



## ITEM 9

# EMPLOYEE & PARTICIPANT ENGAGEMENT PLAN OVERVIEW

Fresno County 457(b) Deferred Compensation Plan

Date: December 19, 2019



## About the Deferred Compensation Plan

The Deferred Compensation Plan is a supplemental defined contribution retirement plan designed to help employees at Fresno County save additional dollars towards retirement. The Plan is a compliment to the County's pension plan and social security. The Employee and Participant Engagement Plan outlines the various communication/education methods used to engage County employees/participants to help them prepare for and live in retirement successfully.

## Purpose

Help employees/participants prepare for and live in retirement successfully by leveraging targeted communication and education campaigns, personalize onsite education, online participant planning tools, etc. The goal is to meet employees and participants where they are on the retirement path.

## Needs/Concerns

Getting Started	Early-Career	Mid-Career	Approaching Retirement	Living in Retirement
Enrollment				
Deferred Comp 101				
Diversification (Asset Allocation)				
Planning Tools & Resources				
Rebalancing				
Beneficiary				
Dollar Cost Averaging				
Budgeting				
Debt Management				
	Setting Retirement Goals			
	Save More			
	College Planning			
		Simplify & Consolidate		
			Distribution Options	
			Non-Financial Considerations	
			Social Security	
			Medicare	
			Long Term Care	
			Benefits of staying in Plan	
			Excess Leave & Vacation	Spend-Down
			Age 50 & Special Catch-up	
			Approaching Retirement	



## Participant Communicating & Education Methods

<b>Direct Mail (Targeted &amp; All)</b> -Participant statements -Postcard -Flyers -Brochures -Letters	<b>Email (Targeted &amp; All)</b> -Participant statements -Postcard -Flyers -Brochures -Letters	<b>Web/Digital</b> -Paid ads on websites -Paid ads on social media -Webinars -QR Codes -Online appointment scheduling
<b>Social Media</b> -Facebook -Instagram -Twitter -Snapchat -Etc.  *Completed in the past but has not been effective	<b>Apps</b> -NW My Retirement App -Nimbl App	<b>Onsite Education</b> -Save Today! -Group workshops -Benefit fairs -Lunch & learns -Individual meetings -Social events -County staff -Local NW representative -Nationwide Retirement Institute
<b>Participant Website</b> -Chatbot -My Interactive Retirement Planner -My Investment Planner -Website banners -General education	<b>Text Messaging</b> -Alerts -Educational text	<b>Telephone</b> -Participant Solution Center -Retirement Resource Group -Local NW Representative -County Staff
<b>Video</b> -Meet your rep video -Educational videos on participant website -Testimonial videos	<b>Onsite Advertising</b> -Posters -Flyers -Brochures -Giveaways	<b>Word of Mouth</b> -Department champions -Refer a co-worker -Train the trainer
<b>Other</b> -Benefits integration -Onboarding		



## 2020 Education Plan

### 1<sup>st</sup> Quarter

- Bi- Weekly New Employee Orientation (NEO)
- DCSS New Employee Training
- Weekly One-on-one Site Visits (Various Locations, All Shifts)
- Quarterly FCERA “Nearing Retirement” Presentation
- Union Membership Meeting
- Roth Education Workshop
- Consolidations: Benefits of Rolling into the Plan
- Save Today March 23<sup>rd</sup> to 27<sup>th</sup>
- Retiree/Pre-Retiree Luncheon & Learn

### 2<sup>nd</sup> Quarter

- Bi- Weekly New Employee Orientation (NEO)
- DCSS New Employee Training
- Weekly One-on-one Site Visits (Various Locations, All Shifts)
- Asset Allocation Workshop
- Consolidations: Benefits of Rolling into the Plan
- Diversification Communication
- Retiree/Pre-Retiree Luncheon & Learn

### 3<sup>rd</sup> Quarter

- Bi- Weekly New Employee Orientation (NEO)
- DCSS New Employee Training
- Weekly One-on-one Site Visits (Various Locations, All Shifts)
- Quarterly FCERA “Nearing Retirement” Presentation
- Union Membership Meeting
- Reviewing Online Tools Workshop
- Consolidations: Benefits of Rolling into the Plan
- Retiree/Pre-Retiree Luncheon & Learn



4<sup>th</sup> Quarter

- Bi- Weekly New Employee Orientation (NEO)
- DCSS New Employee Training
- Weekly One-on-one Site Visits (Various Locations, All Shifts)
- Retiree Luncheon
- Participant Retention Communication
- Consolidations: Benefits of Rolling into the Plan
- Retiree/Pre-Retiree Luncheon & Learn