

Communications activities "at-a-glance"

April – June 2018



GoalMaker Enhancements

- Educational Animation posted – 3,230 views
- Social Media outreach
- RSD *Monitor* – April, May and June issues with link to participant letter, video and new enrollment form
- Highly engaged employer – outreach phone calls
- RSD Call Center Talking Points and Training, IVR message
- NC Treasurer and NCPlans Website updates – multiple pages
- Enrollment Forms updated/distributed

Ongoing Communications/Education Outreach

- Q2 2018 *Signature* Newsletter
- Spring *Employer* Newsletter
- RSD *Monitor* – June issue (Fraud comms)
- RSD direct email to active members – May – GoalMaker enhancements
- RSD *Aviator* Newsletter – April & June – Increased and one-time contributions, and Retirement Readiness
- Fund Fact Sheets and PDFs for new funds live on DST website
- SRP Report to TSERS/LGERS Roundtable

myNCRetirement Statement (MRS)

- MRS posted to ORBIT
- MRS Users Guide, Flyer/Fact Sheet and Animation completed for outreach and posted on NC Treasurer and NCPlans websites

Targeted Marketing Campaigns

- Nearing Retirement - Form 6 targeted email outreach and campaign analysis – in progress
- Increased Enrollment – Birthday Card direct mail outreach and campaign analysis - in progress

Data Sharing Enhancements

- Enhanced data sharing re: Annual Benefits Statement / myNCRetirement Statement usage
- Enhanced reporting of Annual Benefits Statement / myNCRetirement usage for RSD live

Additional Communications Projects

- Transfer Benefit Project – Outreach and research
- NC pension plans Online Retirement – SRP Comms component
- New Hire Welcome Kit – SRP Comms component
- Beneficiary update participant letter
- RSD Waiting Area messages
- Rebranding - New, dual logo