and approve investment options for the plan, as well as maintain quality services and features. The board contracts with a third-party recordkeeper for day-to-day administration of the WDC through a competitive bid process. Additional board responsibilities include:

- Establishing investment policies and objectives for the WDC as a whole and for each investment.
- Selecting investment options that are consistent with the prudent investor rule.
- Overseeing, monitoring and evaluating the performance of investment options.
- Adding or replacing investment options as circumstances change.
- Monitoring the reasonableness and competitiveness of the fees that investment options charge.
- Appointing, monitoring and replacing, if necessary, persons whose expertise the board deems appropriate and necessary for it to properly discharge its obligations and responsibilities, including auditors, consultants and other professionals.



Participant Administrative Cost Comparisons

Wisconsin Deferred Compensation Program (WDC) administrative expenses for participants are low compared to other typical plan administrative costs in the industry (see illustration below). Additionally, the WDC's investment lineup has an overall expense ratio that is over 50% lower than many other comparable plans for public employers who maintain their own supplemental retirement savings plans.* This is important because all fees diminish potential returns. The higher the fee, the larger the impact.



Employer Fiduciary Responsibilities

Wisconsin Deferred Compensation Program



The Benefits of Offering

The Wisconsin Deferred Compensation Program (WDC)



Employer Fiduciary Responsibilities

Wisconsin Deferred Compensation Program



About the Wisconsin Deferred Compensation Program (WDC)

The WDC Program is a supplemental retirement savings plan available to public employees in Wisconsin. It is authorized under

signed providing similar to

11. Non-Participating Employer Toolkit Mailing

	Industry Average	Mailing Results
Mailing date		December 17, 2019
Delivered emails		1,496
Unique open rate	21%	36.76%
Click through rate	12%	6.75%
Sent to all non-participating employers from WMCA's County and Municipal Clerk email list		

Field Activity – Retirement Plan Advisors

OPTIMIZING THE VALUE OF YOUR FIELD TEAM



JANET

Total Plan Population:

- Assets: \$5.1b
- Participants: 61,000
- Avg Acct Balance: \$83,606
- Avg Age: 51 yrs old
- Avg Equity: 81%

Communication Method

- Digital Campaigns
- Webinars
- Group setting meetings
- RPAs on-site at employer



JOHN

Targeted Population: (>\$250k+ and 90%+ equity)

- Assets: \$1.15b
- Participants: 2,500
- Avg Acct Balance: \$460,000
- Avg Age: 60
- Avg Equity: 98%

Makes up:

- 4% of Plan Participants
- 23% of Plan Assets

Communication Method

- Proactive RPA engagement
- Online scheduler
- Retirement Readiness Reviews
- Financial Planning

RRR Success Stories

1. 69 years old, retired, \$281k balance, 100% equity
 - Received email from our office and scheduled an appointment
 - Hadn't looked at her investments in quite a while
 - Enrolled in MTR to diversify and to lower risk



31% small cap;
69% mid cap



10% international;
16% mid cap;
20% large cap
32% bonds
22 % fixed

RRR Examples

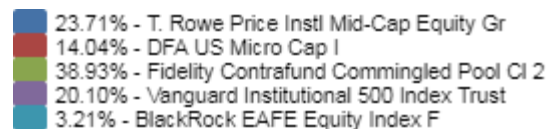
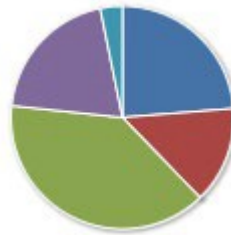
- DHS employee for 30+ years, not enrolled in WDC

 - Attended DHS benefit fair in 2018
 - Said he thought his pension would replace his entire wage in retirement
 - Used calculators to show his gap and what \$50/paycheck would look like had he started 20 years ago
 - He went back to his desk, enrolled in WDC at \$400 per paycheck that day
 - In 2019, he brought his WDC statement to the fair and sincerely thanked us for being there
 - His balance was more than \$20k

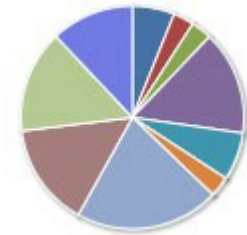
- 58 year old DOC employee, 100% equity

 - Selected her allocations years ago and hadn't looked back
 - Didn't realize the risk she was taking
 - Enrolled in MTR to diversify

11/1/19

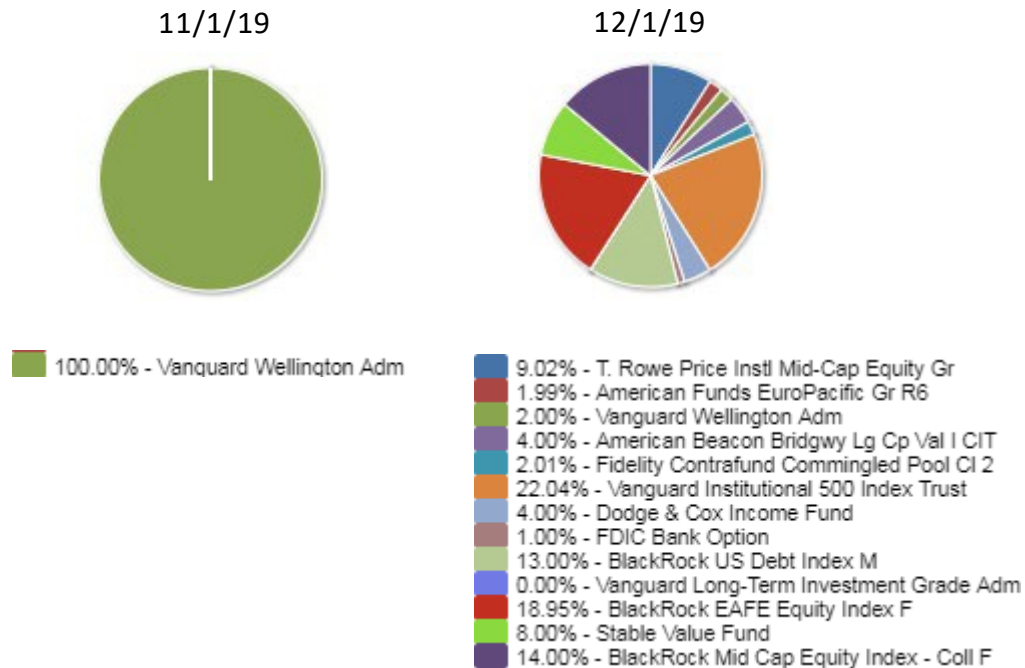


12/1/19



RRR Examples

4. 59 years old, \$29k+
- 100% Vanguard Wellington because she wanted a balanced fund
 - Had previously experienced an R3, no action taken
 - Brought in 401k statement
 - Fees in 401k without managed accounts were more than MTR would be
 - Enrolled in MTR with constrained portfolio of Moderate Aggressive



2020 WDC Scorecard



	Goal/Action item	Tools adopted	Results desired
Enrollment	<ul style="list-style-type: none"> Increase in-force accounts by enrolling new participants Add new employers 	<ul style="list-style-type: none"> Employee and Employer Group meetings 	<ul style="list-style-type: none"> 3% increase over 12/31/19 new enrollments 4,267 new participants were added in 2019, including 346 from the enrollment campaign 8 new employers Attend 1-2 conventions (WMCA plus one more) Attend 45+ benefits fairs
Asset Allocation	<ul style="list-style-type: none"> Help participants properly diversify 	<ul style="list-style-type: none"> Asset allocation campaign Outreach to: <ul style="list-style-type: none"> Participants using TDF and other investment(s) Population age 58+ with 90%+ equity exposure Save more campaign Free Look for new hires (9/1/19-time of campaign) and 58+/90%+ not using MTR 	<ul style="list-style-type: none"> 2% of participants using TDF and other investment move to one TDF or MTR 9,917 participants had a TDF and another investment option as of 12/31/19 Provide RRRs for 10% of 58+/90%+ target group 4,585 as of 12/31/19 7% of campaign participants increasing their contribution 9,349 saving less than 1% or \$50 as of 12/31/19 2% of Free Look group enrolling in MTR Enrollees since 9/1/19 + 4,585 from target group
Education	<ul style="list-style-type: none"> Complete retirement readiness reviews 	<ul style="list-style-type: none"> Participant Education <ul style="list-style-type: none"> Retirement Readiness Reviews (RRR) WRS Data Pilot State-wide webinar Employer Education <ul style="list-style-type: none"> Continue encouraging ACH and termination dates Employer webinar – ex. PSC Tutorial Increased communication with employers via PSC 	<ul style="list-style-type: none"> Conduct 2,000 Retirement Readiness Reviews (including 636 of the 55+ population outlined below and 458 of the 58+ with 90%+ equity exposure) Pilot to involve 5-8 employers and 800-1,000 participants 300 group meetings
Retention	<ul style="list-style-type: none"> Increase in-force accounts by retaining accounts 	<ul style="list-style-type: none"> Retirement Readiness Reviews Retiree webinar Stay in the Plan campaign 	<ul style="list-style-type: none"> Provide RRRs for 10% of pre-retiree/retiree population 6,362 participants as of 12/31/19 were 55+ with twice the average plan balance or more and investing on their own <p>*In the event there is a plan/employer initiated event that impacts these populations, we'll adjust this number accordingly</p>

2020 WDC Communications Calendar



Helping You Turn
Over a New
Retirement Leaf

	Q1	Q2	Q3	Q4		
THEME TARGET	DB Feed Pilot Participating employer's employees	Save More 7,919 contributing 1% or \$50	Survey All WDC participants	MTR 90 Day Free Look Campaign New plan enrollees as of 9/1/19 not utilizing MTR and at risk group	Asset Allocation Campaign 9,823 invested in a TDF and another fund*	Stay in the Plan All active participants with a balance, age 58-64 or reboot for 58+
Purpose	Outline the DB feed to pilot employees	Save 2% more due raise	Let us know what you think about the WDC	Enroll in MTR	Appropriate use of a TDF	Stay in WDC after you leave service
TACTICS	Stay in the Plan Mini Campaign <ul style="list-style-type: none"> • Biannual postcard • Biannual email 		SDBA Schwab MM Fund Annual Mini Campaign (Local office) <ul style="list-style-type: none"> • Letter 		(Reboot) Stay in the Plan Mini Campaign <ul style="list-style-type: none"> • Biannual postcard • Biannual email 	
	DB Feed Pilot Major Campaign <ul style="list-style-type: none"> • FAQ • Pre-pilot survey • Pre-pilot email • Halfway reminder email • Halfway reminder letter • Pilot ending reminder email • Pilot ending reminder letter • Post-pilot survey • Post-pilot email Bond article/video posted to website (Bill Thornton)	Survey Mini Campaign (Aug/Sept) <ul style="list-style-type: none"> • Pre login bulletin • Post login message • Email & reminder email • Tweets Asset Allocation Campaign <ul style="list-style-type: none"> • Call to action: Meet with your RPA • TDF and another fund group • 58+/90% equity + group <ul style="list-style-type: none"> • Video • Targeted email • Targeted postcard mailing • Tweets 	MTR 90 Day Free Look Major Campaign (PPC or AAG) <ul style="list-style-type: none"> • Video • Targeted email • Targeted postcard mailing 	Annual Updates <ul style="list-style-type: none"> • Update library for 2021 NRSW Flyer for benefits fairs		
ONGOING	<ul style="list-style-type: none"> • Employer outreach and training to include employer payroll education to move paperless • Attend benefits fairs, 2020 Clerks convention and 1-2 additional conventions • Employer plan reviews as needed/requested 					