



Proposed 2025 Strategic Partnership Plan (SPP)

November 1, 2024



Empower Updates



Our culture

Customer obsessed

Accountable

Growth mindset

Constantly improving

Inclusive



Our values

We do the right thing

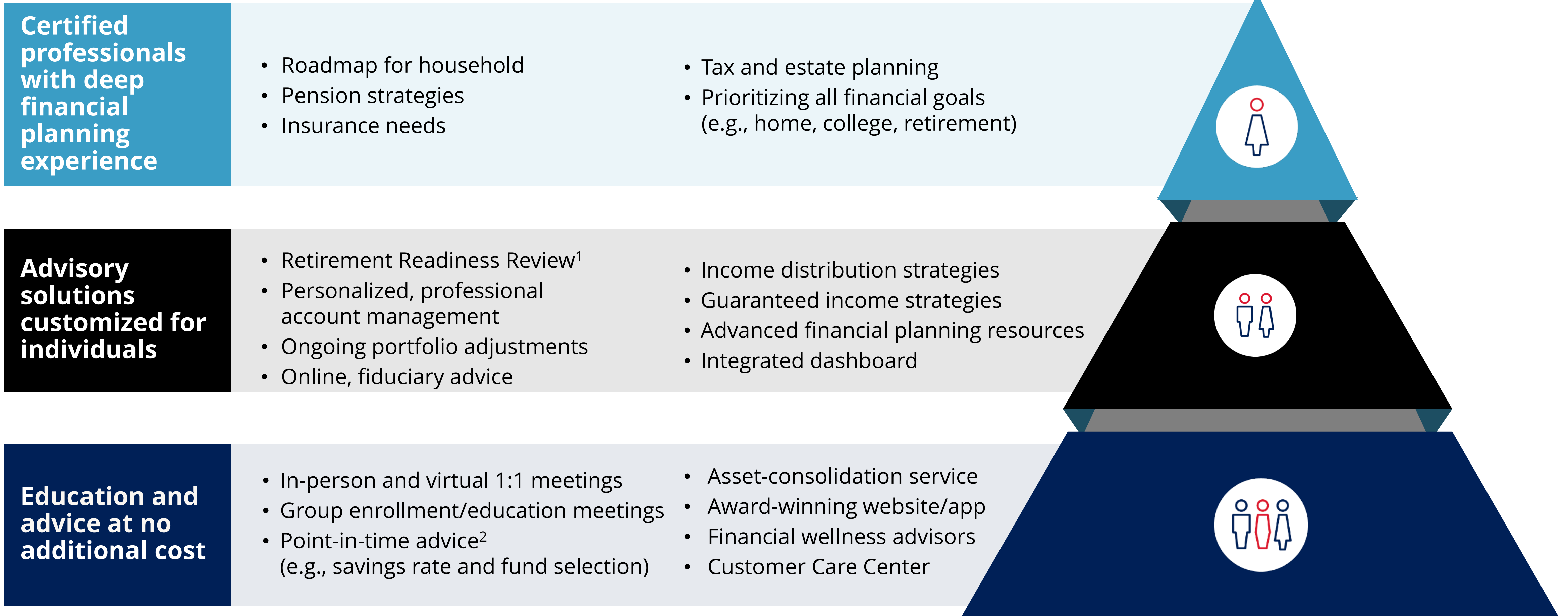
We own it

We lead

We simplify

We collaborate

Education and advice for all employees



¹ The Retirement Readiness Review is provided by an Empower representative registered with Empower Advisory Group, LLC and may provide investment counseling and/or recommendations at no additional cost to participants. There is no guarantee provided by any party that use of the review will result in a profit.

² Point-in-time advice provided by an Empower representative may include savings, investment allocation, distribution, and rollover advice, including advice on consolidating outside retirement accounts.



- Money
- Life
- Work
- Play



Topic	Date	Topic	Date
ETFs & mutual funds: Comparing your options	1/8/2024	Time for a check-up: 7 questions to test your financial health	6/12/2024
Beginner's guide to portfolio diversification	1/24/2024	Understanding compound interest and its power	6/14/2024
How to pay off debt	1/29/2024	Protect your wealth with this 5-step checklist	7/8/2024
How to prepare for inflation	2/2/2024	401(k) withdrawal rules: How to avoid penalties	7/17/2024
What is an interest rate?	2/28/2024	Can you retire with a million dollars?	7/17/2024
What is an Annuity & How Do They Work?	3/13/2024	How much should you have in an emergency fund?	7/30/2024
Building credit 101	3/19/2024	What is the rule of 72 & how does it work?	8/1/2024
How to handle stock market worry	3/19/2024	Five habits of excellent retirement savers	8/5/2024
What taxes do I pay in retirement?	4/9/2024	What is the average asset allocation by age?	8/7/2024
What is a Roth IRA?	4/10/2024	Retirement plan withdrawals	9/25/2024
What is portfolio management?	4/12/2024	What is a recession?	10/2/2024
Here's what saving 1% more could mean for your retirement	4/18/2024	The magic number: Americans say they need \$1.06 million to retire	10/2/2024
Time is Money		Average retirement savings by age	10/8/2024
What are Catch-up Contributions?		Social Security payments are going up in 2025	10/17/2024

Capturing the attention of employees and the media:

"Perks: The app and website offer a blog called *The Currency* where users can brush up on their financial knowledge and learn about industry insights."

-CNBC, [Empower budgeting app review 2024](#). April 22, 2024.

Proprietary data and surveys, such as *Financial Happiness*, *Money Talks*, and *Who's the boss* featured in [MarketWatch](#), [Forbes](#), [Yahoo!Finance](#), [USA Today](#)

WDC Statistics



Benchmarking

As of 12/31/2023

Participation

	98971-01	Empower ¹	Plansponsor ²		12/31/2022	12/31/2023
Participation rate	83.1%	53.6%	84.0%	Eligible participants	45,936	46,495
Emails on file	81.1%	83.3%	NA	Total accounts with a balance	68,861	69,534
Beneficiary on file	86.5%	82.0%	NA	Participants contributing	38,242	38,635
				Participation rate	83.3%	83.1%

Lifetime Income Score SM and savings rate

		98971-01	Empower ¹	Plansponsor ²		12/31/2022		12/31/2023	
						Average	Median	Average	Median
Lifetime Income Score	Average	94.3%	65.2%	NA	Lifetime Income Score	86.8%	79.1%	94.3%	82.1%
	Median	82.1%	59.9%	NA	Account balance	\$87,408	\$27,752	\$99,303	\$32,229
Contribution rate	Average	9.1%	7.3%	9.1%	Before-tax contribution rate	8.9%	5.0%	8.7%	5.0%
	Median	5.4%	4.0%	7.4%	Roth contribution rate	7.1%	4.1%	7.0%	4.0%

Asset diversification

		98971-01	Empower ¹	Plansponsor ²		12/31/2022	12/31/2023
# of investments	Average	6.4	3.8	4.4	Do-it-yourself participants	29,817	28,745
	Median	4.0	2.5	3.0	Target-date strategy participants	18,166	19,120
Do-it-yourself participants		41.3%	46.6%	NA	Managed accounts participants	19,849	20,589

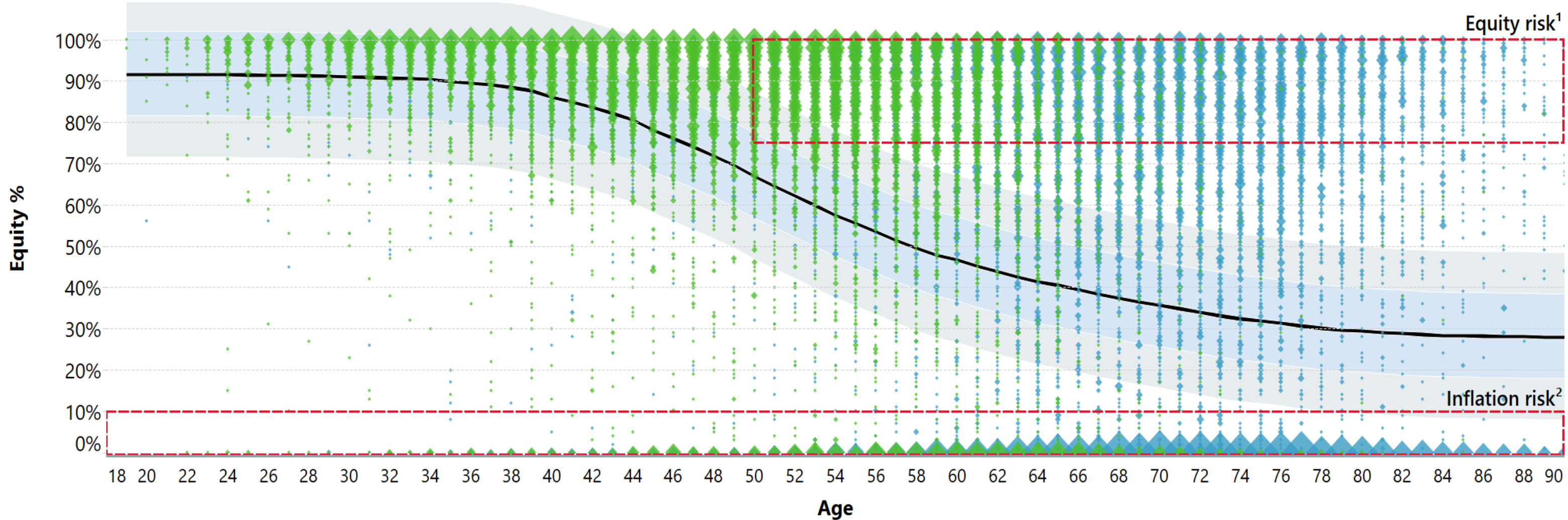
¹ Empower median results for plans in the benchmark population as of December 31, 2023. The benchmark population includes 457 plans with over \$500M in assets that are managed on the Empower platform.

² PLANSPPONSOR 2023 Defined Contribution Plan Industry Report – 457 Plans, median and average numbers reported. Data provided by ISS Media.

WDC DIY investors need help

Participant total equity exposure compared to the equity allocation of a representative target date glide path

↳ Do-it-yourself strategy participants with a balance, by employment status



Equity exposure insights

	Active participants	Separated from service participants	All participants
Within 10% of glide path	28.0%	11.0%	18.6%
Within 20% of glide path	49.3%	22.1%	34.2%
Participants with equity risk	4,449	7,004	11,453
Participants with inflation risk	827	3,065	3,892

Age 50+ near retiree summary

20,930
Total participants

\$2B
Total assets

\$115,830
Average balance

What we know about WDC participants As of 7/31/24



- 57,222 have email address on file
- 41,767 active participants have an online account
- 24,439 terminated participants have an online account
- 58,819 have beneficiary on file
- 5,565 have linked accounts (as of 8/5/24)
- 36,833 have made a contribution in the past 12 months
- 11,103 took a distribution from 8/1/23-7/31/24

Who is a WDC participant?

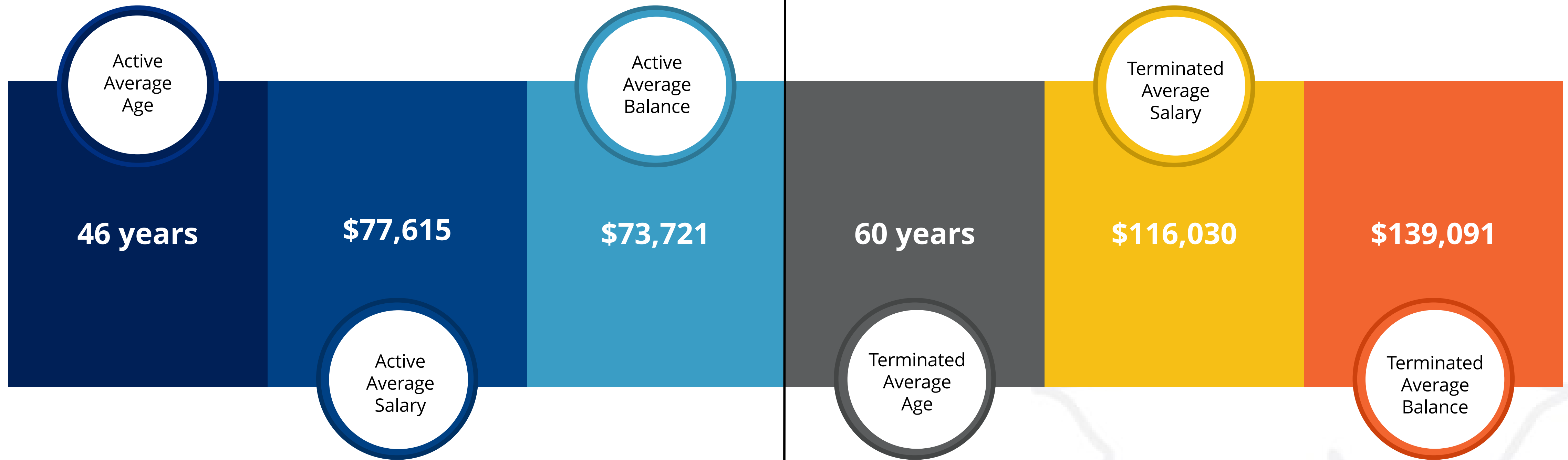


	Average	
AGE	SALARY	WDC BALANCE
51.6 years	\$84,455	\$105,511
	Median	
AGE	SALARY	WDC BALANCE
52 years	\$68,640	\$33,946

Who is a WDC participant?

Active versus Terminated participants

All with a balance based on data on file as of 7/31/24



Proposal for 2025



2025 WDC Communication Proposal



Helping You Turn
Over a New
Retirement Leaf

Steppingstones Campaign (Winter and Fall)

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
- Pre-login pop-up
- Social media post (new link)
- Webinar

Secure 2.0 and Operational Communications

Goal: Educate participants on SECURE 2.0 updates that affect the WDC, along with plan document and fee changes

Audience: Active and terminated participants with a balance

Tactics:

- Email
- News and Updates blurbs
- Statement stuffer/flyer
- Statement narrative
- Custom ETF newsletter article
- Library of material updates
- Social media post

At Risk Retiree Campaign

Goal: Encourage at risk retirees to meet with their local WDC rep for a no-cost RRR and promote financial wellness

Audience: At risk retirees

Tactics:

- Email
- New Webinar
- Web messaging
- Custom ETF newsletter article
- Social media post (with gif)

Enrollment Campaign/National Retirement Security Month

Goal: Encourage enrollment in the WDC/Promote open enrollment webinars

Audience: Those not enrolled in the WDC

Tactics:

- Self-send enrollment email
- Social media posts (with gif) / geofencing
- Web banner
- Custom ETF newsletter article
- Webinars
- Recorded Brainshark/presentation

Empower Communications Engine (ECEs)

Goal: Deliver personalized automated messaging to participants

Audience: Targeted by topic/interaction

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
- Terminated participants mailer
- *NEW:* Account registration
- *NEW:* Beneficiary pop-up
- *COMING SOON:* Financial Wellness tools

Communication updates:

- ETF educational newsletter articles
- 2025 limit updates

Communication updates:

- ETF educational newsletter articles
- 2025 Annual Participant Satisfaction Survey
 - Targeted emails (x2)
 - Web messaging

Communication updates:

- ETF educational newsletter articles

Communication updates:

- ETF educational newsletter articles

Ongoing Employer communications:

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

Ongoing activities:

1. Retirement Readiness Reviews with Retirement Plan Advisors (RPAs) including Best Interest Profile advice experience
2. Bi-weekly New Employee Orientation (NEO) webinars hosted by RPAs for non-participating employees
3. Ongoing Library of Material review
4. News and Updates articles (if applicable, 3-5)
5. Indicative data capture

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

2025 Field Activity



Helping You Turn
Over a New
Retirement Leaf



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



Thank you