

Wisconsin Strong Financial Wellness Program

A Wisconsin Department of Employee Trust Funds
Informational Webinar for Employers





Tarna Hunter

ETF Director of Strategic
Engagement and
Government Relations



Shelly Schueller

ETF Deferred Compensation
Director

Speakers



Today's Agenda

- The need for Financial Wellness
- Introducing Wisconsin Strong
 - Information when and where needed
 - Specifically tailored to your employees
 - Includes the Financial Fitness Challenge
- How can Wisconsin Public Employers get involved?



The Average American is NOT Financially Fit



Aptitude

59%

Or lower is the average score on basic personal financial literacy quizzes



Behavior

77%

Living paycheck to paycheck and lack sufficient savings to pay for an emergency

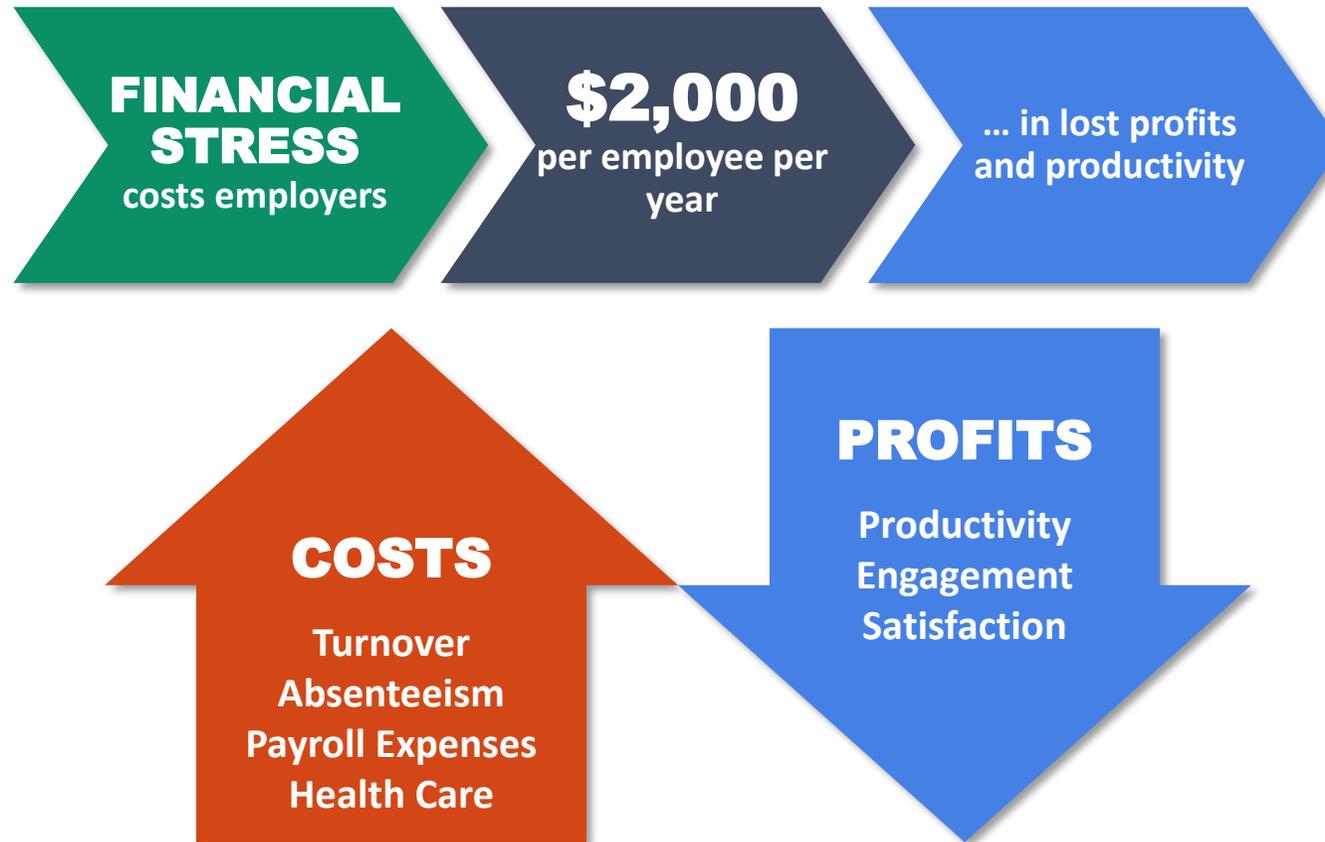


Confidence

80%

Have moderate to significant stress about money¹

The Cost of Financial Stress to Employers



Examples of the Cost of Financial Stress



150

Hours of lost productivity

46% of workforce spends average of 3 hours or more per week on financial topics on the job



3X

More preventable health issues

Employees with high levels of financial stress have up to 3X higher levels of preventable health issues



2X

Absenteeism from work

Employees with high levels of financial stress have nearly 2X level of absenteeism

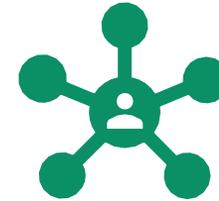
WI Strong Vision



Holistic



Innovative



Engaging



Actionable



Sustainable

WI Strong Partners



Wisconsin Strong Core Components



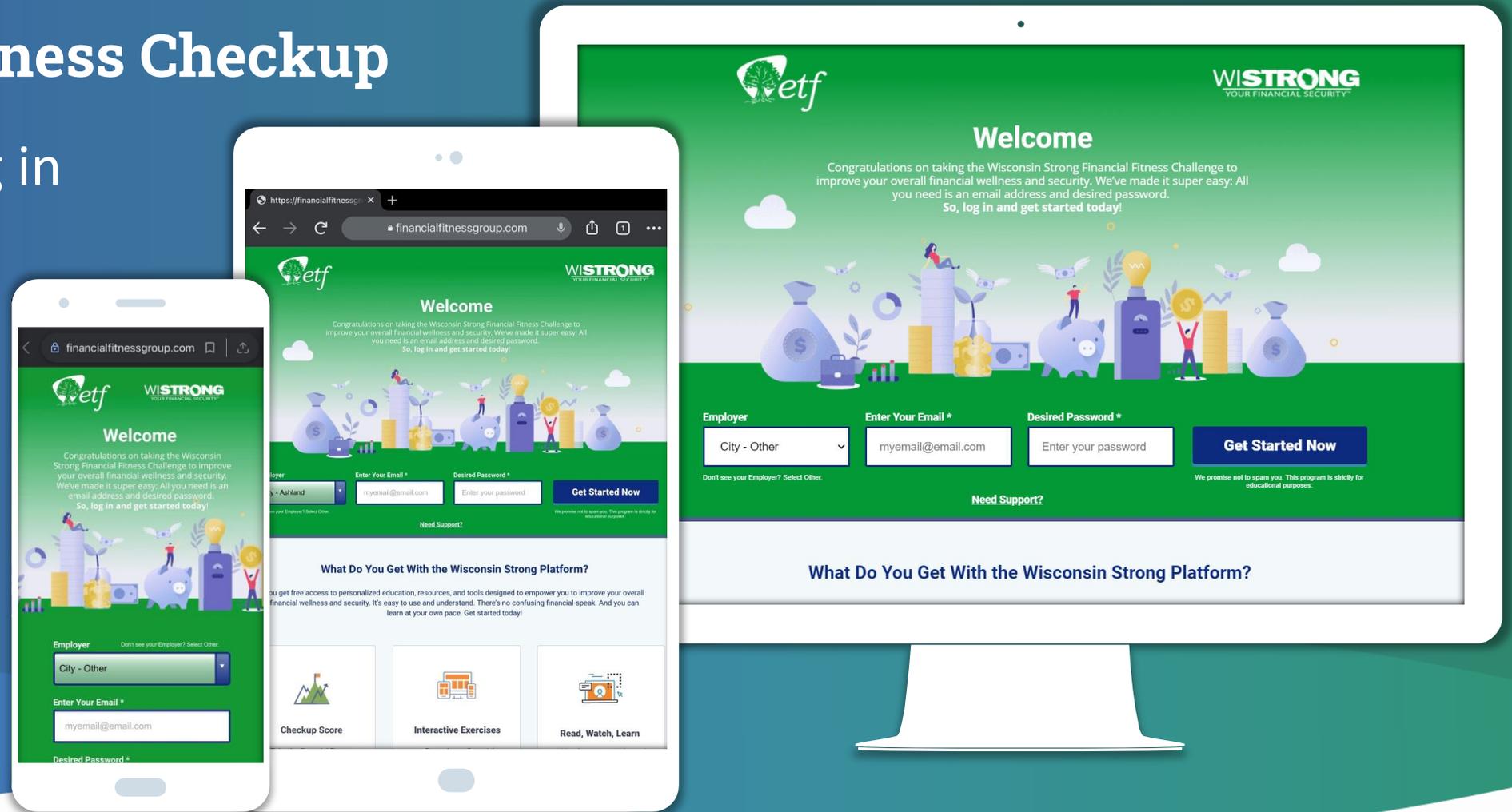
WI Strong Financial Fitness Challenge

- **Financial Fitness Checkup** – In less than 5 minutes members will receive a financial fitness score. The tool also recommends a personalized set of courses.
- **Financial Fitness Academy** – Free access to 100s of courses on topics ranging from first time home buying to estate planning. Convenient, online access 24/7. Members learn at their own pace, earn points and certificates of completion.



Financial Fitness Checkup

Sign up and log in

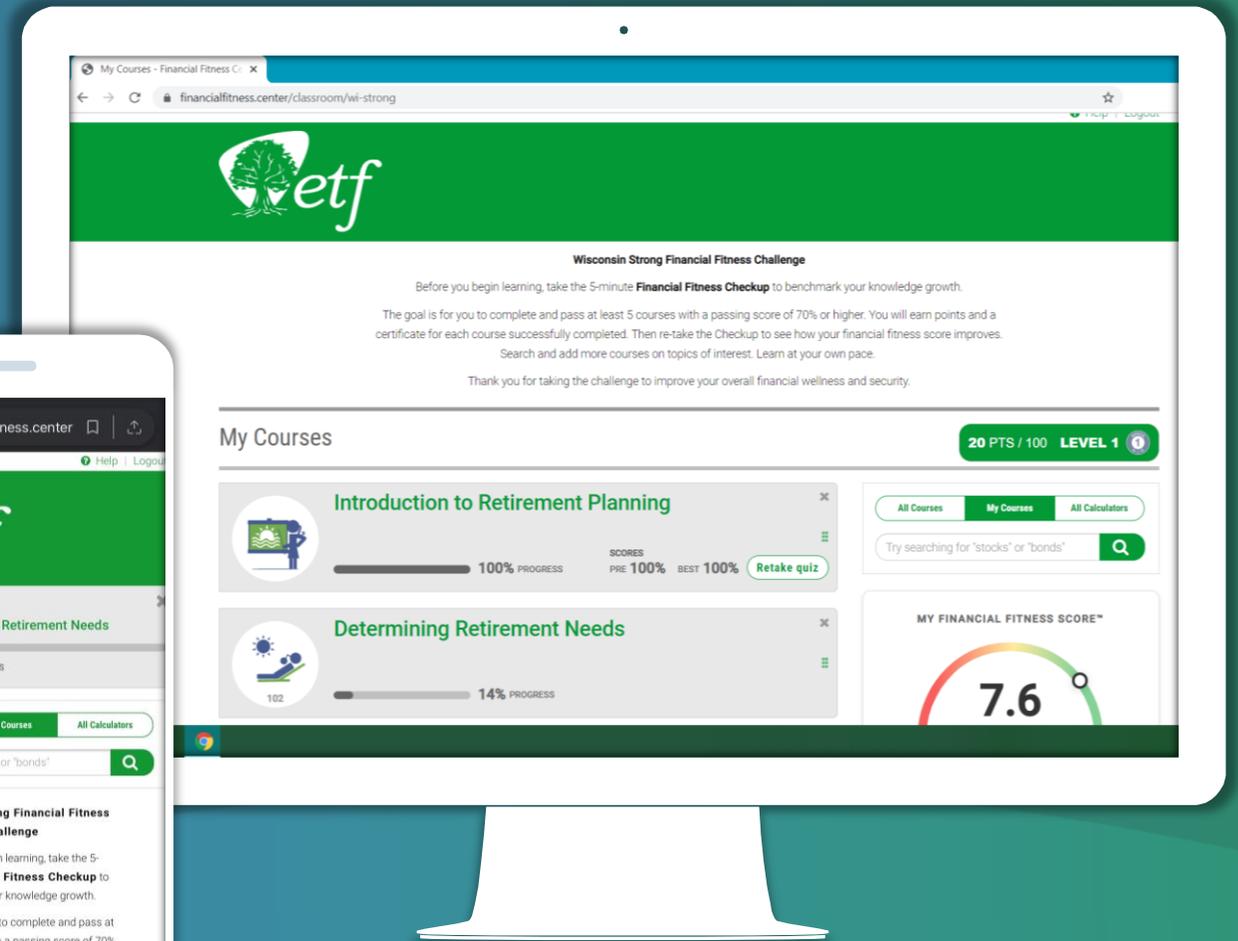
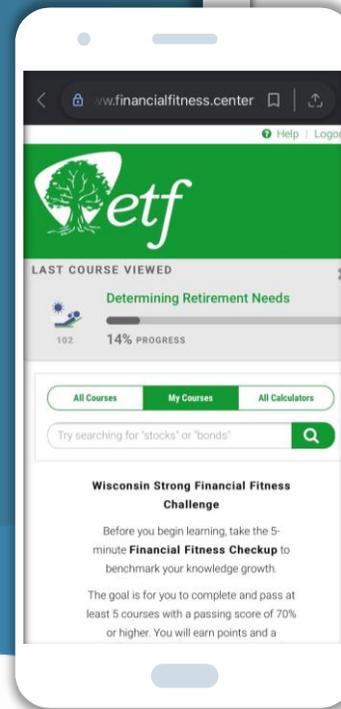


Go to <https://financialfitnessgroup.com/wi-strong/>



Financial Fitness Academy

- Personalized list of courses
- 20 pts per course
- Certificate of completion

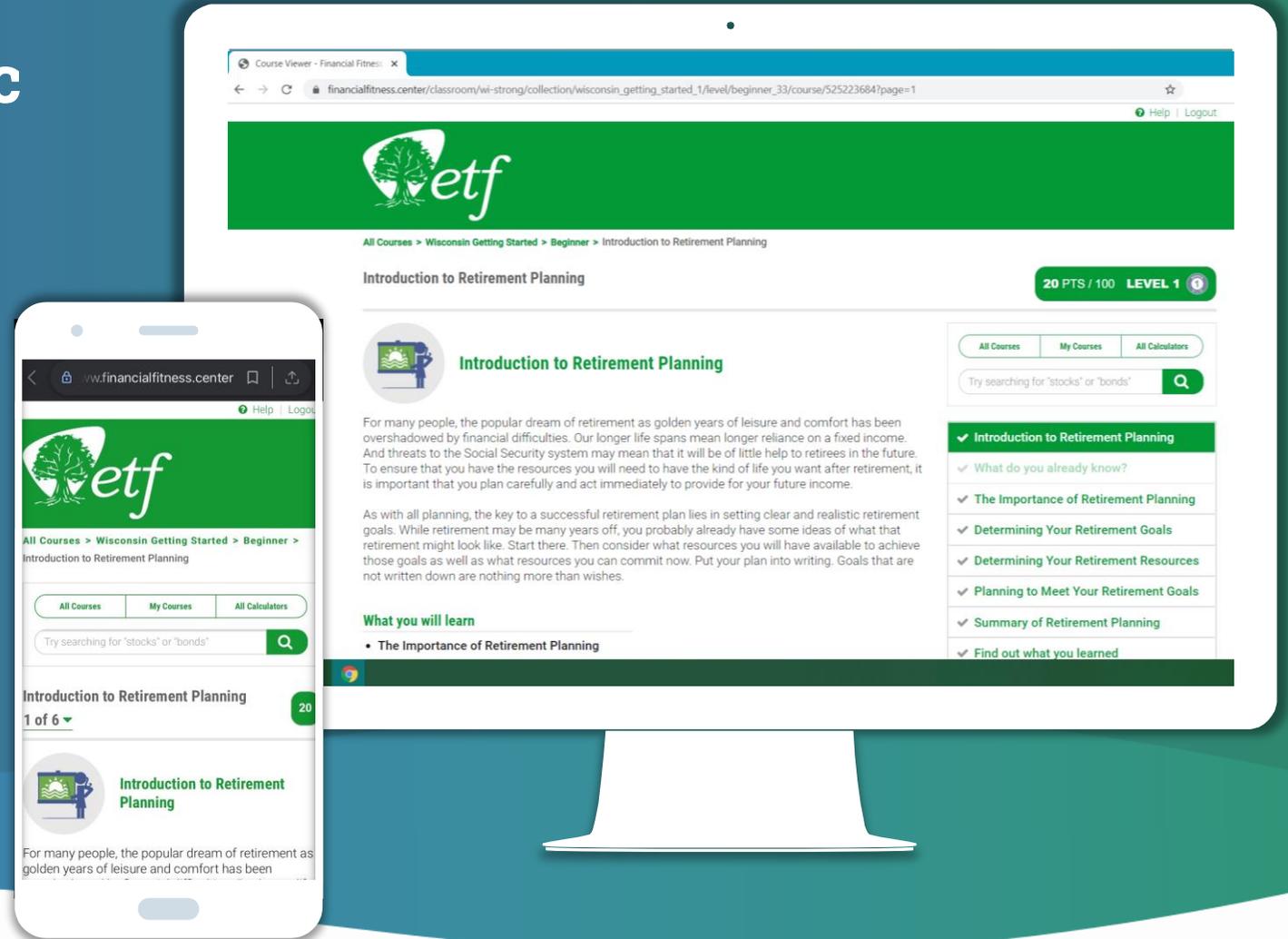


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Courses organized by topic

- Clear levels of learning
- Access to all courses, videos, and calculators



Go to <https://financialfitnessgroup.com/wi-strong/>



Summit Credit Union Financial Wellness Education



your resource to a richer life

Offers free virtual seminars, credit counseling, and financial advisors

Topics:

- Money Management
- Savings and Wealth Building
- Credit and Debt Management
- Maximizing Employee Benefits
- Major Purchases
- Lifestyle and Personal Finance

WDC Financial Wellness Education



*Helping You Turn
Over a New
Retirement Leaf*

General financial education and free retirement readiness reviews.

New in 2021: access to comprehensive financial planners

Topics:

- Personalized savings strategies
- Investment recommendations and advice
- What to do with your WDC account after leaving employment
- Insurance and estate planning (w/ CFP)

Additional Components

- Saving for College Tuition
- Managing Student Loans
- Building Emergency Savings



EdvestSM
WISCONSIN'S COLLEGE
SAVINGS PLAN

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WISCONSIN
AMERICA
Saves 
START SMALL. THINK BIG.



Helping You Turn
Over a New
Retirement Leaf

Marketing & Education

- Mass and nudge email
- Social media
- Targeted digital marketing
- WI Strong website
 - Resources for employees
 - Toolkits for employers and WI Strong Champions
- Interactive self-assessments and tools
- Virtual events
- Videos
- Webinars
- Courses and quizzes
- Counseling



Financial Wellness at Any Age

New Hire

Mid-Career

Nearing Retirement

Retired



Targeted Education

Women



Military



People with Disabilities



How Can Wisconsin Public Employers Get Involved?



ETF is actively seeking employer partners who are interested in improving their employee's financial health.

- ✓ Sign up to be a Champion for your employees:
 - Share financial wellness information
 - Including the financial fitness checkup and academy
 - Review more - details available on ETF's website
 - Talk to Shelly or Tarna today

Questions? Ready to Sign Up?

Email: ETF SMBWISTRONG@etf.wi.gov

- Tarna Hunter
ETF Director of Strategic Engagement and
Government Relations
Email: Tarna.Hunter@etf.wi.gov
Ph. 608-267-0908
- Shelly Schueller
ETF Deferred Compensation Director
Email: Shelly.Schueller@etf.wi.gov
Ph. 608-266-6611

