# ITEM 11

**COUNTY OF FRESNO**
Deferred Compensation Plan

# 2020 Education Plan

## 1st Quarter

- Bi- weekly new employee orientation (NEO)
- DCSS new employee training
- Weekly One-on-one site visits (various locations, all shifts)
- Semi-annual FCERA "Nearing Retirement" presentation
- Roth education workshop
- Consolidations: benefits of rolling into the plan
- Save Today March 23rd to 27th (Postponed Due to COVID)
- Retiree/Pre-retiree luncheon & learn (Postponed Due to COVID)
- Targeted participant outreach: Recent Retirees, benefits to staying in plan, how to manage your account, how to request a withdrawal.

## 2nd Quarter

- Bi- weekly new employee orientation (NEO) (Suspended due to Covid)
- DCSS new employee training (Suspended due to Covid)
- Weekly One-on-one Virtual Visits (various locations, all shifts)
- Summer Series Weekly Webinars: Retirement 101, Women in Retirement, Risk vs. Reward, Retirement Myths, and Online Tools
- Asset allocation workshop
- Consolidations: benefits of rolling into the plan worshop
- Diversification communication
- 2 Retirement 101 workshops
- Retiree/Pre-retiree luncheon & learn (Postponed due to Covid)
- Union membership meeting (Postponed due to Covid)
- Targeted participant outreach: Accounts with no beneficiary on file

## 3rd Quarter

- Bi- weekly new employee orientation (NEO)
- DCSS new employee training (Suspended due to Covid)
- Weekly One-on-one virtual visits (various locations, all shifts)
- Semi-Annual FCERA "Nearing Retirement" presentation (Postponed due to Covid)
- Union membership meeting, virtual

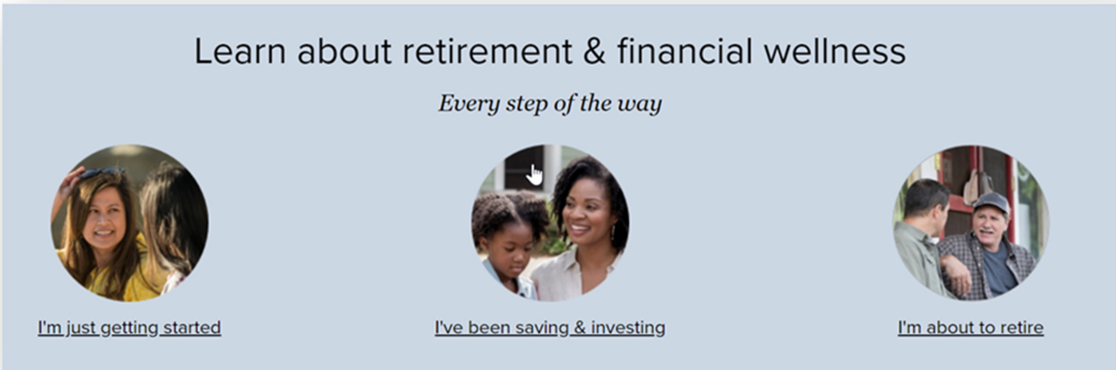
- Weekly Fall Series workshops: Women in Retirement, Retirement 101, Risk vs. Reward, Retirement Myths, Online Tools
- Consolidations: benefits of rolling into the plan
- Retiree/Pre-retiree luncheon & learn
- Outreach: Nonparticipating Employees with Quick to Enroll Link.

4th Quarter

- Bi- weekly new employee orientation (NEO)
- Weekly One-on-one virtual visits (various locations, all shifts)
- Retiree luncheon (Postponed due to Covid)
- Participant retention communication
- Consolidations: benefits of rolling into the plan
- Retiree/Pre-retiree luncheon & learn (Postponed due to Covid)
- Participate in possible virtual benefits fair
- Online tools and new web design workshop

**Upcoming Enhancements**

Video: Leverage video to educate on key topics, help participants take action and create brand awareness.

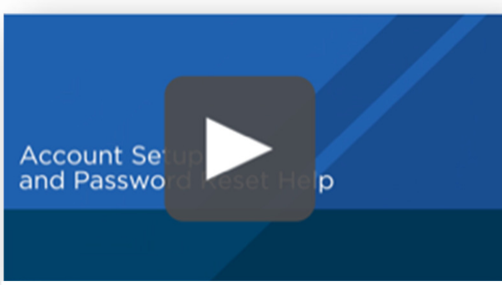



Reorganized Educational Videos by Career Stage (4Q2020)

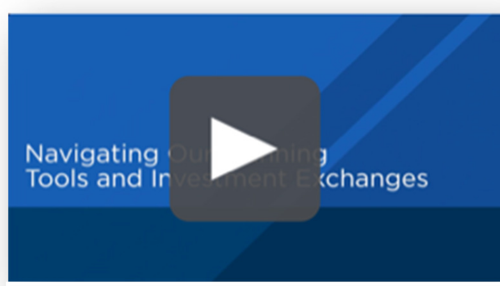
Educational videos are front and center on the new participant website experience. To help participant fine meaningful relevant videos this section will be organized based on the participant career stage. The initial launch will include three stages with a fourth stage, "Living in Retirement" being added at a later date.

The Hub

Contains recorded short snackable instructional videos to help participants managed their account from afar. Participants can also register for live seminars and workshops conducted by the Nationwide Retirement Institute

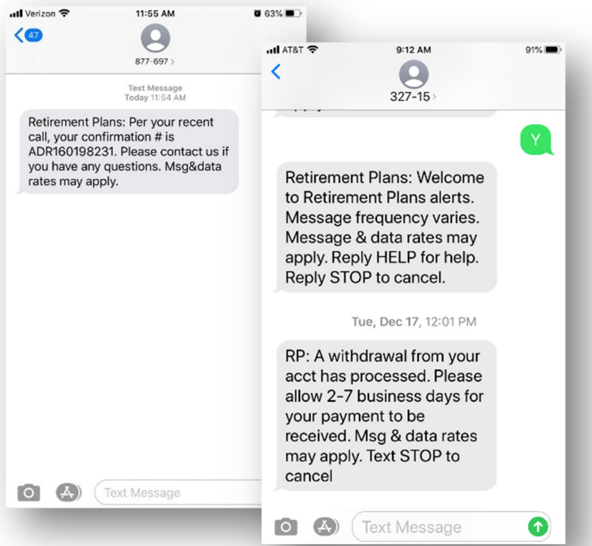


Account Setup and Password Reset Help



Navigating our Planning and Investment Exchanges

## Text: Leverage text messaging to share educational content, provide alerts and encourage participant action




Confirmation & Withdrawal Text Examples

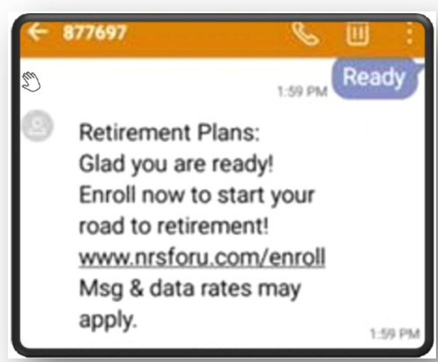
<u>Text Alerts (Live)</u>

Allows a participant to request a one-time alert for financial transactions. This feature is available for all transactions that generate a confirmation.

Withdrawal alerts provides participant with up to date information on the status of their request via text and/or email

<u>Text to Enroll: Phase 1 (Live)</u>

Text to Enroll will allow participants the ability to initiate an enrollment via a text message from their smart phone.



**Targeted Participant Communications**
**Leverage social media, email and traditional print**

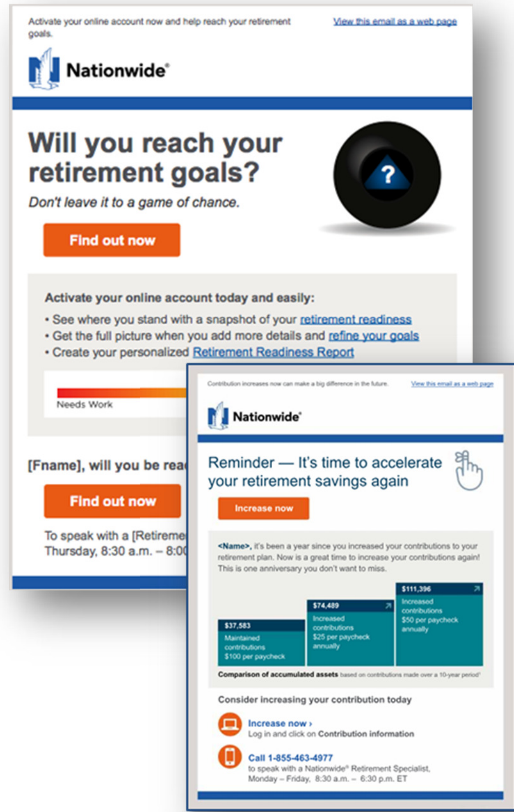
Participant Engagement Program (PEP)

**Purpose:** Proactively engage employees with personalized guidance to motivate them to take actions that can lead to improved retirement readiness.

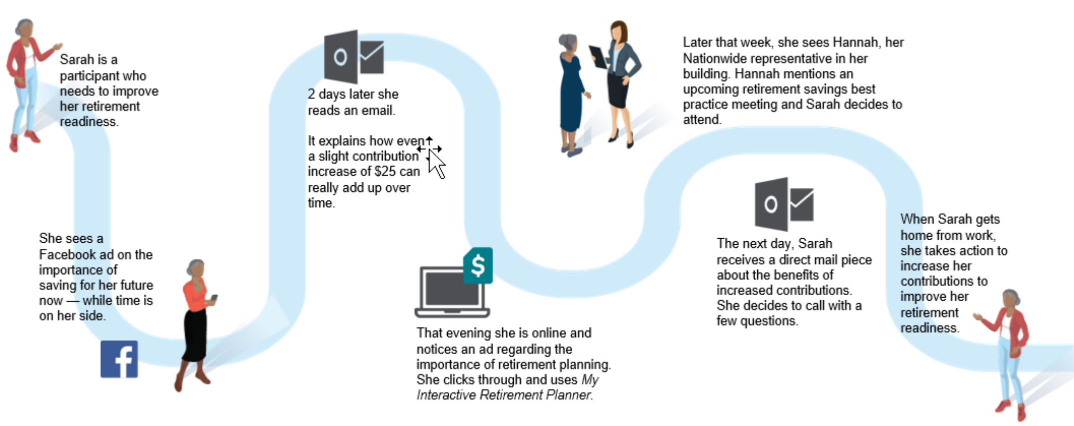
**How:** Engage employees with the right message at the right time (via sophisticated data analytics).

Targeted messages focus on topics that drive actions like…

- enrolling in the retirement plan
- increasing contributions to get on track for retirement
- enrolling in a professionally managed account (ProAccount)
- establishing an online account + using the My Interactive Retirement Planner + Health Care Estimator
- considering your options when transitioning to retirement




Data-driven insights put your participants on a personalized journey



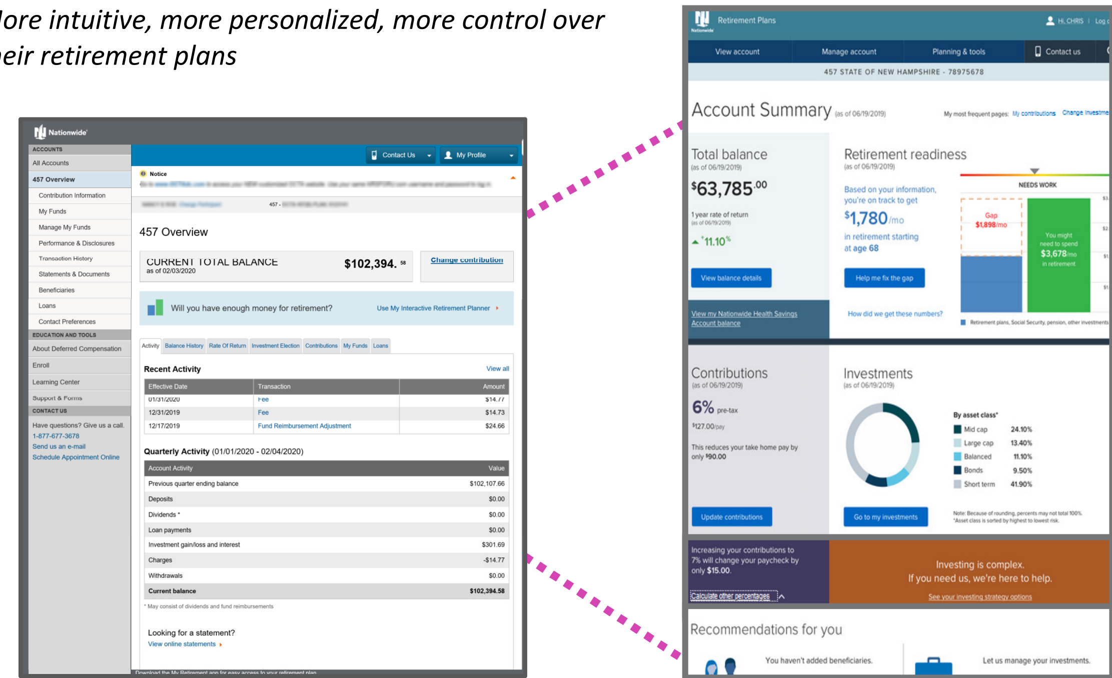

Target Enrollment Campaign

Email sent to County employees currently not in the plan to encourage enrollment leveraging a custom enrollment link designed specifically for Fresno County. The link leverage census information making it easy for employees to take action.

## Other Enhancements & Updates

### Participant Website Redesign

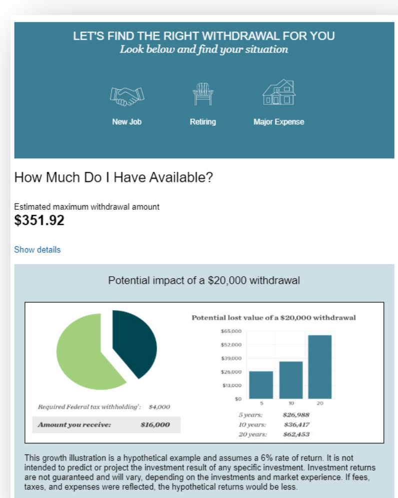
*More intuitive, more personalized, more control over their retirement plans*




Participant website is being redesigned based on research conducted to determine what is most important to participants. This will be a concise overview of where they are, how they are doing and how they are progressing toward their retirement goals.

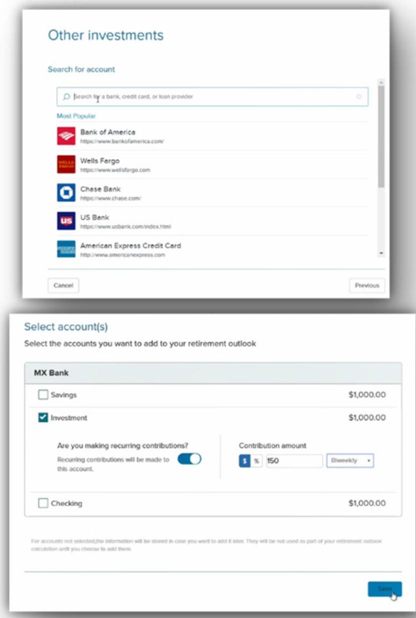
### Online Distributions

Easy self-service options to apply for withdrawals online, with proactive status alerts keeping participants informed



<u>Asset Aggregator</u>

Allows participants to securely link outside accounts automatically with ongoing updates to provide a holistic retirement picture




<u>Express Path Enrollment</u>

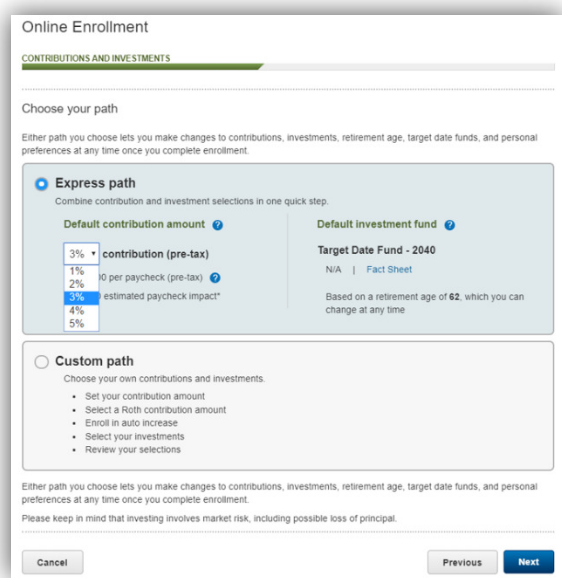
Simplify the online enrollment process for employees utilizing the QDIA if a Target Date

Benefits of the new experience

- Improved online enrollment completion rates
- Decreased drop off rates by utilizing defaults

ACTION for Plan Sponsors

- Express Path will be turned ON for all plans with open contributions starting at 3% (see screen shot). OPTIONS:
    1. OPT Out by signing form
    2. Change 3% to a higher % through written direction




<u>Cyber Security</u>
Account Lock: Allows participants the ability to proactively lock their account to prevent fraudulent withdrawals