

# DEFERRED COMPENSATION PLAN BOARD REPORT 07-44



Date: November 14, 2007

To: Board of Deferred Compensation Administration

From: Staff

Subject: Premiere Communication Materials

Recommendation:

That the Board of Deferred Compensation Administration receive and file the following information.

Discussion:

Staff and Great-West are pleased to present the redesigned enrollment kit under the City Plan's new "Premiere" theme recently approved by the Board. The enrollment kit is the key design piece, as many of the graphic images used in this document will be further utilized in other communication materials as well as the Plan website.

A key objective of this development process was to develop Plan marketing materials capable of drawing attention from current and prospective participants. Given the "clutter" of marketing to which people are exposed to in the modern age, we recognized that our materials had to be creative, visually engaging and thematically consistent in order to be competitive. We believe we have met these goals. Preliminary feedback from some individuals who were not part of the development process has been extremely positive.

The attached enrollment kit, except for some differences in binding, is our proposed final version. Work is also progressing on the individual pieces providing more detailed explanations of certain aspects of the plan, such as utilizing the Website and Keytalk, and which will be added to the pocket in the kit. This design should make the kit very flexible going forward as changes to the plan occur.

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