



BOARD REPORT 18-47

Date: November 20, 2018

To: Board of Deferred Compensation Administration (Board)

From: Staff

Subject: Plan Communications, Website, and Proposed Participant Engagement Committee

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Recommendation:

That the Board (a) receive and file report regarding Plan communications and outreach; (b) approve staff's proposed 2019 schedule of communication topics; (c) approve the redirect of LA457.com to the Plan's new Resource Center; and (d) direct staff to draft revisions to the Plan Governance Policies and Bylaws providing for the creation of a Participant Engagement Committee for approval at the Board's December 18, 2018 meeting.

Discussion:

Staff continues to focus on evolving and expanding the Plan's engagement and education efforts. This report includes a recommended schedule of communication topics for 2019, enhancements to the participant online experience, and a proposed revision to the process by which new communications are developed through creation of a new Committee.

A. Communication Topics

To ensure robust and quality communications for 2019, staff recommends adoption of the year-long calendar of communication topics detailed in *Table 1*. This proposal represents the first time the Plan has adopted a communications plan for an entire calendar year. Doing so will allow adequate time to plan ahead and develop communication resources and materials. Having adequate time to develop said materials will help to improve the quality and intentionality of the communications.

In recent years, the Plan has begun incorporating financial wellness topics into Plan communications. Staff recommends expanding upon that in 2019 by covering topics such as budgeting, debt management, and estate planning. A number of these resources are available to the Plan through the Third-Party Administrator (TPA), Voya. Voya has a number of articles

and educational content related to these topics, in addition to their Financial Wellness assessment tool that is currently available to all Plan participants.

Staff will continue to utilize a variety of delivery methods for these communications including social media, email, mailings, video, and in-person Retirement Counselor meetings. As the plan progresses through 2019, staff will report on the specific communications that will be deployed.

Table 1

Month	Topics	Description
January	Account Checkup	Account maintenance reminders tailored for each population. Items to include: contribution amount, investment elections, beneficiaries, etc.
February	Savings Goals	Content about how to achieve savings goals for large expenses like a car, a home, or college education.
March	Investor Knowledge	Education about the stock market, market volatility, and the Plan's risk-based portfolios.
April	Emergency Savings	Content about emergency readiness as it pertains to finances and emphasizing the importance of having an emergency fund and ensuring financial resources are available in the time of an emergency.
May	Budgeting	General educational content about keeping a budget.
June	Debt Management	Resources related to managing and reducing one's debt. Tie in to information about credit scores.
July	Stay in the Plan	Education about the benefits of staying in the Plan after retirement.
August	Estate Planning	Education related to preparing an estate for one's passing.
September	Protection	Information about types of insurance products that participants may find beneficial to their overall financial wellness.
October	National Retirement Security Week	A national campaign that focuses on the importance of retirement security with content for non-participating eligible employees, participating active employees, and retirees.
November	Preparing for Retirement	Special content related to accrued leave, catch-up, special catch-up, and things to consider before retiring.
December	2020 Contribution Limits	Annual contribution limits will be announced by the Internal Revenue Service by this time and will be shared with participants.

B. Targeted Outreach

While most communications and outreach are designed with the entire Plan population in mind, staff will also develop special outreach for populations that are underrepresented in the Plan. For 2019, staff will target the department and MOUs listed in the following tables:

Departments	Full-Time Employees	Participation Rate	Contribution % of Pay
Department of Public Works Bureau of Sanitation	2,786	57%	7.01%
Department of General Services	1,395	49%	7.31%
Department of Recreation and Parks	1,430	53%	5.34%

Department of Public Works Bureau of Street Services	1,000	51%	5.62%
Council Offices	397	42%	7.06%
Mayor's Office	216	34%	8.12%

MOUs	Full-Time Employees	Participation Rate	Contribution % of Pay
MOU 2: Building Trades (AFL-CIO)	960	61%	6.78%
MOU 3: Clerical (AFSCME, AFL-CIO)	3,898	63%	5.66%
MOU 4: Equipment Operation & Labor (SEIU, Local 721)	3,096	48%	4.22%

Outreach will include partnering with departmental leadership, labor organization representatives, and targeted mailing campaigns. Engagement efforts will be customized to the unique characteristics of each population.

With the approval of the Board, this September staff sent letters to departmental and union leadership, which provided a Plan update and a retirement readiness evaluation of their employee population. These letters have already generated interest from leadership in partnering with the Plan to increase participation among their constituents. Staff is encouraging partnerships with these key stakeholders by reaching out to them to schedule in-person meetings to learn how the Plan can best meet the needs of their populations. Updates on these meetings will be provided to the Board as they unfold.

C. MOSERS Deferred Compensation Video Content

Expanding video content is a key objective as a way to provide Plan education and marketing. As previously shared with the Board, in creating videos staff has looked to the defined contribution plan administered by the Missouri State Employees' Retirement System (MOSERS) for best practices. MOSERS has been a leader in developing innovative communications content for its membership. Following presentations from MOSERS at the 2018 NAGDCA conference, at its October 16, 2018 meeting the Board asked staff to present a selection of videos from MOSERS to gain insight into the type of content they produce. Staff will present several MOSERS videos to the Board at the November 20, 2018 meeting.

D. LA457.com and the Plan Resource Center

On September 27, 2018, the Plan launched its new online Resource Center. This site was designed to be an education- and information-oriented resource crafted for the Plan's distinct audiences. The site features blog articles, videos, general information, governance documents, and ways to contact the Plan. It also hosted the Plan's content for National Retirement Security Week. Through November 2, 2018, the site has been visited by over 11,600 unique visitors and saw more than 17,000 pageviews.

The Resource Center includes a pop-up which solicited feedback from site visitors. The feedback was overwhelmingly positive. With 71 survey responses, 95.8% of participants said

the site was easy to navigate, and the same number said they were able to find what they were looking for.

At the September 2018 Board meeting, staff reported that it would evaluate whether the new Resource Center should be the main landing page for LA457.com. Based on feedback from participants, and the Plan’s desire to improve communications and online engagement, staff recommends that this change be made on February 1, 2019. The proposed date will provide staff ample time to communicate this change to Plan participants.

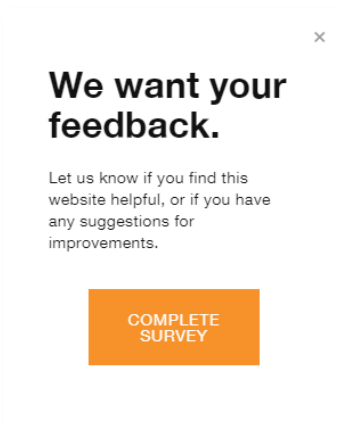
Communications will emphasize the new resources available to participants but also remind them that they will still be able to conveniently log in to their account by clicking the orange “login” button on the upper right of the home page, which will take them to Voya’s authenticated and secure account access site.



Staff’s timeline for communicating the landing page change in multiple venues and at multiple points in time is as follows:

<i>Date</i>	<i>Communication</i>
December 3, 2018	Message on Resource Center
December 3, 2018	Message on current LA457.com
January 2019	Message in Quarterly Newsletter
January 14, 2019	Postcard to all participants
January 16, 2019	Citywide email to all participants

E. Participant Engagement Committee



Over the past several years, communications have increasingly been in focus as the Plan sets ambitious retirement readiness goals for participants. Engagement and communications are the primary drivers for influencing participant behaviors and driving more successful outcomes. This focus has resulted in new communications and outreach strategies. As communications and outreach efforts grow, there is an opportunity to enhance the Board’s participation in that process. Traditionally, new communications and outreach initiatives are developed by staff (aided by the TPA) and are brought to the Board for review and approval.

To bring the Board into the process earlier, staff recommends the establishment of a new Participant Engagement Committee that will oversee and provide guidance for the development of new engagement, communication, and outreach strategies. Committee members will be able to participate in the creation of new initiatives while they're in the early stages of development. If the Board is supportive, staff recommends that the Board direct staff to draft revisions to the Plan Governance Policies and Bylaws providing for the creation of a Participant Engagement Committee for approval at the Board's December 18, 2018 meeting.

Submitted by: _____
Daniel Powell

Approved by: _____
Steven Montagna