



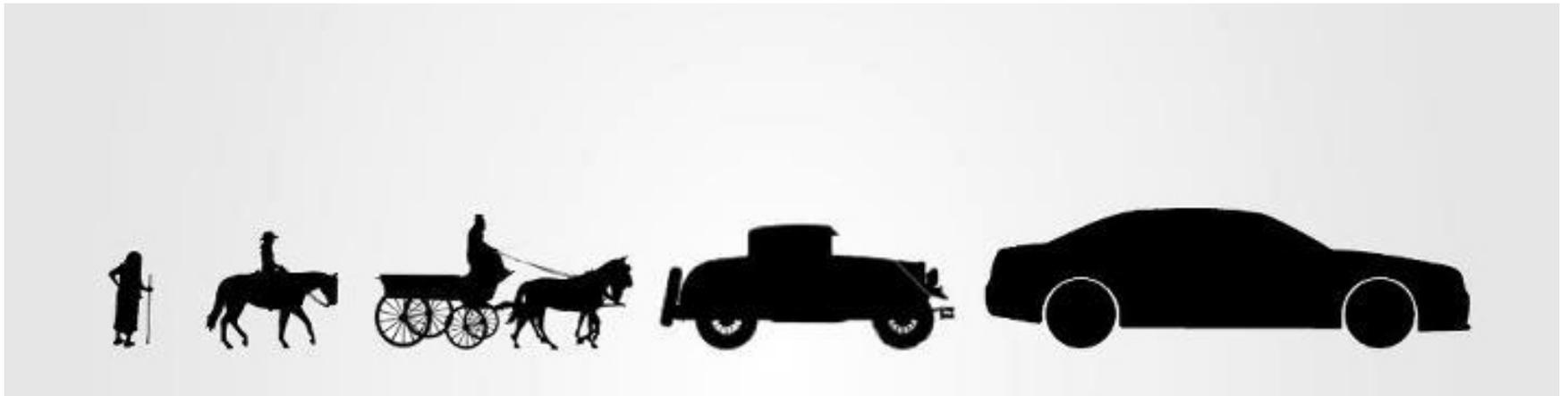
Total Retirement Plans Rebranding Strategy

Board of Trustees Presentation - July 16, 2015



North Carolina
Total Retirement Plans

Business evolution is inevitable and necessary.

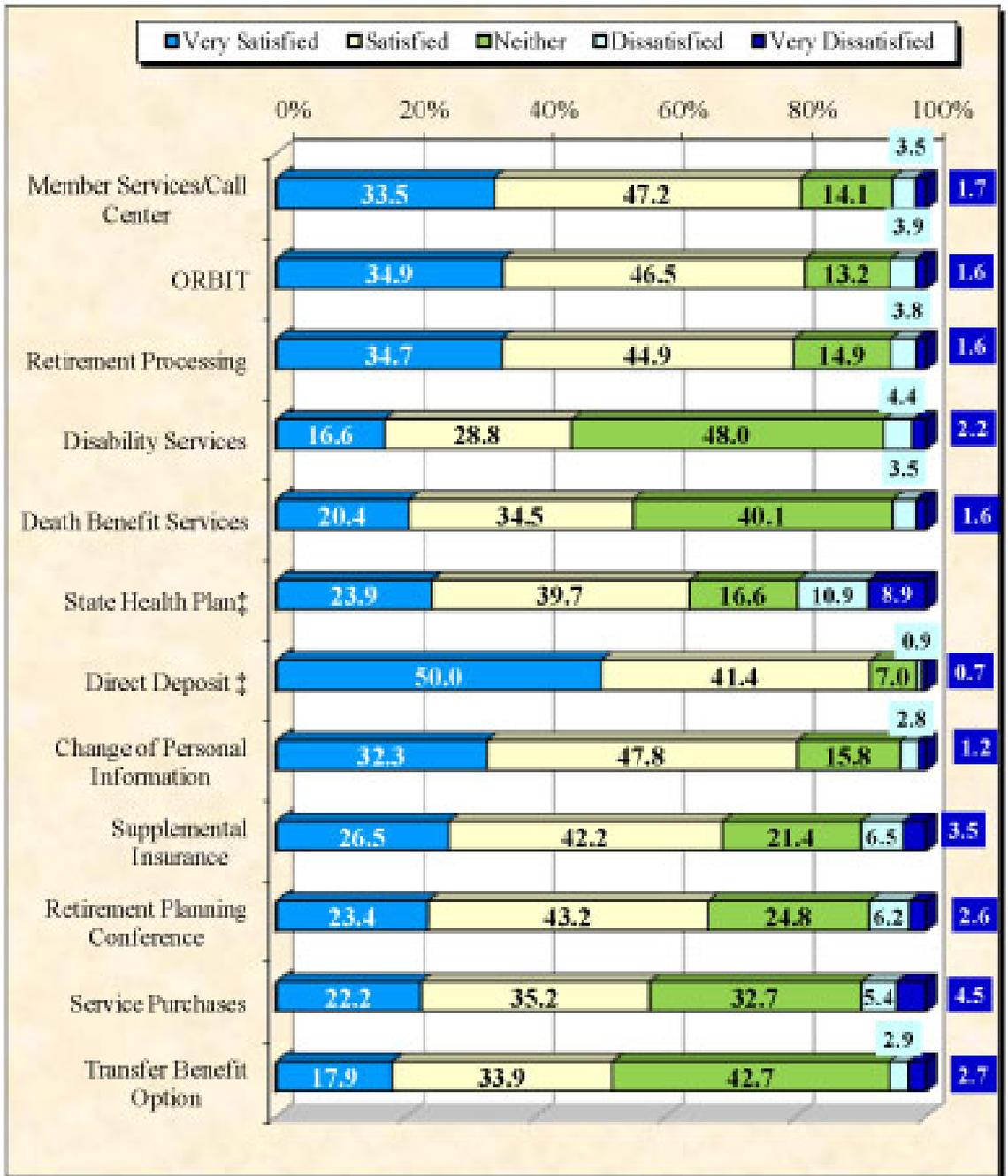


The logo. The legend.





Figure 7. Satisfaction with RSD Services* (Q5): All Respondents.



North Carolina Retirement Systems



My retirement papers were submitted late due to delays by my employer...even with these delays, RSD was able to process my application in a timely way...communication through voice, email and website was quite good.

Excellent program excellently well-handled. You make info available and you staff your offices with people who are kind and know their areas. Good for you on all counts!

I had excellent guidance through my retirement process and felt very secure.



Opportunity

It will take more than just participation in the traditional pension plan – and Social Security benefits – to become retirement ready.

Solution

The North Carolina Total Retirement Plans



Opportunity

North Carolina public employers are finding it difficult to recruit and retain talented staff because employers and their staff don't effectively communicate the value of the retirement benefits the state has to offer.

Solution

The North Carolina Total Retirement Plans



Opportunity

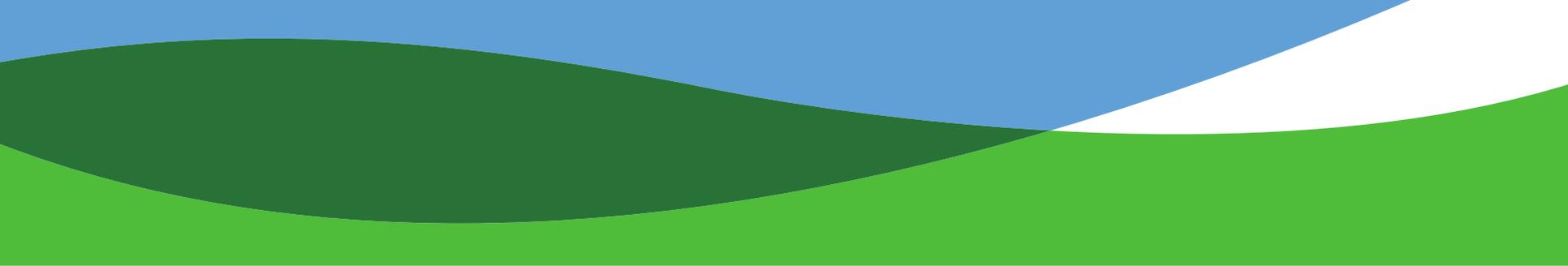
North Carolina retirement system benefit recipients are not aware of the cost-effective supplemental insurance offerings that they can take advantage of as former public employees.

Solution

The North Carolina Total Retirement Plans



North Carolina Total Retirement Plans



Value Proposition

The North Carolina Total Retirement Plans offer the oversight and protection of the traditional, well-managed and highly trusted North Carolina Retirement System with the benefits of access to additional low-fee products, great customer service and on-the-go mobile access for members and benefit recipients.



Objectives

Use *interactive, appealing* and *engaging* methods to help our members achieve 80% retirement salary replacement. How?

- Inform and educate **members** about the total retirement solutions offered by their state employer to assist them in preparing for retirement.
- Inform and educate **employers** about the total retirement solutions offered by the state and how they can use them to recruit and retain talented employees.
- Inform and educate **benefit recipients** about the benefits they can take advantage of as part of their participation in the state's total retirement solutions and make their dollars stretch farther.



Goals

1. To **create one compelling voice** for all of Retirement Systems communications.
2. To **leverage the trust** members have in the pension.
3. To ensure that **members** have access to low-cost, low-risk insurance products in retirement.
4. To **unify all pension systems**, contribution plans, vendors and supplemental retirement insurance offerings using one brand in print, face-to-face, web and voice communications channels.

Retirement Monitor

A monthly newsletter for public sector human resources and payroll specialists

Printer-Friendly Version



Color palette

NC Navy Blue
Pantone 541C
CMYK: 100/58/9/46
RGB: 0/60/113
Hex: 003C71



NC Gray
Pantone 431C
CMYK: 11/1/0/64
RGB: 91/103/112
Hex: 5B6770



NC Light Blue
Pantone 542C
CMYK: 60/19/1/4
RGB: 86/160/211
Hex: 7BAFD4



NC Green
Pantone 361C
CMYK: 69/0/100/0
RGB: 84/185/72
Hex: 43B02A



NC Yellow
Pantone 7406C
CMYK: 0/20/100/2
RGB: 241/196/0
Hex: F1C400



North Carolina Total Retirement Plans – Brand Identity Guidelines

[Employer Home Page](#) [Employer ORBIT Info](#) [Employer Manuals](#)

March 2015

Table of Contents

- This is a test
- Of the emergency RSD network
- Only 3 articles-so I'll delete the others
- wasn't able to delete this line

From the Treasurer



Veggies es bonus vobis, proinde vos postulo essum magis kohlrabi welsh onion daikon amaranth tatsoi tomatillo melon azuki bean garlic. Tumip greens yarrow ricebean rutabaga endive cauliflower sea lettuce kohlrabi amaranth water spinach avocado daikon napa cabbage asparagus winter purslane kale. Celery potato scallion desert raisin horseradish spinach carrot soko. Lotus root water spinach fennel kombu maize bamboo shoot green bean swiss chard seakale pumpkin onion chickpea gram corn pea. Brussels sprout coriander water chestnut gourd swiss chard wakame kohlrabi beetroot carrot watercress. Corn amaranth salsify bunya nuts nori azuki bean chickweed potato.



Annual Benefits Statement



Target Audiences

- Active Plan Members (At Different Stages of Their Careers)
- Retirees & Benefit Recipients
- Employers
- Associations



North Carolina
Total Retirement Plans

TSERS



North Carolina
Total Retirement Plans

LGERS



North Carolina
Total Retirement Plans

**DISABILITY
INCOME PLAN**



North Carolina
Total Retirement Plans

LRS



North Carolina
Total Retirement Plans

**NATIONAL GUARD
PENSION FUND**



North Carolina
Total Retirement Plans

**FIREFIGHTERS' & RESCUE
SQUAD WORKERS'
PENSION FUND**



North Carolina
Total Retirement Plans

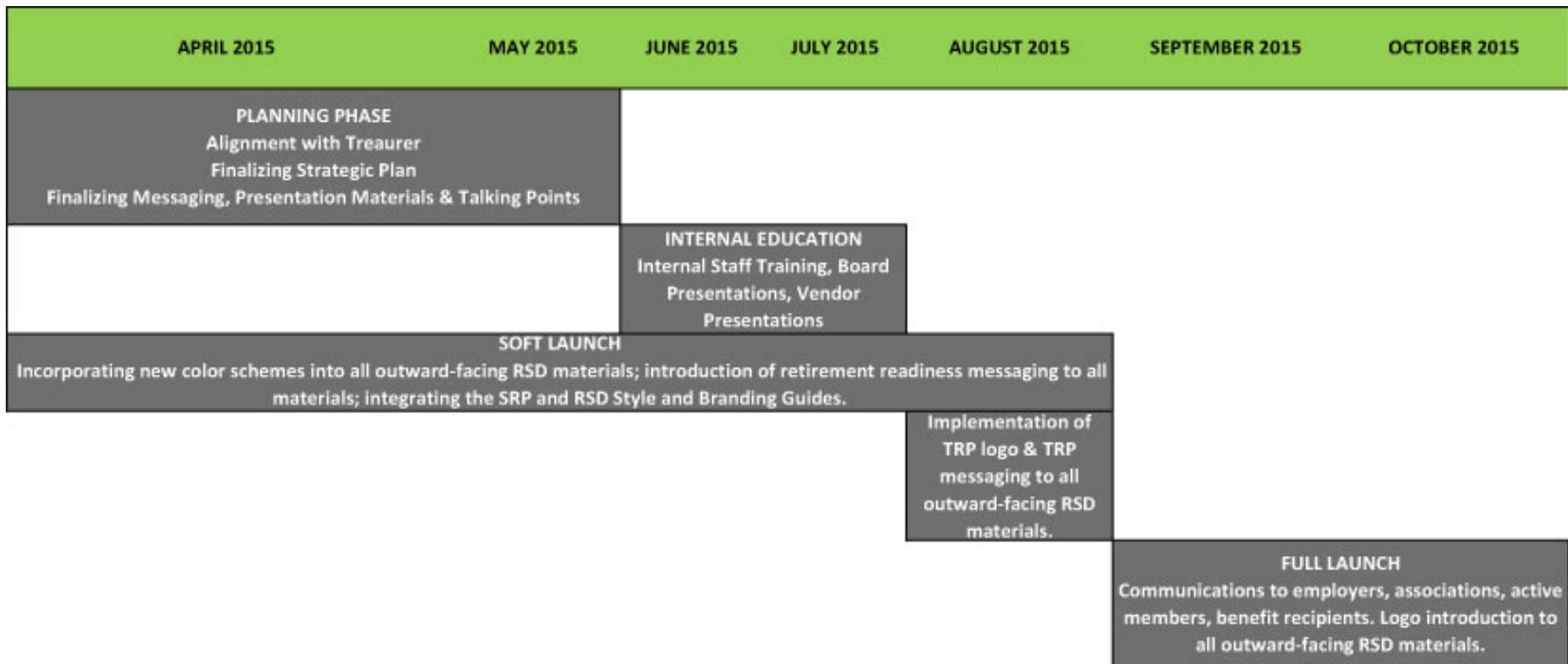
**REGISTERS OF DEEDS'
SUPPLEMENTAL
PENSION FUND**



North Carolina
Total Retirement Plans

**SUPPLEMENTAL
RETIREE INSURANCE**

Timeline

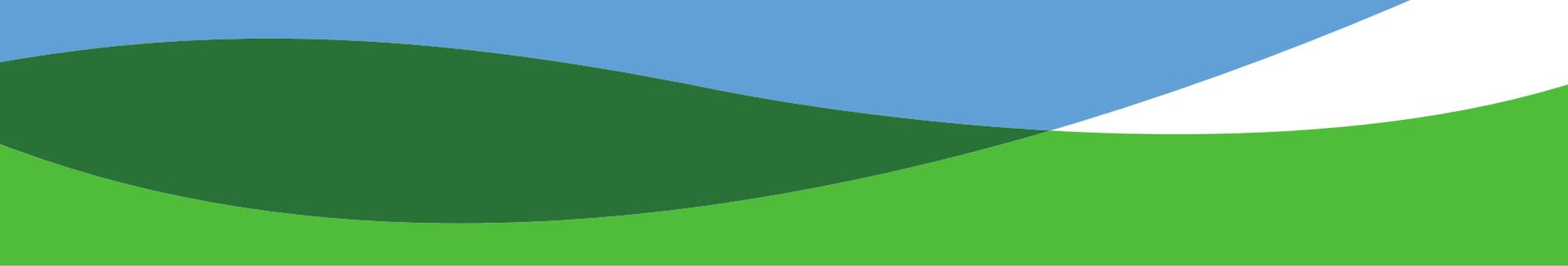


Re-Branding Priorities – Priority 1

- Compilation of RSD & SRP Branding Guides
- Forms & Letters
- Internal Documents (Letterhead, Presentation Templates)
- Newsletters & eCommunication
- Online Retirement Toolkits
- Website/MyNCRetirement
- Social Media Sites

Priority 2

- TSERS & LGERS Retirement Planning Videos
- Member Retirement Handbooks
- Employer Manuals
- Discontinued Service Retirement Materials
- Guidance Publications
- Legislative Digests



Hard Launch Mechanisms

- Website / MyNCRetirement
- Email to Employers
- Email to Actives
- Announcements at Association Roundtables & Emails
- Supporting articles in the Retirement Monitor
- Supporting articles in emails to actives
- Integrated counseling sessions
- Combined group presentations and webinars

It's more than just rebranding...it's a way of life!



North Carolina

Total Retirement Plans