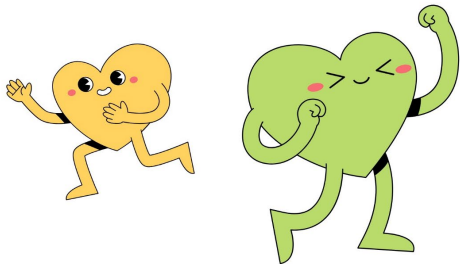




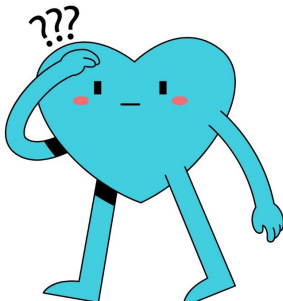
**North Carolina**  
NC 401(k) & NC 457

**HEALTHY HABITS  
LAST A LIFETIME**



Set expectations for your future

*Health*  
AND *Wealth*



AN *Apple*  
A DAY KEEPS THE  
DOCTOR AWAY.

A *Dollar* A DAY  
HELPS SECURE RETIREMENT.



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NC 401(k) & NC 457 Plans



# 2024 in Review: What we set out to do

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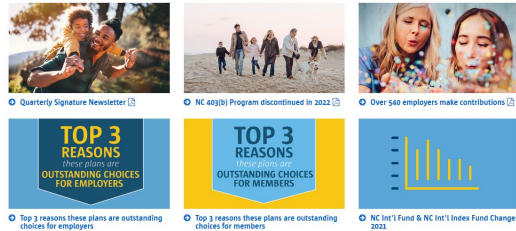


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# ENGAGE

Continue to transform Delivery through refreshed creative and digital content



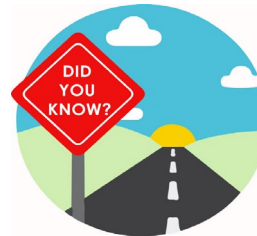
Rebranding of Communication Assets



# EDUCATE

Employer Education Program  
Introduce new tools and resources to participants

Webinars & Quarterly Themes



Targeted Campaigns

- Keeping Money in the Plans
- Enrollments



# EMPOWER

Activate outcomes in participation and asset retention



Facilitate Ongoing Asset Growth & Retention



Prepare Employers and Participants  
for 2024 Platform Migration



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# Participant Focus

Nearing Retirement Email Campaign  
Quarterly Newsletters  
Social Media Campaigns  
Webinars, Events & One-on-Ones



Nearing Retirement Email  
**Flat Open Rate year over year**  
**Decrease in Click Throughs**



**63,882 Total Engagements**  
**19,211 One-on-Ones**  
**3,469 Employer Meetings**

# Employer Focus

**Employer Contributions**  
as of September 2024


New record high of  
**556 employer**  
**contributions**

Employer Meetings  
**3,469 +21%**



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NC 401(k) & NC 457 Plans

- Post-migration move to myNCRetirement website
- 30% increase in unique visitors over previous year  
 374,978
- Addition of tab highlighting NC 401(k) and NC 457 Plans in ORBIT

myNCPlans.com Webpage

Number of Visitors

**Plan Information, Investments & Enrollment**

51,308

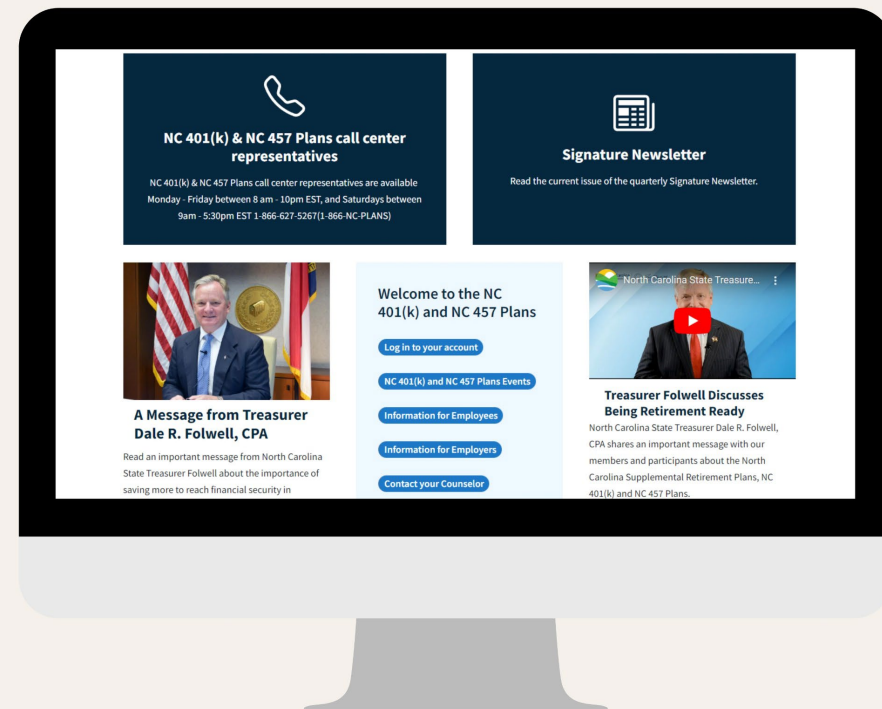
**Contact Your Retirement Education Counselors**

11,036



# North Carolina

## NC 401(k) & NC 457



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# 2025 Key Initiatives

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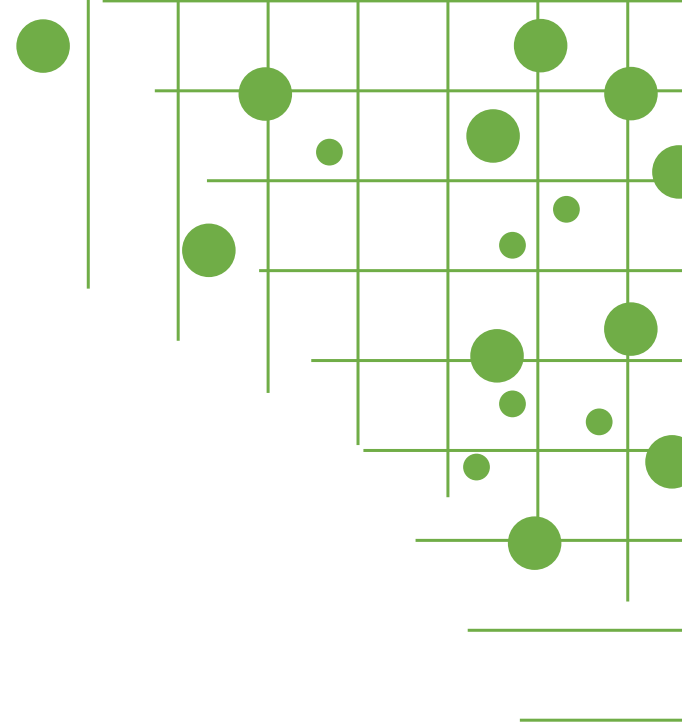


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## Annual Goals

- Increase Plan adoptions and employee participation
- Increase savings contributions
- Increase asset retention
- Increase effectiveness and efficiency of communications



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# CITY PARTICIPATES IN LGERS



Provides 5% matching contributions to employees



Employs part-time employees who are not eligible for LGERS



Currently, part-time employees are not eligible to participate in the NC 401(k) Plan.



**Part-time employees can participate in the NC 401(k) Plan.**

**Providing employer-matching contributions is optional.**

## Drive Enrollments

- Part-time employee campaign
- Focus on new hires
  - Less than 50% are currently participating in the Plans



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## GAP Campaign

- Incite action to close the gap in retirement readiness

Current Age	Count	Count Gap	Percent Gap	Count Replacement < 60%	Percent Replacement < 60%
Less than 25	6,222	454	7.30%	133	2.14%
Age 25-34	67,463	12,155	18.02%	1,388	2.06%
Age 35-44	95,983	35,723	37.22%	2,171	2.26%
Age 45-54	114,305	58,775	51.42%	3,714	3.25%
Age 55-64	86,022	61,879	71.93%	12,392	14.41%
Age 65+	18,366	7,375	40.16%	1,429	7.78%



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The  
**CONVERSATION**  
must  
**DRIVE**  
the  
**OUTCOME**

## Rethink Communications

- Revise existing campaigns to incite action
- Topic diversification
- Focus on new employees and enrollments



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# Thank you.



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