



Proposed 2023 Strategic Partnership Plan - Summary



*Helping You Turn
Over a New
Retirement Leaf*

2023 Communication Proposal

Q1

Benefit Summit Campaign

Goal: Educate participants on how Social Security, the WRS pension and WDC Program fit together in their retirement picture

Audience: New hires, mid-career and pre-retiree participants

Tactics:

- Email
- Web banner
- Social media post
- Webinar

Communication updates:

- Add Auto Increase language post-login in Things To Know (TTK) Box
- How to read an Empower statement flier posted pre or post login
- ETF newsletter articles
- News and Updates article – survey results
- 2023 social posts
- Promote Vanguard TDFs (web postings)

Q2

At-Risk Retiree Campaign

Goal: Meet with your RPA for no cost/promote advice, Stay in the plan, Attend a webinar

Audience: At-risk termed over 58 (retiree)

Tactics:

- Webinars
- Email
- Social media post
- ETF newsletter article

Communication updates:

- ETF newsletter articles
- 2023 Annual Participant Satisfaction Survey
- Brand CFP presentations in WDC look and feel

Q3

Investment Campaign

Goal: Promote investment options available, including expanded target date funds; meet with an RPA

Audience: At-risk active, all ages

Tactics:

- Email
- Mailer
- ETF newsletter article
- Web messaging
- Social media post

Communication updates:

- ETF newsletter articles
- Enrollment mailing to all non-participating employees

Q4

National Retirement Security Month

Goal: Aggregate accounts, Meet with a RPA, engage with the new website

Audience: All participants

Tactics:

- Emails – 2 to 4
- Social media posts – 2 to 4
- Web banner
- ETF newsletter article
- Webinars

Communication updates:

- ETF newsletter articles

Automated Campaigns

Empower Communications Engine (ECEs)

Goal: Deliver personalized automated messaging to participants

Audience: Based on various participant criteria and/or triggers

Topics:

- Benefits of using the personalized website
- Welcome to your retirement plan
- Update your beneficiary and profile
- Save More
- Invest Wisely
- Get help with financial wellness (CFP)
- RPA Investment Advice
- RPA Near-retiree/retiree
- Key milestones ages (RSG)
- Do you need help investing?
- Welcome to professionally managed accounts
- Engage with your professionally managed account
- Your retirement savings options (RSG)
- Ongoing guidance for stay-in-plan terminated ppts

- Ongoing Employer communications
 - Newsletter
 - Non-participating employer outreach
 - Benefits fairs and conventions
 - Employer plan reviews as needed/requested
 - Survey
 - Survey email
 - Webinar

- Retirement Readiness Reviews with Retirement Plan Advisors – ONGOING
- Monthly Retirement Solutions Group terminated participants mailer
- Library of material updates

Proposed SPP Progress Report



Helping You Turn
Over a New
Retirement Leaf



Dimension	Activity	Objective	Audience	Results as of XX/XX/23
Enrollment/Save More	Add auto increase language post-login in	Increase awareness of auto increase tool available	Active participants	To be measured with 2023 participant survey
Education	How to read an Empower statement flyer	Provide education	Participants who review their quarterly statements	N/A or To be measured with 2023 participant survey
Education & Retention	ETF newsletter articles	Various	Active and retired WRS members	Complete/In Progress
Education & Asset Allocation	News & Updates articles: Survey results Vanguard TDF changes	Keep participants up-to-date with the WDC	All participants and employers	N/A
All	2023 social media posts	Increase WDC awareness via ETF's Twitter and LinkedIn profiles	ETF followers	TBD - #'s
Education	Benefit Summit Campaign	Educate participants on how SSA, WRS and WDC fit together	New hires, mid-career and pre-retiree participants	TBD - #'s
Retention	2023 custom annual participant satisfaction survey	Obtain feedback from participants	All participants	TBD - #'s
Education	New presentations in WDC look and feel	Enhance library of presentations	All participants	Complete/In Progress

Proposed SPP Progress Report cont'd



Helping You Turn
Over a New
Retirement Leaf



Dimension	Activity	Objective	Audience	Results as of XX/XX/2023
Asset Allocation	At-Risk Retiree Campaign	Increase Retirement Readiness Reviews, promote advice and staying in the plan	At-risk termed over 58	TBD - #'s
Asset Allocation	Investment Campaign	Target-date funds and advice	At-risk active, all ages	TBD - #'s
Enrollment	Eligible employee outreach	Increase enrollment in WDC	WRS-eligible employees not enrolled in WDC	TBD - #'s
Education & Retention	Employer newsletter Employer webinars Employer survey	Engage employers	Participating Employers	Complete/In progress
Enrollment	Non-participating employer outreach	Add new employers to the WDC	Non-participating employers	TBD - #'s
All	NRSM/Open Enrollment Campaign	Meet with your Retirement Plan Advisor, engage with the website, attend a webinar	All participants	TBD - #'s
Retention	Call center and RPA surveys (NPS)	Measure participant satisfaction with customer care center and field staff	Participants who call and/or meet with their Retirement Plan Advisor	Call Center Sat. Score NPS
All	ECEs	Various	Various	See attached

Proposed SPP Progress Report cont'd



Helping You Turn
Over a New
Retirement Leaf



Field Activity:

Dimension	Activity	Objective	Audience	Results as of XX/XX/23
Enrollment	New employers	Add 12 new employers to the WDC	Eligible employers	TBD - #'s
Enrollment	In-force growth	Enroll eligible employees and retain participants to grow the WDC by 2%	Eligible employees and participants	TBD - #'s
Asset Allocation/ Retention	Retirement Readiness Reviews (RRRs)	Conduct 2,700 Retirement Readiness Reviews with participants	All participants	TBD - #'s
Education/Retention	Group meetings	Conduct 400 group meetings for employers and participants	Participating employers/participants	TBD - #'s
Education	Conventions	Attend at least one convention	Local associations of public employees (ex. WMCA)	Convention summary
Education	Benefits fairs	Host 25+ webinars/events during the annual Open Enrollment period	Virtual	TBD - #'s

