

# DEFERRED COMPENSATION PLAN BOARD REPORT 09-55

Date: December 8, 2009  
To: Board of Deferred Compensation Administration  
From: Staff  
Subject: 2009 Enrollment Initiative: Targeted Enrollment Campaign – Animal Services

*Members*  
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## Recommendation:

That the Board of Deferred Compensation Administration receive and file the following information regarding the results from the targeted enrollment campaign for the Department of Animal Services.

## Discussion:

As previously reported to the Board in May 2009, staff and Great-West conducted an enrollment campaign targeting one department falling below the City's average participation rate of 61%. Since the Plan had never conducted this kind of targeted marketing campaign before, staff elected Animal Services as its pilot department, based on its size and low participation rate. Through a comprehensive marketing strategy involving custom communication materials, goals, as well as outreach to "gatekeepers"<sup>1</sup>, staff was able to implement and then measure the success of the enrollment campaign.

Prior to the campaign, 39.2% of employees from the Department of Animal Services were participating in the Plan, which left 222 individuals as the target population. Given this pre-campaign participation rate, the Plan's consultant, Mercer Investment Consulting, recommended a target of a 15% increase in total departmental population, or 56 additional members.

After two months of our marketing campaign, staff and Great-West were able to increase total participation by 33 employees, from 39% to 48%. However, when considering the headwinds of a recession, mandated furloughs, and a declining stock market, staff does not view falling short of the objective to be an indicator of deficiencies in the marketing strategy. The marketing efforts were well received and staff saw positive feedback from employees.

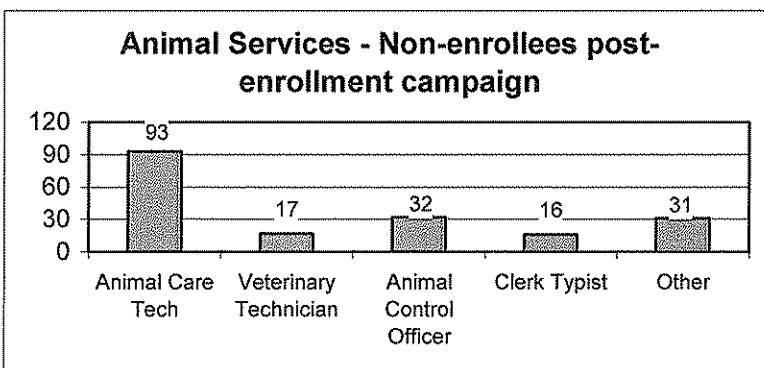
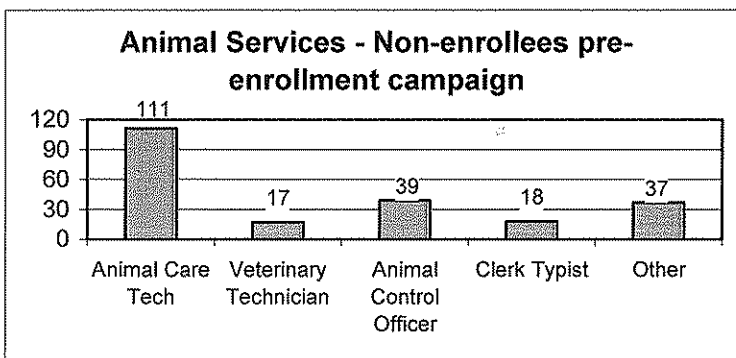
A data review examining the target population by job classification was key to the initiative success. This allowed us to target these individuals for multiple marketing

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<sup>1</sup> Gatekeepers – Captains from all Animal Shelters within the City of Los Angeles

messages. In addition, establishing a rapport with Department "gatekeepers" to help support the outreach efforts allowed us further means to get information from the Plan to the target audience.

The following charts illustrate the decrease in non-participation amongst each Animal Services job classification pre- and post campaign.



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