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Wisconsin Deferred Compensation (WDC) Program



# 2020 YTD Campaign Results

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*Helping You Turn  
Over a New  
Retirement Leaf*

FOR PLAN SPONSOR USE ONLY

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# Update on WDC Initiatives

1. DB Feed Pilot
2. Stay in the Plan Campaign

# 1. Defined Benefit (DB) Feed Pilot

## Tactics:

- FAQ's and opt out process
- Pre-pilot survey
- Pre-pilot email and letter
- Reminder email and letter
- Pilot ending reminder email and letter
- Post-pilot survey
- Post-pilot email

## Details:

- 7 employers
- 1,119 potential participants (621 actively contributing)
- 3/16-6/30
- Results to be shared at November Board meeting

Date/Target Date/Status	Communication/Action Required	Objective	Method/Tactic	Responsible	Owner	Deliverable	Status
1/15/2025 (writing in progress)	FAQ line on website	FAQs including ability to opt out of pilot	Posted on WEC website	Posts at pilot employees	Employee	Questions answered regarding pilot	Complete
2/16/2025	Introduce DB Pilot to employees		Phone call	Employee contacts at targeted employers	WEC SRA	Confirm employer interest	Waiting on Southwest Tech
3/26/2025	Follow up on interest and answer any questions		Phone call	Employee contacts at targeted employers	Shelly	Employee agrees to participate in pilot	
4/1/2025	Full list of WEC participants at participating employers		Send email addresses (primary and each if available) and mailing addresses and Participant ID for external use (do not provide to pilot vendor)	N/A	Kathy	Data to be able to email and mail	
4/14/2025	Provide details in writing to employers		Letter via email	Employee contacts at targeted employers	Shelly	Letter including details and hopefully addressing questions	
4/14/2025	Introduce DB Pilot to participants (aka "touch")		Send email about pilot and 87F login for target (introduced by Employer, sent by Shelly or employees, letter mailed to WEC local office on 87F participant)	Posts at pilot employees	87F	Employee ready to see their data on WEC site	
4/16/2025 (pre-pilot survey on 4/23)	Pre-pilot survey	Pre-pilot survey (placement)	Self send email (WEC and 87F login) with link	Posts at pilot employees	Lindsay/Carol	Employee pre-pilot measurement	Don't get it to Shelly to get started adding engagement for participant demographic capture to complete?
	Opt out survey	Find out why they opt out	xxx	xxx	xxx		
4/20-4/24	Open check opt-outs and call from list			N/A	Shelly/Kathy	Successful opting out	
4/21/2025	WEC Participant data to 87F	Provide 87F list of participating employees' participants, including contact info	Upload in PRC	87F	Kathy	List of WEC participants at participating employers	
4/12/2025	DB data to WEC	Provide DB metadata for participating employees	Upload in PRC	WEC	Kathy	Ready to forward to their people	Ready checking with them on including data on the QR statements
4/12/2025	DB data live on website	Ready to update data (on 7/1 job)		Pilot participants	Shelly		
4/12/2025	DB data live on statements			Pilot participants	Kathy	Statements released	
4/24-4/26	On site meetings	Individual and group meetings	In person (down to 8)	Posts at pilot employees	WEC local office	More demand for meetings, leading to better planning and outcomes for members who have 1-on-1 meetings during pilot	
4/26/2025	Webly reminder	Remind employees to check WEC, account online action and coordinated ability to opt out of pilot	Self send email provided by Employer sent by employee	Posts at pilot employees	Lindsay/Carol	Employee sign in to website/ take action on accounts and/or meet with the WEC	
4/26/2025	Pilot ending reminder	Remind employees pilot is ending	Self send email provided by Employer sent by employee	Posts at pilot employees	Lindsay/Carol	Employee sign in to website/ take action on accounts and/or meet with the WEC	
4/26/2025				87F	Shelly		
5/8 or 5/14 (5/8 or 5/14)	Post pilot survey (placement)	Post pilot survey (placement)	Email link	Posts at pilot employees	Lindsay/Carol	Employee post pilot measurement for participant data	
5/20/2025	Post pilot employer feedback	Employee feedback	Phone call and/or email	Posts at pilot employees	Shelly and/or WEC local office	Employee feedback for feedback pilot	
6/1/2025	Final Action Taken data				Kathy and local office		
6/1/2025	Final 87F data results				Shelly/Kathy		
6/1/2025	Final 87F data results				Shelly/Kathy		
6/14/2025	Final results	Final on results of pilot and provide recommendations	Presentation	Shelly	Kathy, Lindsay, Shelly and local office	Finalize if pilot should be expanded to all WEC participants	
10/14/2025	Summary report	Summary pilot	Presentation	Shelly and Shelly	Shelly and Shelly	Review for Board meeting	
11/1/2025	Final presentation				Shelly/Carol		

## 2. Ongoing Stay in the Plan Campaign



**DON'T GIVE UP**  
BEFORE YOU'RE FINISHED.

**Stay on track**  
by staying in the Wisconsin  
Deferred Compensation  
(WDC) Program



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 Representative<sup>1</sup> 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](http://www.wdc457.org)

*Helping You Take One Step at a Time*  
  
*Wisconsin Retirement Fund*

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## 2. Ongoing Stay in the Plan Campaign – Metrics

	<b>Financial Services Industry Rate</b>	<b>Stay in the Plan Campaign Email Results (Winter)</b>
Emails Delivered	N/A	
Open Rates	23.3%	
Click to Open Rates	3.2%	
Clicked Retirement Check-up Flyer		
Clicked Schedule a Meeting		

\*Email on hold while solution to link concerns is developed.

# 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 2020 Success Stories

1. 54 years old, Correctional employee, \$53k balance, working to increase savings over time, inherited her brother's account
  - Has met with RPA regularly and increased savings from time to time
  - Her brother helped her with her investments and when she lost him, she was lost
  - Met with RPA and enrolled in MA for investment help and savings recommendations
  - Increased from \$60-\$200 in November 2019
  - In January, she met with RPA to let her know that because of her encouragement, she asked for – and received – a raise of ~\$1.75/per hour.
2. 55 year old state trooper, \$377k balance
  - Thought he had to remain invested very aggressively in order to maintain his balance
  - Hadn't ever thought of a market downturn diminishing his savings
  - Considered MA
  - Enrolled on his own 2/7/20

