



# 2019 Proposed Communications Strategy



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



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# 2018 Reflection and Observations

# 2018 Observations

- Targeted message
- Extremely high engagement



- Best practices
- Budget-conscious

- Most engagement came from audience with employer match – 3.2 percent
- Not a high level of engagement

- Enrollments
- Contribution levels
- GoalMaker adoption

Record year for fund line-up changes:

- Four new funds
- Three funds removed
- One change of strategy
- One change of manager
- GoalMaker 2.0



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## 2019 Areas of Focus

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- Utilize existing data
- Mimic Form 6 outreach
- Continue to build SRP/RSD collaboration of messaging

- Expand tools to support employers
- Educate employers on benefits of digital interactions

- Simplify messaging
- Create member resources for accurate product comparison

- Continue to build awareness of GoalMaker



- Best practices
- Standardized messaging
- Budget-conscious

- Utilize EZ Increase form
- Enhance web interface
- Continue to build awareness of *myNCRetirement* Statements

- Build and deploy employee welcome kit
- Utilize EZ Enroll form



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## Next Steps

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- Build communications calendar
- Revisit assumptions for Digital Platform



# Questions



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# Thank you



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