

2019 Proposed Communications Strategy



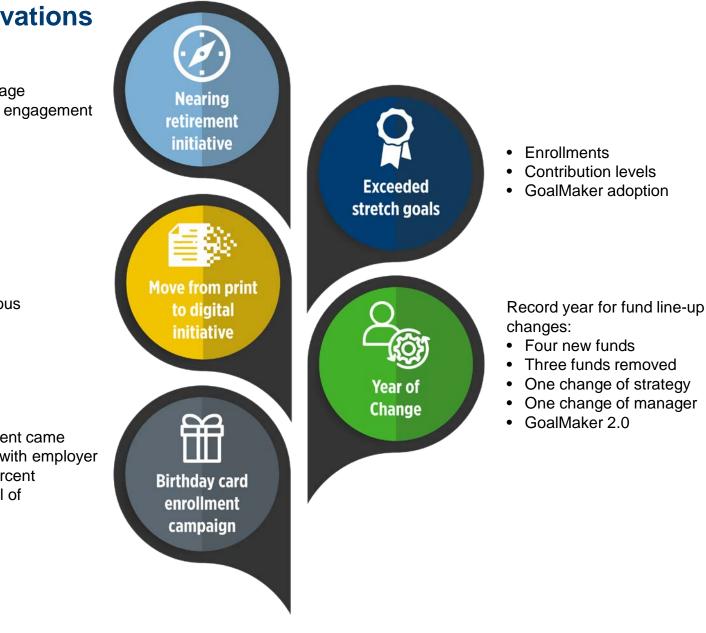




2018 Reflection and Observations

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



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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

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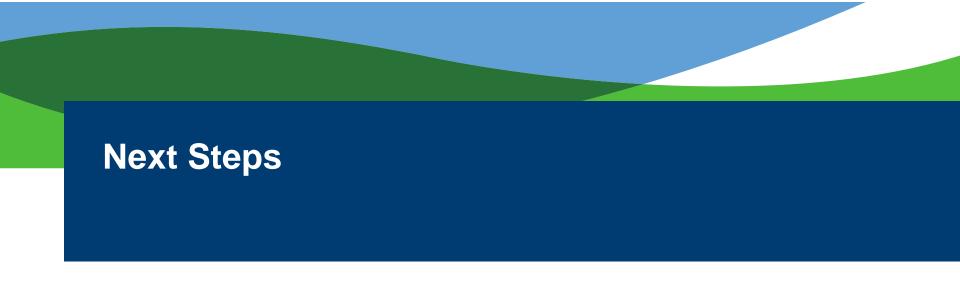




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 - Best practices
 - Standardized messaging
 - Budget-conscious

- Utilize EZ Increase form
- Enhance web interface
- Continue to build awareness of *my*NCRetirement Statements
- Build and deploy employee welcome kit
- Utilize EZ Enroll form





Next Steps

- Build communications calendar
- Revisit assumptions for Digital Platform







Questions







Thank you



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