

Communications At A Glance

Q1 2019



North Carolina
Total Retirement Plans
401k|457|403b



Dale R. Folwell, CPA
STATE TREASURER OF NORTH CAROLINA
DALE R. FOLWELL, CPA

Communication to Participants

- Nearing retirement email encouraging more than 1,200 retirees to keep assets in the plans
- Q1 Signature Newsletter reaching more than 130,000 participants – Sent March 2019
- Emails, social media, newsletters regarding myNCRetirement Statement being uploaded in April.

Communication to Plan Sponsors

- Communications on SRP via the Retirement Monitor. January edition reminded employers to update employee information in the system; February edition notified employers that 2016 MRS will be removed in March; March edition urged employers to communicate that 2018 MRS statements were coming in April
- Quarterly employer newsletter from Prudential sent January 2019

Social Media

- Social media for SRP is integrated on NC Retirement Systems Facebook as a whole
- 7 SRP-only posts on RSD Facebook page. Average reach (number of people who saw it): 1,645. Average engagements (likes and/or shares): 52
- Cross sharing relevant posts to/from DST & NC ABLE Facebook pages

Internal SRP Communications

- Aviator (quarterly) for RSD employees: February article on why participation in at least one SRP is important.
- Navigator (monthly) for DST employees: articles including Q&A on SRP, MRS features and benefits highlighting SRP, and how SRP and pension work together

New Opportunities

- NC Plans.Prudential site rework underway with new opportunities for information, enrollment, and forms.
- More opportunities on NC Plans website for SRP information/enrollment

Looking Ahead

- New DST website launched May 7 with updated information and layout for SRP
- NAGDCA submissions for 2018 projects – Nearing Retirement and GoalMaker 2.0.