

NC 401(k)/NC 457 Plans and NC 403(b) Program – 2016 COMMUNICATIONS Snapshot

GOAL – Retirement readiness

GOAL – Secure Retirement

Employers

Early Career

Mid-Career

Near- Retirement

Retirees

Drivers/Initiatives in support of RR

Inc. Enrollments

Inc. Enrollments

Inc. Contr.

Inc. Contr.

Asset Allocation

Asset Allocation

Asset Retention

Asset Retention

Outreach - Avenues and Touch points

ABS

Targeted Campaigns

Communications Collateral

Website/Online Experience

Publications

Social media

Value-add Plan Features Outreach

Special Events, Presentations and Face-to-Face

Special Opportunities to Engage and Build Trust/Relationships

Associations and Collaborative Partners

A Sampling of Communications Outreach from 2016

Annual Benefits Statement	<ul style="list-style-type: none"> • Post- ABS NC 401/457 Campaign- <i>Close the Gap</i> w/targeted outreach to 4 age+gap groups, and NR at 65% • Supporting campaign – 30 touch points from Nov-May targeted to Employers and Employees 	Value-add Plan Features Outreach	<ul style="list-style-type: none"> • Contribution Accelerator Campaign • Employer Match/Contribution Campaign outreach
Targeted Campaigns	<ul style="list-style-type: none"> • Employer Contr. outreach NC 401/457 • Enrollment Toolkit NC 401/457 – w/ Contribution Accelerator • NC 403(b) New Fund Line-up • Surveys / Data Collection to approx. 10,000 who withdrew funds • Spring outreach – Increase Contributions NC 403(b) participants • NC 403(b) Recordkeeping transition 	Special Events, Presentations and Face2Face	<ul style="list-style-type: none"> • Field Teams – presentations and one-on-one • DST Designated Retirement Education Consultant • RR Tour June • RSD ERG F2F • RSD Webinars • NRSW and NCS4RM • OSHR Sensible Savings events
Communication Collateral	<ul style="list-style-type: none"> • Brochures, Educational Resources – (i.e <i>Ducks in a Row, EZ Enroll</i>) • Mats. for Presentations / Event materials – (i.e. SHP event – June, RR event Oct.) • Direct mail – ABS Enrollment Campaign <i>Close the Gap</i> to 4 targets to age + gap • Email outreach – “Summer Off” to NC 403(b) parts • NC 401/457 Employer Contribution outreach flyer 	Special Opportunities to Engage and Build Trust/Relationships	<ul style="list-style-type: none"> • Bailey Flag Initiative • RSD Beneficiary update - <i>Who are You Connected To?</i> and Targeted benies outreach to NC 401/457 • Small balance account reach-out
Website/Online Experience	<ul style="list-style-type: none"> • SRP Plan and Board Pages • RSD Facebook and Instagram • New Beneficiary website portal • NCPlans.prudential.com • TIAA.org/NC403(b) + SD microsites 	Associations and Collaborative Partners	<ul style="list-style-type: none"> • TSERS/LGERS Association Roundtable – materials and quarterly presentations • OSHR (Sensible Savings) • SECU
Publications	<ul style="list-style-type: none"> • <i>Employer NL</i> • <i>Signature NL</i> • <i>RSD Monitor NL</i> • <i>RSD Quarterly Employer Emails</i> • RSD All-member emails 	Social Media	<ul style="list-style-type: none"> • RSD Facebook • RSD Instagram

2017 Strategic Footprint for NC 401(k)/NC 457 Plans and NC 403(b) Program

Retirement Readiness – Members to replace 80% of their income at age 62 throughout retirement.

Retirement Readiness Goal – 66% for 2017

Members Working for an Employer offering EC
77% are Retirement Ready

Members Working for an Employer Without EC
53% are Retirement Ready

Members Enrolled
74% are Retirement Ready

Members Not Enrolled
50% are Retirement Ready

Increasing Participation Initiatives

Employer Engagement

- Promote Plan Adoptions
- Promote Employer Contributions
- Enrollment Electronic Toolkit
- DST and NC Plans Websites
- RSD *Employer Monitor* Newsletter and *Employer* Newsletter
- ABS

Employee Engagement

- Educational Meetings/One-on-one Educational/Take Action Materials
- ABS
- Enrollment Campaign
- DST and NC Plans Website
- *Signature* Newsletter
- NRSW
- RSD direct emails to members

Increasing Contributions Initiatives

Employer Engagement

- Employer Contribution
- Promote ABS
- Contribution Accelerator adoption
- NC Plans Website
- RSD *Employer Monitor* Newsletter and *Employer* Newsletter
- ABS

Employee Engagement

- Education Meetings/One-on-one Educational/Take Action Materials
- ABS
- Webinars (Nearing Retirement) and RSD events
- Promote Contribution Accelerator
- Nearing Retiree Outreach (Roll Overs, One-time Contributions)
- NC Plans Website
- *Signature* Newsletter

Asset Allocation Initiatives

Employer Engagement

- DST and NC Plans Websites
- RSD *Employer Monitor* Newsletter and *Employer* Newsletter
- ABS

Employee Engagement

- Education Meetings/One-on-one Educational/Take Action Materials
- *Signature* Newsletter
- NC Plans Website
- ABS

Areas of Focus

- Support NC 403(b) Transition and Ongoing Needs
- Support GM Glide Path – multi-year approach
- Support Employee Education:
 - Support Retiree Advocate and outreach

NC 403(b) 2016/2017 Transition Communication Strategy - Outline

Pre- Transition December and January	Transition February	Immediate Post-Transition (Phase I) March to May	Post Transition (Phase II) June and July	Post Transition (Phase III) August to December
<p>Employer Engagement Goal: Prepare for an informative welcome and anticipate needs</p> <p>Employee Engagement Goal: Prepare for a warm and informative welcome</p>	<p>Employer Engagement Goal: Provide a warm & informative welcome</p> <p>Employee Engagement Goal: Provide a warm and informative welcome</p>	<p>Employer Engagement Goal: Reinforce relationships and promote plan adoptions</p> <p>Employee Engagement Goal: Provide a personal, warm and informative welcome</p>	<p>Employer Engagement Goal: Continue to promote plan adoptions/reinforce relationships AND seeking to book employer/employee meetings</p> <p>Employee Engagement Goal: Provide a personal educational experience to current and eligible participants</p>	<p>Employer Engagement Goal: Continue to promote plan adoptions and employer contributions</p> <p>Employee Engagement Goal: Provide a personal educational experience to current and eligible participants</p>
<p>Initiatives to support objectives:</p> <ul style="list-style-type: none"> • Q3 <i>Employer NL</i> • Dec and Jan RSD <i>Employer Monitor NL</i> • Q4 <i>Employer NL</i> • Employer direct email • Employee direct email • RIA targeted outreach (multiple) • Employer animation • Employee animation • Participant direct mail • Online experience • RSD social media • Service Team calls • Field Team calls 	<p>Initiatives to support objectives:</p> <ul style="list-style-type: none"> • Feb RSD <i>Employer Monitor NL</i> • Online experience • RSD social media • Begin to build materials inventory 	<p>Initiatives to support objectives:</p> <ul style="list-style-type: none"> • Personal introduction from RECs to all school districts w/materials • Q1 <i>Employer NL</i> • March, April and May RSD <i>Employer Monitor NL</i> • Town Hall Mtg/ Special Event • District Presentation(s) • Continue to Build Materials Inventory, i.e.: <ul style="list-style-type: none"> ○ Plan Highlights ○ Fee Document ○ Counselor Flyer ○ Website 	<p>Initiatives to support objectives:</p> <ul style="list-style-type: none"> • Continue to Build Materials Inventory, i.e.: <ul style="list-style-type: none"> ○ Plan Comparison Flyer ○ Presentation ○ Performance Document ○ Website (continued) 	<p>Initiatives to support objectives:</p> <ul style="list-style-type: none"> • Expand Materials Inventory, i.e.: <ul style="list-style-type: none"> ○ Plan Adoption Flyer ○ Employer Fee Flyer ○ Take Action ○ Expand Presentations ○ Website (continued)