

# Deferred Compensation Plan BOARD REPORT 15-48

Date: September 4, 2015  
To: Board of Deferred Compensation Administration  
From: Staff  
Subject: 2015 National Retirement Security Week

Board of Deferred  
Compensation Administration

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Don Thomas*

## **Recommendation:**

That the Board of Deferred Compensation Administration receive and file an update regarding the 2015 National Retirement Security Week campaign.

## **Discussion:**

### **I. Update Regarding Senate Action on Annual Resolution**

Each year the United States Senate passes a resolution for “**National Save for Retirement Week,**” which takes place in the month of October to help American workers focus on the importance of saving for retirement. The City’s Deferred Compensation Plan typically participates in this annual event, in that it provides an excellent opportunity to promote engagement, awareness, and successful outcomes for Plan participants.

The National Association for Government Defined Contribution Administrators (NAGDCA) has led this effort in prior years by working on an annual basis with key U.S. Senators to introduce the resolution. The NAGDCA Executive Board and NAGDCA’s Capitol Hill legislative representative, Susan J. White, have been working this year with key members of the U.S. Senate to introduce the annual national retirement resolution. Those members have agreed to rename the event, “**National Retirement Security Week,**” based on recommendations submitted by NAGDCA. The re-titling and certain changes to the language within the resolution have been modified to broaden the resolution’s scope and audience by (a) making clear that the goal of retirement saving is creating retirement security, and (b) including the retired members of our plans in the messaging to help remind them that even if they are no longer saving for retirement, maintaining retirement security after exiting the workforce is an important and ongoing objective. NAGDCA anticipates that the resolution will be introduced once Congress reconvenes after Labor Day. Staff will provide the Board with a verbal update should new information become available after the writing of this report.

### **II. Campaign Status**

Staff has been working on developing the theme and content for the National Retirement Security Week (“NRSW”) campaign. Here is a brief overview:

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- **Interactive Exercise:** Staff has been working with Segal Consulting (“Segal”), the Plan’s communications consultant, to develop content for several online interactive exercises. Active participants and retiree participants will have the ability to look into their retirement future or past by answering a short list of questions, and exercise will then generate a profile result based on how the participant answers.
- **Video Content Development:** In its endeavor to begin producing more media content, staff has been working to use its staff to develop a video within the time travel theme utilizing an online third-party application. Staff is also considering creation of a Plan YouTube page to house old video and webinar content, as well as for posting future videos.
- **Mayor’s Proclamation:** Similar to last year, staff is finalizing this document and will work to have it signed to be distributed electronically and to physical addresses where needed.

The complete timeline for this campaign has been attached for the Board’s reference. It has been clarified and updated since it was last presented to the Board in August.

Submitted by: \_\_\_\_\_  
Esther Chang

Reviewed by: \_\_\_\_\_  
Alexandra Castillo

Approved by: \_\_\_\_\_  
Steven Montagna

2015 NATIONAL RETIREMENT SECURITY WEEK PROMOTION CAMPAIGN

National Retirement Security Week: **October 19-23, 2015**

Promotional Period (Survey Drawing): **October 19-31**

CAMPAIGN COMPONENT	TARGET DEVELOPMENT LAUNCH DATE	TARGET COMPLETION DATE	STATUS
Develop Online Interactive Employee/Participant Exercises	August 18	October 1	<i>In progress</i>
Mayoral/Council Proclamation for Signature	August 18	October 1	<i>In progress</i>
Develop Campaign Flyer	August 18	October 1	<i>In progress</i>
Develop Video Content Material	August 18	October 1	<i>In progress</i>
Develop microsite for campaign (if necessary)	August 18	October 1	<i>In progress</i>
Hardcopy Mailing to Retiree Participants	September 7	October 12	
Post Web Banner and Bulletin to Participant Website	September 7	October 12	
1st Citywide and Plan Participant Email	September 28	October 19	
Launch Online Interactive Exercises	August 18	October 19-31	
Introduce Video Content Material	August 18	October 19	
2nd Citywide and Plan Participant Email	September 28	October 27	
Incentives Awarded/Announced on Plan Website	N/A	November 16	