

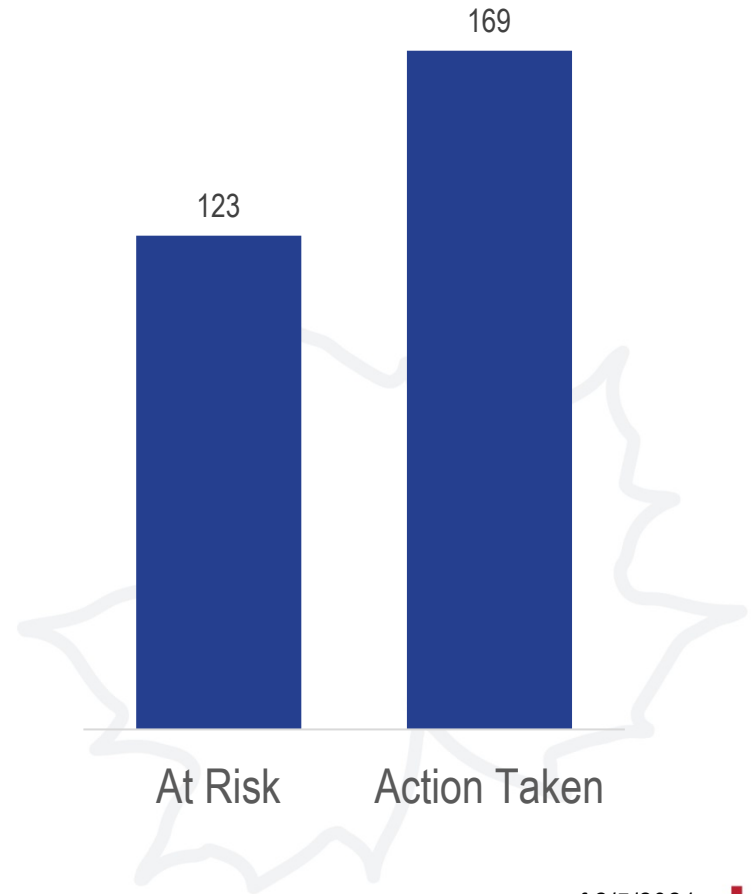
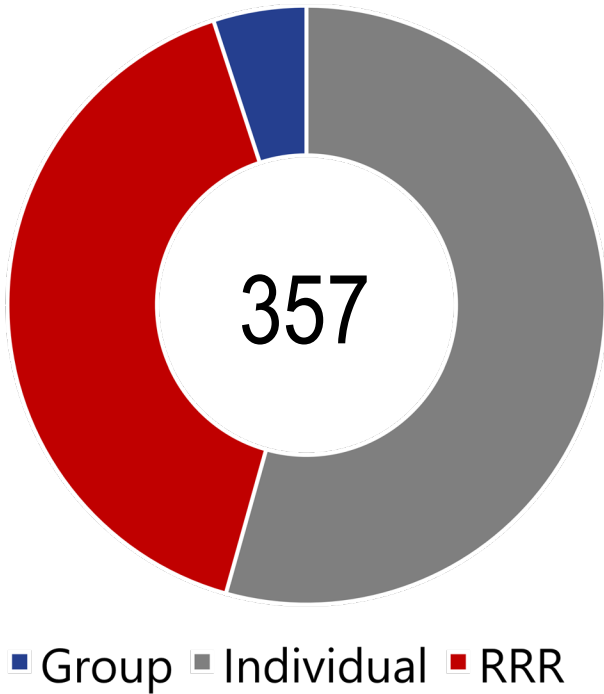


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2021 Strategic Partnership Plan Update

Activity



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as of 2/5/2021

Q1 Communications

- New Service Announcement
 - Web banner
 - Flyer
 - News & Updates
 - Tweet
 - Add ADV and Privacy Notice to website
- WRS Pension Estimate
 - Active employees
 - FAQ
 - Email and reminder email
 - Mailer (those without email addresses on file)
 - Pre log-in bulletin
 - Post log-in message
 - Statement narrative
 - Tweets



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Q1 Communications (continued)

- Financial Planning
 - Cascaded email
 - Cascaded postcard
 - Pre log-in tile (Phase III)
 - Tweets (Phase III)

Phase I = 60+	Phase I – May 4 and 18 (2 drops)
Phase II = 45-59	Phase II – TBD (Tentative June)
Phase III = up to 44	Phase III – TBD (Tentative July, reminders as needed)

- At Risk Campaign
 - Pre-login bulletin
 - Employer emails
 - Individual meeting invitations
 - Tweets



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