



2020 Communication and Education Plan

Prepared exclusively for:
Monterey County




Helping America prepare for and live in retirement



Nationwide[®]
is on your side

Your Plan Objectives

Through education, including creative strategies and tactics outlined in the following plan, we can help you achieve and recommend objectives that will benefit your employees, such as:



Promote plan participation and awareness

Encourage your participants to increase their contributions

Help participants simplify their retirement planning

2019 Communication Grid

1 st Quarter Campaigns	Notes
N/A	
2 nd Quarter Campaigns	Notes
N/A	
3 rd Quarter Campaigns	Notes
Meet Your Rep Flyer	Mailed to all County employees with a balance
4 th Quarter Campaigns	Notes
Stay in Plan Flyer (focus on retirees and conservation) Mailed in October to correspond with retirement seminar	Mailed to 1,903 County employees age 49+

2020 Communication Grid

1 st Quarter Campaigns	Notes
Enrollment Campaign (January) & Stay in Plan Flyer (March)	We are planning two campaigns in 1Q20
2 nd Quarter Campaigns	Notes
TBD	
3 rd Quarter Campaigns	Notes
TBD	
4 th Quarter Campaigns	Notes
TBD	

Financial Education & Preparing for Retirement Workshops



BUDGETING | Know where you're going and how you're going to get there



REBALANCING | Rebalance regularly to keep your investment strategy on track.



CONSOLIDATION | How to make managing multiple accounts easier



APPROACHING RETIREMENT | What should you consider as the Big day gets closer?



ASSET ALLOCATION | How do you invest and what do you invest. Diversify your risk without the anxiety of market risk and volatility.



RETIREMENT GOALS | How can you know if you're saving enough for retirement?



DOLLAR COST AVERAGING | The investment strategy that "just works."



LIVING IN RETIREMENT | Moving from planning for retirement to planning through retirement.



INCREASE CONTRIBUTIONS | How much will be enough?



RETIREMENT 101 | What's your plan?



INVESTOR PROFILE | Knowing who you are can help you make better decisions.



COLLEGE PLANNING | A study on how you might see this.



2020

Participant
Engagement
Program



Nationwide[®]
is on your side



The Participant Engagement Program is always-on

Behavioral based providing personalized and targeted communications to participants throughout their retirement journey



ELIGIBLE

Enrollment Campaigns
National Retirement Security Week



NEW ENROLLEE

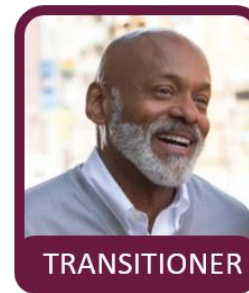
Welcome Stream:
Welcome letter, then Online activation, then roll-in, and finally ProAccount

National Retirement Security Week



SAVER

Online Tools
MyIRP / RRR Engagement, Triggered Reactivation
Retirement Readiness Discussion
Investing 101, Women in Investing, Health Care, Social Security
ProAccount
Time Value of Money
Increase Contributions
Roll In Education
New IRS Limits
National Retirement Security Week



TRANSITIONER

Online Tools
MyIRP / RRR Engagement
Retirement Readiness Discussion
Women in Investing, Health Care, Social Security
ProAccount
Retirement Transition Trigger
New IRS Limits
National Retirement Security Week



RETIREE

Retiree Guidance
Stay in Plan Benefits

Mediums include Direct Mail, email, social and digital targeting.



Activity within the Participant Engagement Program can be viewed in 4 subsets

May-June	Financial Literacy topic
October	National Retirement Security Week
December	IRS Limit changes (if applicable)

Monthly	Participants who qualify will receive these communications
Enrollment	Communication sent to list provided by Plans
Welcome stream	A series of 4 communications within the first 6 months of a participant's enrollment
Transition stream	A series of 5 communications beginning 15 months before retirement age
ProAccount	For plans newly opted in to this offering, all participants will receive information about ProAccount

Quarterly	Participants who qualify will receive these communications
DROP	Communication sent to list provided by Plans

**Behavioral triggered and targeted:
Participants could receive these at any time**

MIRP/RRR engagement

Increase contributions

ProAccount

Roll in education

Reactivate contributions

Retiree Guidance

Employee Experience

Delivering the right message to the right person



Eligible

New Enrollee

Saver

Transitioner

Retiree

Message Delivery



Call to Action









APPROACH

Engage new employees immediately. Educate them on the benefits of the plan and how to enroll. Once enrolled, reaffirm their decision and engage them regularly throughout the year.

KEY PARTICIPANT NEEDS

- What is a deferred compensation plan and what are the benefits to participating?
- Where can I find more information?
- How much should I contribute and how should I invest?
- Now that I've enrolled what should I do next?

Eligible / New Hire

Tactic	Objective	Timing
 <p>New hire Enrollment letter</p>	<p>Drive awareness and education of the benefit</p>	<p>Every 2 weeks</p>
 <p>New hire orientation presentation</p>	<p>Enroll new hire as quickly and easily as possible</p>	<p>Upon request</p>
 <p>Plan Awareness</p>	<p>Build ambassadors throughout the program to help educate on the benefits of enrolling</p>	<p>Ongoing</p>
 <p>Promote Plan participation and engagement</p>	<p>Encourage plan participation and the benefits of starting early</p>	<p>Ongoing</p>



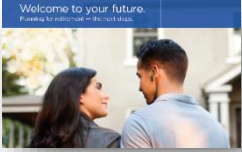




APPROACH

Build trust with this employee. Utilize ambassadors of the plan to explain the benefits of the plan. Deliver information that helps the employees understand their overall financial state and the role a 457 plan can play in their financial plan.

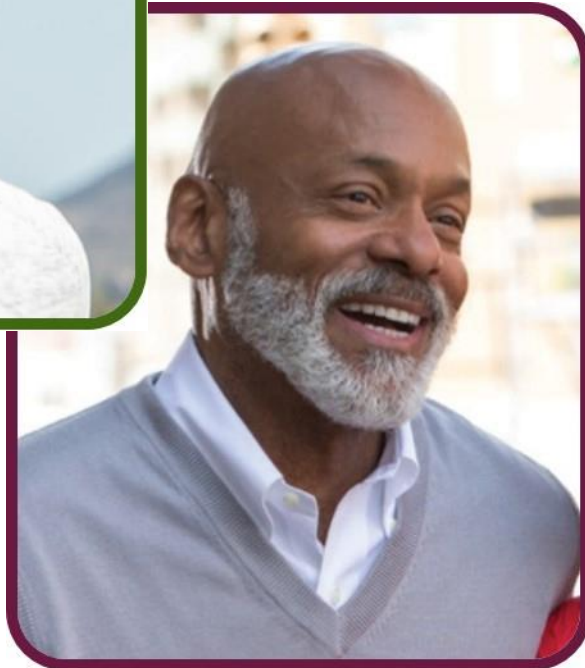
KEY PARTICIPANT NEEDS

- How am I doing with overall savings?
- What should my retirement savings goal be and how can I reach my goal?
- What is a deferred compensation plan and what are the benefits to participating?
- How can I enroll?

New Enrollee

Tactic	Objective	Timing
 <p>Welcome Information Communication</p>	<p>Welcome new participants to the plan and reaffirm their decision</p>	<p>Post Enrollment</p>
<p>Financial education workshops and videos</p> 	<p>Educate employees on holistic financial planning</p>	<p>As needed</p>
 <p>NRS Social Media channels</p>	<p>Drive awareness and education of the benefit</p>	<p>Online</p>
<p>Online Account Access Direct Mail</p> 	<p>Encourage new enrollees to take advantage of online tools</p>	<p>30 days after Welcome information</p>
 <p>Targeted Roll-in communication</p>	<p>Promote the benefits of consolidating assets in one place</p>	<p>30 days after online account mailer</p>

Current Participants – Savers & Transitioners







APPROACH

Deliver a holistic financial picture. Provide workshops and seminars on key topics to help them understand the actions they need to take to reach their retirement goal.

KEY PARTICIPANT NEEDS

- What should my retirement savings goal be and how can I reach my goal?
- How do I stay on track to achieve my retirement goals?
- How should my plan change given changes in my life?

Current Participant

Tactic	Objective	Timing
 <p>Retirement Readiness Reporting</p>	<p>Review their holistic retirement picture (pension, 457, social security)</p>	<p>Report available online and meetings scheduled as needed</p>
 <p>Ongoing Workshops</p>	<p>Drive overall financial education (asset allocation, market volatility, etc.)</p>	<p>As needed</p>
 <p>Local Rep Communications</p>	<p>Drive a specific action (increase, financial needs assessment)</p>	<p>As needed</p>
 <p>National Save for Retirement Week</p>	<p>A dedicated week to focus on improving retirement behaviors and planning</p>	<p>October</p>
<p>Participant Engagement Program Communications</p>	<p>Educate and motivate specific actions in a targeted manner with each participant</p>	<p>Year long. See page 25 for Calendar</p>








APPROACH

Keep these participants engaged in the plan by providing personal consultations with Nationwide Representatives. Offer retiree specific workshops to educate them on key topics they will face in retirement.

KEY PARTICIPANT NEEDS

- How should I manage my plan assets differently now that I'm retired?
- How can I plan for health care costs?
- How will my decisions regarding Social Security impact my retirement income?

Tactic	Objective	Timing
 <p>Retirement Readiness Reporting</p>	<p>Review their holistic retirement picture (pension, 457, social security)</p>	<p>Report available online and meetings scheduled as needed</p>
<p>Leveraging available tools and resources</p> 	<p>Drive understanding of expenses and income in retirement</p>	<p>Available Online</p>
 <p>Retiree focused workshops</p>	<p>Drive education on topics that will help them live in retirement</p>	<p>As needed</p>
<p>Retirement Transition</p> 	<p>Drive education on living in retirement and plan benefits</p>	<p>Feb, March, July, November</p>
 <p>Local Rep Communications</p>	<p>Drive action (asset allocation, financial needs assessment)</p>	<p>As needed</p>



Helping
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County*
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