



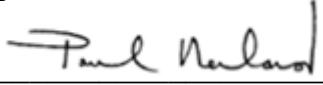
## Inter Office Memo

DEPARTMENT OF  
PERSONNEL SERVICES

### ITEM 12

DATE: September 26, 2014

TO: Deferred Compensation Management Council

FROM: Paul Nerland, Personnel Services Manager 

SUBJECT: Report on Staff Attendance of 2014 NAGDCA Conference

On February 27, 2014, your Council approved a Fiscal Year 2014-15 budget which included the cost of sending two attendees to the National Association of Governmental Defined Contribution Administrators' (NAGDCA) annual conference in San Antonio, Texas. Pursuant to that direction, Councilmember Kathleen Donawa and a member of staff, David Joseph, attended the event from September 15-17, 2014. A number of helpful presentations have been posted to the Deferred Compensation Management Council website for your Council's review.

While our attendees will report on their experience with the 2014 conference, some of their key takeaways include:

- Communication and education campaigns should focus on income replacement, rather an accumulation of assets.
- Participants should be encouraged to utilize investment assistance, such as a target-date fund or managed account service.
- Simplify the Plan for participants by offering fewer investment options, scaled-down forms, and auto-escalation of contributions.
- Participant communications should be personalized based on demographic information to improve effectiveness.