



**Ready...Wherever you are!**

[www.myNCRetirement.com](http://www.myNCRetirement.com)

## Communications 2020



**North Carolina**  
Total Retirement Plans  
401k | 457 | 403b



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# 2019 in Review – Where we are Now

Move from print to digital initiative

Exceeded stretch goals

**Enrollments**  
**Contribution Levels**  
**GoalMaker enhancements, strong participation**  
**Best practices applied for digital content & messaging**  
**Increased reliance on digital platforms**  
(numbers as of 11/11/19)

Asset Allocation

Increase Enrollments



**245,695**

TOTAL UNIQUE VISITORS



**2.27**

Average Session  
(minutes & seconds)



**25,142**

Average Monthly  
Desktop Visitors



**10,627**

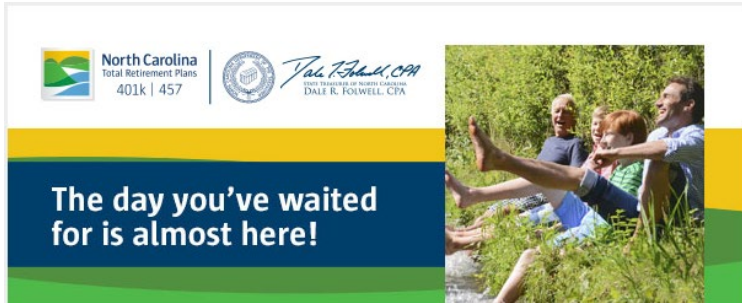
Average Monthly  
Mobile Phone Visitors



**1,852**

Average Monthly  
Tablet Visitors

# 2019 in Review – Where we are Now



- **Nearing Retirement Engagement Success**  
97% Open Rate / 50% Unique Open Rate  
60% One Time Contribution Flyer Click Rate
- Recognition for Plan Design & Administration

- Updates to web platforms, including ADA Compliant  
Designed and coded so people with disabilities can use them
- Employer Engagement through Plan adoption activity is holding steady with employer contributions and high field engagement.



Congratulations to Treasurer Folwell, the Supplemental Retirement Board of Trustees and staff for Outstanding Achievement in **Plan Design and Administration**



Virtual One-On-One with Retirement Counselors  
Webinars & Simulcast Presentations  
myNC Retirement Tools & Resources

**READY...**  
WHEREVER YOU ARE!

# The Future NEXT EXIT



North Carolina  
Total Retirement Plans



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## On the Move to 2020 - Goals



Increase Plan adoptions and employee participation



Increase savings contributions



Increase asset retention



Increase effectiveness of communications' look and feel and leveraging technology



Increase employer plan compliance through education and enhanced tools

# On the Move to 2020 - Goals

## ENGAGE

Transform Delivery through refreshed creative and digital content



**Refresh Messaging & Channels**



Virtual 1-1

Newsletters  
Early, Mid, Late  
Career Messaging

## EDUCATE

Employer Education Program  
Introduce new tools and resources to participants



**Employer Education & Engagement**

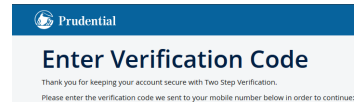
Focus Groups  
Plan Score Card Indicators  
Website Demos



## EMPOWER

Activate outcomes in participation and asset retention

**DocuSign**



**Encourage Ongoing Asset Growth & Retention**

# Questions



# Thank you



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