



2015 North Carolina Total Retirement Readiness Tour

The N.C. Department of State Treasurer commemorated “North Carolina Saves for Retirement Month” by launching the NC Total Retirement Readiness Tour. These events – held at four locations throughout the state in the month of October – were an opportunity for state and local government employees to attend a nearby event that would help them learn about their NC pension, Social Security, their 401(k)/457 assets, State Health Plan retiree benefits, and how the State Employees’ Credit Union can assist them in retirement. It was also an opportunity for local Human Resources personnel to interact directly with Retirement Systems Director Steve Toole and a representative from the Education Retirement Group.

Locations:

- Raleigh - Wake Tech Community College**
- Greensboro - Greensboro Coliseum**
- Charlotte - Central Piedmont Community College**
- Lumberton - Robeson Community College**

Attendees: **Approx. 1,045 – Packed rooms!**

HR Roundtable Attendees: **Approx. 35 – Increased employer interaction!**

Emails Collected & Follow-up Sent: **867 – Increased participant outreach!**

401(k)/457 Contribution Increases: **51 – More retirement readiness!**

401(k)/457 Plan Sign-ups: **43 – Increased financial planning!**

Daily Agenda
9-11 AM
Vendor Expo with RSD, Prudential, State Health Plan, Social Security Administration, SECU

11AM – 1 PM
Retirement Readiness Presentation & Q/A

11:30 AM – 12:30 PM
Human Resource Reps Roundtable

1:00 – 3:00 PM
Vendor Expo



Number of Survey Respondents: **118**

Found the information provided at the events was useful: **93% positive**

Planned to use the information received in future decision-making: **96% positive**

Planned to make changes to their NC Total Retirement Plan based on the information received: **53% plan to make changes**

Would recommend the NC Total Retirement Tour to a colleague: **92% positive**

Event Demographics

- Majority were 1-4 years away from retirement.
- Fewer teachers & school staff.
- Fewer members in the 25-39 category.



2016 North Carolina Total Retirement Marketing Goals

Using an analysis of our 2015 marketing program results, and the lessons learned from the retirement readiness tour, we are targeting the following high-level marketing initiatives for 2016.

2016 Overall Goals NC 401(k) and NC 457

Plan Participation - Efforts include:

- Plan enhancement communication
- Increased segmented communication
- Increase educational initiatives

Increase Contributions in Plan:

- Create aggressive marketing campaigns aimed at employees and employers to increase their plan contributions

Asset Allocation:

- Increased participant support through education and outreach targeted specifically to segmented populations, i.e. mid-careers, near retirees, new hires

Additional Goals include:

- Plan member retention with a focus on nearing-retirement participants
- Increase the number of Retirement Readiness Tour dates to educate, support, and increase plan participation
- Pursue activities aligned with securing retirement readiness
- Enhanced 2016 Annual Benefits Statement to include targeted communications regarding gaps in retirement income and to members with employer-matched contributions
- Continued support of Employers to include on-site visits, electronic toolkits, webinars, roundtables, and meeting with Prudential/TIAA field teams

2016 Overall Goals NC 403(b) Program

Plan Participation - Efforts include:

- Plan enhancement communication focusing on the new 403(b) Custom Portfolio service
- Targeted messaging to school districts that have not adopted the program leveraging Treasurer Cowell
- Create additional email campaigns to eligibles in school districts that have adopted the program
- Strengthen email communications

Increase Contributions in Plan:

- Increase outreach through marketing campaigns targeted for National Retirement Security Week and Back to School Week

Asset Allocation:

- Highlight Custom Portfolio with its own marketing campaign
- Additional outreach to participants that may include a webinar on asset allocation

Additional Goals include:

- Strengthening association partnerships for all SRP plans
- Community College participation launch