

2025 Communications Summary



Helping You Turn
Over a New
Retirement Leaf



Audience	Activity	Objective	Communications Tactics	Results as of XX/XX/25
All participants and employers	News & Updates articles (3-5 as needed)	Keep participants up-to-date with the WDC	News & Updates articles	N/A
Non-participating employees and participants	ETF newsletter support (Active & Retiree versions)	Various	Custom articles, The Currency™, links to News & Updates and other WDC resources	Complete/In Progress
New hires, mid-career and pre-retiree participants	Steppingstones to Retirement	Educate participants on how SSA, WRS and WDC fit together in their retirement picture	Email, pre-login pop-up, social media post, webinar	Q1 TBD - #'s
All participants	SECURE 2.0/Operational Changes	Educate participants on the exciting changes coming to the WDC in 2025 as a result of SECURE 2.0, plan document and fee changes	Email, News & Updates articles, statement stuffer/flyer, statement narrative, custom ETF newsletter article, updates to library of materials, social media post	Q1 TBD - #'s
At-risk termed over 58	At-Risk Retiree Campaign	Educate participants on the benefits of staying in the plan including advice	Email, new webinar, web messaging (pre and post log-in), custom ETF newsletter article, social media post w/ gif	
Employers	Employer newsletter Employer webinars Employer survey	Engage employers	Email, newsletter, webinar, survey	Complete/In progress

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2025 Field Activity



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As of xx/xx/xx	Goal	Actual	% to goal
Group meetings	400	286	72%
Retirement Readiness Reviews (RRRs)	2,700	2,288	85%
New employers	12	11	92%
In-force accounts	1.5	0.9	60%
Convention(s)	1	0	0%
Individual meetings		1,218	
Enrollment meetings		521	
Positive actions taken		2,607, 74% of 1:1 meetings	
Diversifications (#/\$)		434, \$93M	
Personalizations (#/\$)		825, \$104M	

Sample based on 10/31/24 figures

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