



2025 Strategic Partnership Plan Update

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2025 WDC Strategic Partnership Plan



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
- 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

Ongoing Employer communications:

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

Communication updates:

- ETF educational newsletter articles

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



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Audience	Activity	Objective	Communications Tactics	Results 1/1/25-4/30/25
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	See page 6
All participants	Automated communications via the Empower Communications Engine (ECE) and The Currency™	Various	Emails, web messaging, outbound calling, text messages	Ongoing
All participants	Call center and RPA surveys (Net Promotor Score, NPS)	Measure participant satisfaction with customer care center and field staff	Daily surveys	Call Center: 4.49 out of 5 Field staff NPS: 83
All participants and employers	News & Updates articles (3-5 as needed)	Keep participants up-to-date with the WDC	News & Updates articles	See page 7
Employers	Employer mini-newsletter (3x/year)	Keep employers up-to-date on WDC and provide latest enrollment code to share with employees	Email (3x/year)	See page 8
New hires, mid-career and pre-retiree participants	Steppingstones	Educate participants on how SSA, WRS and WDC fit together in their retirement picture	Email, pre-login pop-up, social media post, webinar	See page 9
Non-participating employees and participants	ETF newsletter support (Active & Retiree versions)	Various	Custom articles, The Currency™, links to News & Updates and other WDC resources	Ongoing
Non-participating employees and participants	New Employee Orientation (NEO) webinars	Enroll non-participating employees in WDC	Recurring webinars promoted via employer communications	8 NEO webinars 41 registrants; 35 attendees

2025 Field Activity



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As of 4/30/25	WDC Goal	Actual	% to goal
Group meetings	300	101	34%
Retirement Readiness Reviews (RRRs)	2,700	893	33%
New employers	10	5	50%
In-force accounts	1.5	0	0%
Convention(s)	1	WMCA Aug 19-21, LaCrosse	100%
Individual meetings		427	
Enrollment meetings		474	
Positive actions taken		1,383	
Diversifications (#/\$)		199 / \$38.5M	
Personalizations (#/\$)		376 / \$54M	
Deferral Increases (#/\$)		271 / \$964k	

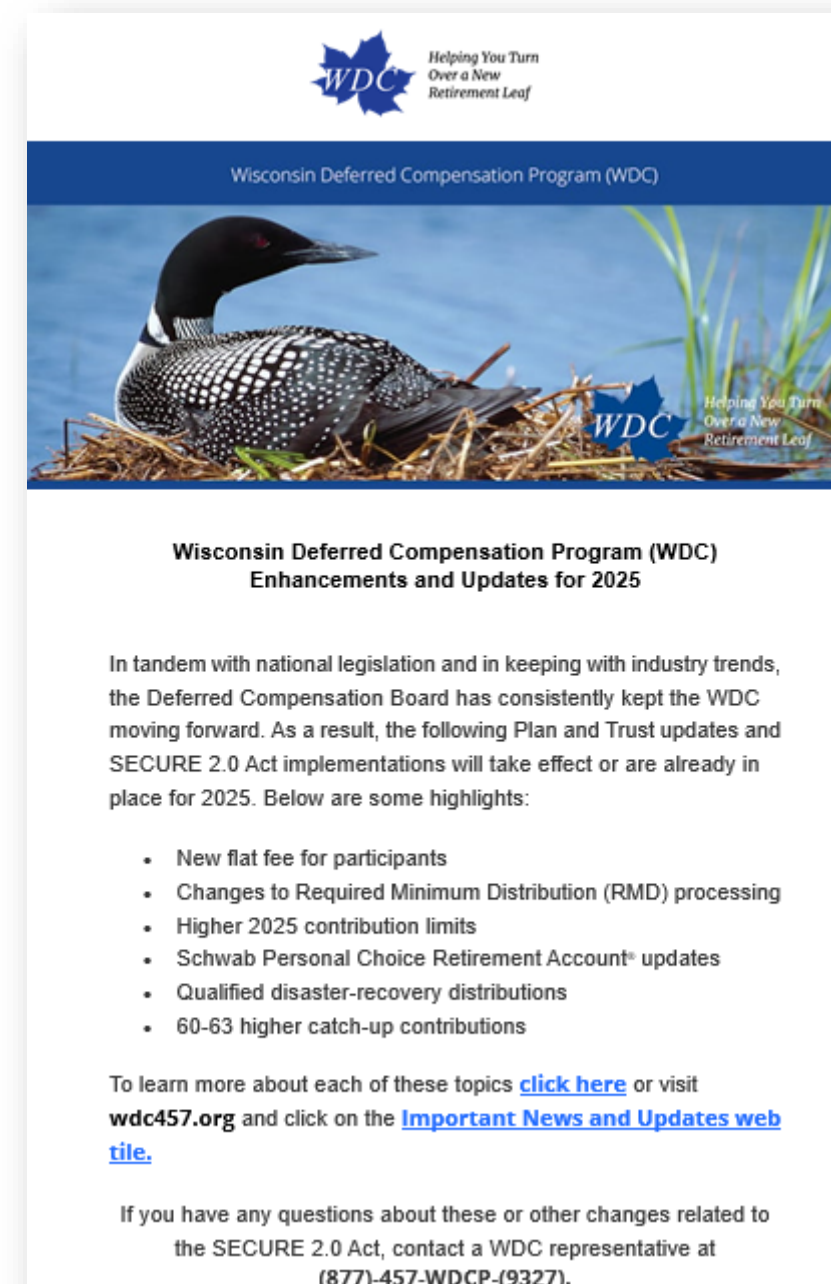
Sample based on 10/31/24 figures

Q1 Communications

- Annual and SECURE 2.0 collateral updates
- SECURE 2.0 and Operational Communications
- News and Updates articles:
 - New Flat Fee article
 - Plan and Trust Document Changes article
 - SECURE 2.0 Implementations article
- Employer mini-newsletter
- Steppingstones Campaign
- ETF Newsletter articles

SECURE 2.0 and Operational Communications

- Audience:
All participants
- Tactics:
 - Custom ETF newsletter article
 - Empower email sent on 1/23 to 52,647 emails
 - Statement stuffer
 - Social media post
 - Statement Narrative
- Results:
 - Open rate: 65%
 - Click rate: 7%



In tandem with national legislation and in keeping with industry trends, the Deferred Compensation Board has consistently kept the WDC moving forward. As a result, there are numerous Plan and Trust updates and SECURE 2.0 implementations that will be taking effect in 2025. Please see the attached statement stuffer for more information or visit wdc457.org and click on the "News and Updates" tile.



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News & Updates Articles

- News and Update articles:
 - New Flat Fee
 - Plan and Trust Document Changes
 - SECURE 2.0 Implementations

[▶ New Flat Fee starting in 2025](#)

December 12, 2024

Moving to a flat participant fee: Effective January 1, 2025, participant administrative fees for the Wisconsin Deferred Compensation Program (WDC) will move to a flat fee. These fees cover the cost of WDC recordkeeping and related plan services. The Board approved a monthly administrative fee of \$3.90/month for all WDC participant accounts with a balance greater than \$5,000. This fee totals \$46.80 per year.

ACCOUNT BALANCE	MONTHLY FEE	ANNUAL FEE
\$0 to \$5000	\$0	\$0
\$5001 and over	\$3.90	\$46.80

Questions? Visit wdc457.org or call (877) 457-WDCP (9327).

[▶ Plan and Trust Document Changes Effective January 1, 2025](#)

December 12, 2024

As of January 1, 2025, there is an updated Plan and Trust document. [Click here](#) for more details.

[▶ SECURE 2.0 Implementations in 2025](#)

December 12, 2024

In tandem with national legislation and in keeping with industry trends, the Deferred Compensation Board has consistently kept the WDC moving forward. As a result, the following Plan and Trust updates and SECURE 2.0 Act implementations will take effect or are already in place for 2025. [Click here](#) to learn more.



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Employer mini-newsletter

- Audience:
 - All participating employers
- Tactics:
 - Email sent on 2/3
- Email Metrics:
 - 1,652 emails sent
 - Open rate: 48%
 - Click rate: 17%

Average enrollments were 841 per quarter 2021-2022. We started the employer mini-newsletter 2x/year in 2023, and enrollments have averaged 953 per quarter - a 13% increase. Per Empower plan data as of 4/14/25.



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Exciting changes in 2025!

In tandem with national legislation and in keeping with industry trends, the Deferred Compensation Board has consistently kept the WDC moving forward. As a result, the following Plan and Trust updates and SECURE 2.0 Act implementations will take effect or are already in place for 2025. Below are some highlights:

- New flat fee for participants
- Changes to Required Minimum Distribution (RMD) processing
- Higher 2025 contribution limits
- Schwab Personal Choice Retirement Account® updates
- Qualified disaster recovery distributions
- 60-63 higher catch-up contributions

To learn more about each of these topics click here or visit wdc457.org and click on the Important News and Updates web tile.

2/1/25 Plan Enrollment Code Available:

Employees can enroll in the Wisconsin Deferred Compensation Program (WDC) at any time using the plan enrollment code (PEC) included in the [Benefits of Enrolling Flyer](#) or by calling the WDC at (877) 457-WDCP (9327). This code can be found in the Plan Service Center (PSC) under *Participants then Employee Hornsthen Plan Enrollment Code*. The PEC is updated on the day of expiration, not before, and is a necessary security feature.

Enrollment Forms:

If you have a new employee who already has a WDC account, they will need to complete a paper enrollment form to establish a WDC account with you. The form can be found in the PSC under *Participants then Employee Forms* and should be returned via upload or mail.

New hires? Send them to the WDC's New Employee Orientation (NEO):

The WDC offers New Employee Orientation (NEO) webinars. New employees or anyone who wants to enroll in the WDC can join a WDC Retirement Plan Advisor who will provide a brief overview of the WDC and walk attendees step by step through enrollment.

Please share this [webinar schedule](#) with your employees who can select the date and time that works best for them. They will be directed to Microsoft Teams to register and reserve their spot.

2025 Contribution Limits

In November, the Internal Revenue Service (IRS) announced the cost-of-living adjustments to retirement plan contributions for tax year 2025. Visit the [News & Updates](#) page of the WDC website at wdc457.org for this and all other plan updates.

Learning Opportunities for Staff

The Currency

Employees can sign up for the weekly edition of Empower's *The Currency* newsletter sent to their inbox at empower.com/newsletter. They will receive the latest financial headlines, trends, and insights to help them feel more confident making money moves in life, work, and play.

Educational Webinars

Whether you have new employees, mid-career staff, or some close to retirement, WDC webinars have something to offer everyone. Be sure to share [this flyer](#) with your staff. All staff, including those who are not enrolled in the WDC, can benefit from the topics in this year's webinars.

And back by popular demand: "Your Steppingstones to Retirement" webinar is set for March 20th at 12 pm. Let your employees know to register by sharing [this link](#).

Advice for WDC Participants

WDC Retirement Plan Advisors (RPA) are working under a hybrid model. If you would like to schedule a WDC presentation and/or in-person meetings at your location contact the WDC's office in Madison at WDC_Office@empower.com.

Our advisors can look at an individual's full financial picture and give them advice to help them achieve the outcomes they want over time. Employees can access our investment professionals to get the advice and confidence they need, and they can include their spouse or partner.

WDC participants can schedule an in-person or virtual appointment¹ at any time by clicking [here](#) or going to the WDC website at wdc457.org and clicking on the Schedule a Meeting owl picture.

In-person meetings are also available at the WDC Madison office on the far east side of Madison. Participants can click [here](#) to schedule a meeting if they plan to be in the area.

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¹The Retirement Readiness Review is provided by an Empower representative registered with Empower Financial Services, Inc. and may provide tailored retirement education and guidance at no additional cost to participants.

Cybercriminals often use malicious links in scam emails to trick users into revealing sensitive information. To help protect you, the WDC will never use an email or link in an email to ask your User ID, Social Security number, account number, password, or the answers to your password-recovery security challenge questions, such as your mother's maiden name or place of birth. If you receive a scam email claiming to be from the WDC, do not click on any links or attachments and call (877) 457-4037.

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Steppingstones Campaign

- Audience:
 - All participants with an email on file
- Tactics:
 - Empower email sent on 3/7 to 52,437 emails
 - Pre-login pop-up at wdc457.org
 - ETF GovDelivery email sent on 3/11
- Empower email Metrics:
 - Open rate: 60%
 - Click rate: 5%
- Results
 - 947 registered
 - 580 attended, 61%
 - Clicks for individual meetings: 80

