Supplemental Retirement Plans – Communications Strategy

North Carolina Department of State Treasurer

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North Carolina Department of State Treasurer
Learn. Invest. Grow. Prosper.

Overview

- Mission/Vision

- Targeted Communication - Audience Definition

- Enhance Communication Effectiveness

- Streamline Processes

- Next Steps

Mission

- To provide resources and encourage engagement among North Carolina's public employees to promote their retirement readiness.

- To promote fiscal health of the state and North Carolina citizens by providing high-quality options for a secure retirement.

- To provide prudent oversight and governance of plans.

Vision

- To provide personalized resources and solutions to ensure a high level of participant satisfaction and allow all members to achieve a secure retirement.

- To make employers "site champions," enthusiastic advocates with a high level of satisfaction and confidence in the plans as an effective tool for employee recruitment and retention.

- To provide the preferred retirement savings plan for North Carolina public employees.

Targeted Communication – Audience Definition

Audience broken down into four distinct groups targeted communication/education:

- Actively participating members
- Non-participating but eligible
- Inactive (separated from service)
- Inactive (retirees in drawdown stage)

Enhance Communication Effectiveness

- Raise awareness around retirement readiness via the Annual Benefits Statement. Target communication based on audience.

- Special Topics:
  - Transferring pension assets to plans
  - Consolidating 401(k)s
  - Education for retirees

Streamline our Processes

- Shorter production time

- Lower cost

- Ability to link directly to online resources from the newsletter

Next Steps

- Overlaying Supplemental and general Retirement communications to promote holistic approach, identify opportunities for alignment

- Analyzing demographic, geographic data to identify targeting opportunities (enrollment, contribution levels, etc.)

- Dedicated campaign to get more members online