

2021 Strategic Partnership Plan Update

February 4, 2022

2021 Scorecard Results

Goal/Action Item	Tools adopted	Results desired	12/31/21 Results
Enrollment	Employee and EmployerGroup meetings	 3% in-force* growth (66,790 in-force accounts as of 12/31/20) 10 new employers 1-2 Conventions 45+ benefits fairs 	 1.7% in-force* growth (67,927) 15 new employers adopted WMCA Conference (virtual) 69 virtual benefits fairs conducted
Asset Allocation	 Retirement Readiness Reviews (RRR) with at-risk groups Emails, mailers and tweets Fiduciary advice/CFP service Partnership on financial wellness grant 	 RRRs with 10% of at-risk population** (661 At Risk RRRs) Increase average number of investment options to 5.46 	1,384 RRRs with at-risk populationAverage number of investments 5.33
Education	 Participant Education RRRs for at risk groups DB Addition Campaign Employer Education Partnership on financial wellness grant Restart campaign 	 3,000 total RRRs 300 group meetings Bring positive actions*** to 33%+ of the RRRs conducted Restart campaign: Restart 2% of participants who stopped contributing 	 1,859 total RRRs 350 group meetings 66% positive action rate 4% of targeted participants restarted their contributions
Retention	 Retirement Readiness Reviews Retiree webinar RSG support and CFP service 	 Increase asset retention by 5%+ (roll out 5% fewer assets than \$137.8M rolled out in 2020) Conduct 150 financial plans 	 \$102.9M assets rolled out Retiree webinar 12/15/21 with 66 attendees 19 financial plans have been delivered (out of 74 who initiated the process); 12 subscriptions and 7 individual



^{*}In-force means net lives or number of participants with an account balance greater than \$0. There were 66,790 in-force accounts as of 12/31/20.

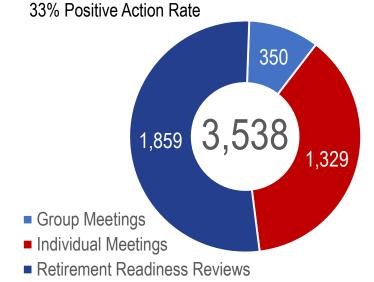
^{**}At-risk population = 50+ >75% equities; 50+ <10% equities; all ages <25% equities and twice average plan balance

^{***}Positive actions include actions like enrollments, rollovers, deferral increases, diversification (moving 100% to TDF or enroll in managed accounts), and personalization for those in managed accounts

Activity as of 12/31/2021

Goals:

300 Group Meetings 3,000 Retirement Readiness Reviews 661 At Risk Retirement Readiness Reviews







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Retirement Solutions Group (RSG) Participant Actions

WDC		12/31/2021		
RSG Contact Participant Actions	% assets	Assets	Participants	
Average Account Balance		\$137,680		
Average Rollover Balance		\$176,210		
Allocation of total assets		\$584,725,707	4,247	
Stay in Plan	79%	\$459,044,551	1,775	
Cash Outs	4%	\$22,774,591	1,888	
Rollovers to External Provider	15%	\$87,192,304	486	
Rollovers to Empower IRA	3%	\$15,714,260	98	
Rollovers to Empower Plan	0%	\$0	0	
Average Roll In Balance		\$29,200		
Total Roll Ins		\$38,748,530	1,327	



New Services 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

- Financial Planning
 - Cascaded email
 - Cascaded postcard
 - Phase I = 60+
 - Phase II = 45-59
 - Phase III = up to 44
 - Pre log-in tile (Phase III)
 - Tweets (Phase III)
 - RSG Term Mailer
- At Risk Campaign
 - Pre-login bulletin
 - Employer emails
 - Individual meeting invitations
 - Tweets
- Termination Mailer



WRS Pension Estimate Launch Campaign

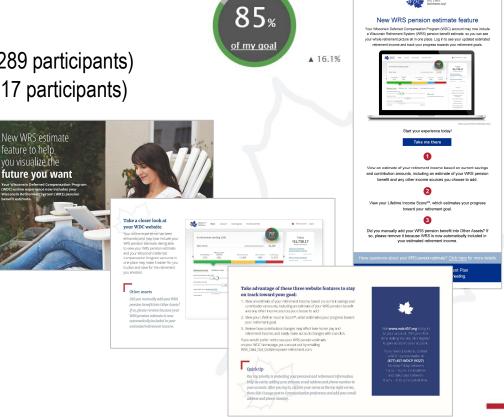
Audience:

All participants with a pension estimate who did not opt out

Tactics:

- Email 4/28/21 (sent to 27,289 participants)
- Mailer 4/28/21 (sent to 4,517 participants)
- FAQ
- Pre-login bulletin
- Post-login bulletin
- Statement Narrative
- Email Results:
 - 25,304 delivered
 - 44% open rate
 - 10% click rate
 - 24% clickthrough rate





Retirement Solutions Group Retention Mailer (ongoing)

- Audience:
 - Monthly recently terminated participants
- Tactics:
 - Monthly Mailing
- Results:
 - Refer to Slide 4



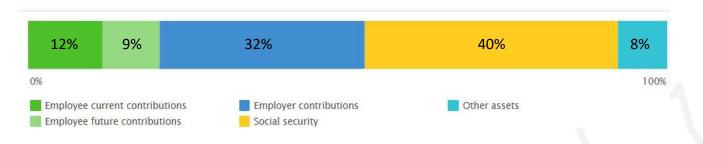


Lifetime Income Score (LIS) 12.31.21

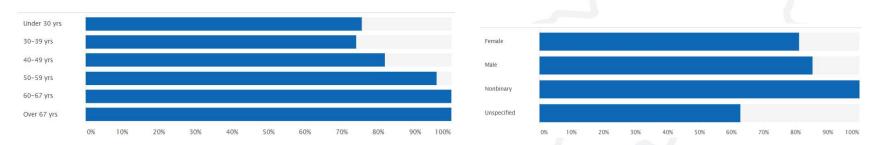


▲ 17.7%

Percent of Lifetime Income Score by source



Median Lifetime Income Score





Lifetime Income Score

Factors influencing the results shown:

Time: The participant's current age and when he/she plans to

retire

Savings: How much the participant has now and how much he/she

is likely to save in the future

Allocation: The investment mix the participant has selected for his/her

WDC account balances

WRS estimate: Directly from the annual Statement of Benefits

Social Security: Estimated benefit per the SSA



Financial Planning Campaign

- Audience:
 - Phase I = 60+
 - Phase II = 45-59
 - Phase III = up to 44
 - Reminder sent to Phase I and II*
- Tactics:
 - Email
 - Postcard
 - Flyer
 - Prelogin tile
 - **Tweets**
- Results:
 - 74 participants scheduled an introductory meeting
 - 25 participants engaged with their planner to complete a financial plan
 - 19 financial plans delivered
 - 6 individuals pending



*Reminder being sent to Phase III in early 2022



financial goals. These professionals have acquired specialized training and have experience serving clients who share your questions about preparing for retirement and other financial goals. So you may be wondering, how can working with one of our planners benefit you?

Our planners have extensive experience helping clients build financial plans that address all components of

· Retirement savings and income strategie · Identifying and prioritizing your financial goals and personal goals, savings and income needs, risk · Organizing your finances management, and estate planning. Whether you're just starting your career or already retired, consulting with · Insurance and estate plannin

a planning professional may be one of the best ways to





Turns out, financial planning is for everyone

Let a WDC financial planning professional create a plan for your future



At Risk Campaign

- Audience:
 - Participants 50+ with less than 10% equity
 - Participants 50+ with more than 75% equity
 - Participants under 50 with less than 25% equity
 - Retired participants
- Tactics:
 - Postcard: Sent 3/25/21 to 3,473 part.
 - Email:
 - Phase 1 sent 3/25/21 to 7,783 part.
 - Phase 2 sending 5/18/21
- Results:
 - 409 participant meetings
 - 5 from postcards
 - 404 from emails







You have less than 10% of your account invested in the market, which may mean you are playing it too safe for someone your age. Let's review your investments and talk about ways that could help you generate the income you need in retirement.

There is no better time to schedule your free Retirement Readiness Review with your WDC Retirement Plan Advisor (RPA). Even if you think you are correctly allocated, it's a good idea to review your investments and talk about ways to help protect you

Your WDC RPA is available to meet with you over the phone or by videoconference. During the meeting your WDC RPA will:

- · Review your savings level, risk tolerance and current investments and determine whether it might be appropriate to make any changes to help you stay on track to meet your goals.
- . Help you determine at which age you may be able to retire
- . Help you look at all of your income sources to give you a complete picture of your progress towards your future needs

Click below to schedule a time that is convenient for you

(877) 457-WDCP (9327)



Wisconsin Strong

- Audience:
 - All participants
- Tactics:
 - Presentations
 - Brainsharks
 - Web tile
- Results:
 - 1,842 registrants
 - 1,090 webinar attendees
 - 59% of registrants attended



WI Strong: Your Financial Security™

Register for an upcoming webinar.



Open Enrollment / It's Your Choice

Presentations	Total Meetings Offered	Total Number of Attendees
Your Journey to Retirement	31	279
Retirement Planning	16	206
Financial Planning	7	84
Basics of Investing	4	48
Advantages of Budgeting	4	44
Retirement Planning for Women	4	42
Market Volatility	4	34
TOTAL	70	737



• Average group size was 10; largest group was 36 attendees

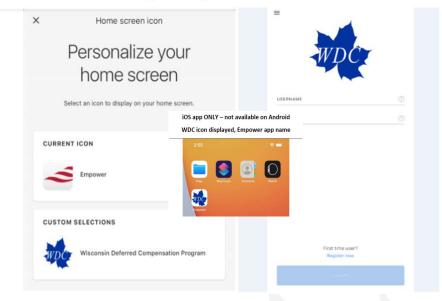


Custom Mobile App

10/17/21-1/11/22:

- 5,456 iOS users
- 1,798 Android users
- 3,538 users chose custom icon (iOS only)

iOS and Android app branding





Participant Survey Highlights

- Age breakdown
 - Age 54 and under 32.85%
 - Age 55-64 30.92%
 - Age 65+ 39.37%
- How likely are you to refer WDC to a friend or colleague? 83.87%
- Overall Satisfaction (4 or 5) with services received from WDC/Empower Retirement 79.55%
- How satisfied are you with the following (satisfied or very satisfied)?:
 - Website resources 82.04%
 - 24/7 automated voice response to commonly asked questions 85.94%
 - Customer service representative availability 82.71%
 - Local staff providing virtual support 86.58%
 - Quarterly statements and balance information 83.71%
 - Managed Account service, also called Empower Retirement Advisory Services or Online Advice or My Total Retirement – 82.79%



Participant Survey Highlights

Overall satisfaction (4 or 5) with wdc457.org: 79.28%

- Information provided on the WDC website 80.9%
- Ease of use of the WDC website 73.74%
- Ability to access and make changes to my account 72.37%
- Information and tools on the website 72.13%

Topics of Interest:

- 57.15% Living in retirement
- 31.64% Nearing retirement
- 27.7% Managed Accounts
- 24.69% Fees charged

How do you like to get information from the WDC? (Select all that apply.)

- 75.49% Email
- 59.66% Statements
- 53.03% Website
- 45.4% Mail



Have you met with your local WDC representative either for individual counseling or for a group presentation virtually in the last year?

13.01% (yes)

How would you rate your satisfaction with the investment option help and advice offered to you as a WDC participant?

45.74% (4 or 5)
33.22% said they didn't use investment option help or advice)

Do you currently use the automatic increase feature? 7.01% (yes) 73.16% (no)

Are you aware of the minimum required withdrawals? 72.87% (yes) 27.13% (no)

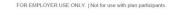
Are you interested in a financial product that offers guaranteed income?

25.88% (yes) 34.12% (no) 40% (Not sure)

Employer Outreach

- Employer newsletter, webinar and survey
- Non-participating email









Employer Outreach

Employer Newsletter

- Total Delivered: 1,205

- Open Rate: 47.05%

- Clickthrough Rate: 18.52%

Employer Survey

- Total Delivered: 1,209

- Open Rate: 29.78%

- Clickthrough Rate: 9.68%

Non-participating Employer Email

- Total Delivered: 1,292

Open Rate: 35.14%

- Clickthrough Rate: 4.33%

Employer Survey Results:

- 98% satisfied or very satisfied
- 73% likely to offer virtual meetings in the future
- 95% prefer to receive information from WDC via email
- 95% likely to recommend WDC to a friend or colleague



Restart Campaign

- Audience:
 - Active participants who had stopped contributing
- Tactics:
 - Email 12/16/21
 - Postcard 12/16/21
- Results:
 - Open rate: 49%
 - Click rate: 3%
 - 4% of targeted participants restarted their contributions
 - Increased an average of \$16.44





It is important to review your retirement strategy periodically to make sure you stay on track for your future. A long-term approach with the Wisco Deferred Compensation Program (WDC) can help you take potential shortterm changes in stride and spin you closer to your retirement goals.

Making contributions to the WDC again may help you finish on a high note. Log in to review your WDC account and restart your savings.

Or cut and paste this link into your browser: www.wdc457.org

If you are not ready to restart your savings, you can keep your balance with the WDC and continue to take advantage of the benefits you receive as a WDC participant. You also have other options, such as rolling your money into an

Meet with your local WDC Retirement Plan Advisor one-on-one to learn more about your options. Click here to schedule a meeting today.









You also have other options, such as rolling your money into an IRA or making a cash with





Thank you





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