



2018 NAGDCA award submission

Maryland Teachers and State Employees Supplemental Retirement Plans



CATEGORY
Technology

PROGRAM

Maryland Expo Mobile Application



Maryland Supplemental Retirement Plans (MSRP) provides 457(b), Roth 457(b), 401(k), Roth 401(k), 403(b), and 401(a) plans for State of Maryland regular and contractual employees. As of March 2018, the plans have 59,700 participants with plan assets of over \$3.9 billion.

Program summary

MSRP's annual *Financial Savings Expo* featured a new mobile app to enhance the expo experience by providing: a map of exhibitors and seminar locations; the seminar schedule; remote access to expo educational content; website and contact information for all exhibitors; the ability to schedule consultations on the day of the expo (or at a later date); notifications before, during and after the event; one-click MSRP account access and a theme supporting Maryland tourism.

The app was developed over a period of 4 months. Promotions to download the app began 2 months prior to the event and within the event program itself. The primary purpose is to drive expo attendance, but the thoughtful addition of one-touch access to MSRP accounts and Maryland travel guide make it useful to this day.

To achieve our goals of increased attendance, engagement (particularly among Millennials and Gen X) and a digital experience for those unable to attend in-person, we made a visually appealing, easy-to-use app available for download from the App Store (iPhone) and Google Play (Android).



GET THE APP!
Search "MSRP Expo" in the App Store or Google Play to get your copy.

Michael Halpin, Executive Director

4/30/2018

Date

Written justification

Background perspective







The distribution of Maryland state employees are dispersed from the mountains of western Maryland, the Baltimore/Annapolis area to the eastern shore of the Chesapeake Bay. Like most states, it's just not feasible to organize large events like our Savings Expo in each geographic region. However, it's imperative to serve all of our participants, and potential participants, equally. The Expo mobile application helps provide an alternative expo experience for those unable to attend as well as motivating those within the surrounding areas to make the trip.

Feasibility of use by other governments

MSRP used a third-party vendor to provide the platform to develop the app. MSRP staff provided logos, contact information and content. The plan's graphic designer created graphics and video, and the plan's marketing consultant coordinated the build, the updates and getting the app approved for the App Store and Google Play. Because there is no special coding or IT skills needed, it's feasible for other governments of similar size to provide a mobile expo app for their participants.

Snapshot













 <p>Agenda</p>	<p>A visual and description of each of the four workshops. Workshop slides making it easier to review the presentations up-close and eliminate the need for hard-copy. Voting capabilities to increase engagement. And finally, the ability to add agenda items to personal calendars.</p>
 <p>Floor plan</p>	<p>Easily navigate through the expo illustrating where to find workshops, exhibitors, MSRP Reps, refreshments, prizes, restrooms and more.</p>
 <p>Consultations</p>	<p>Includes each MSRP Retirement Specialist's photo, contact information, counties they support, and a link to their online scheduler.</p>
 <p>Exhibitors</p>	<p>Exhibitor information includes logo, description, website link, phone number, addresses, contact emails, and the ability to add any of this information to personal contact lists</p>
 <p>MSRP Account</p>	<p>Instant MSRP account logon to review account balances during the expo (or any time) and can quickly take action using their phone and the mobile app.</p>
 <p>Education</p>	<p>Links to our educational content on our website. This is helpful when participants have questions or have extra time waiting for their kids at soccer practice or an appointment. They can learn more about the plan, when they have time, right at their fingertips.</p>

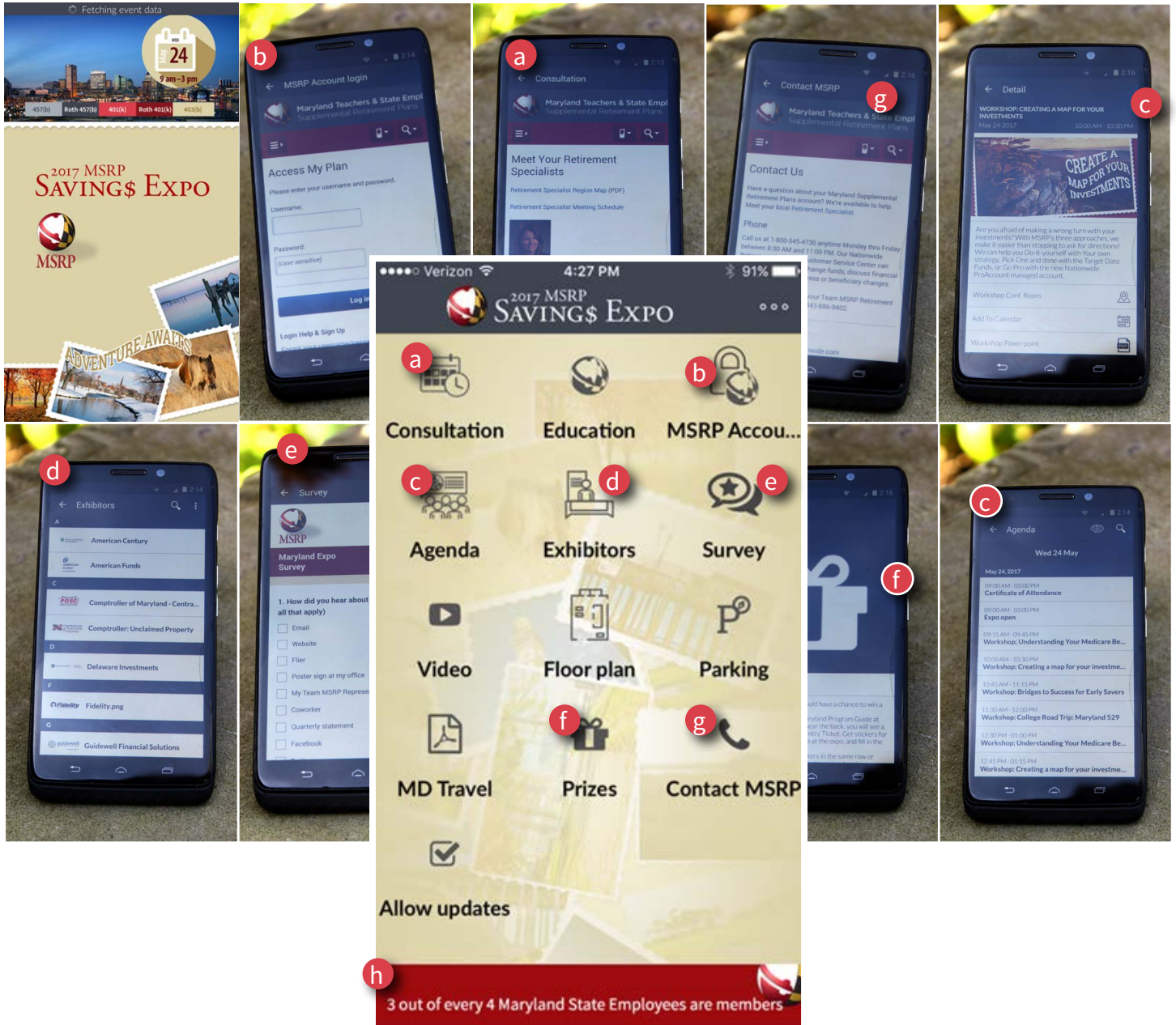
Launch and successes

We sent several push notifications from the app prior to the expo. Throughout the day of the expo we sent notifications about workshop start times, how to win prizes and when prize drawings took place. We also sent a ‘thank you’ announcement after the expo and reminders that participants can always contact a Rep or schedule a consultation any time on the app. These announcements were well received and can provide a means to continually deliver promotional and education notifications in the future.

The convenience of pre-scheduling appointments helped the mobile app drive a significant increase in the number of one-on-one consultations. The previous year, we were able to see only 45 participants, and sometimes there were several participants standing in line to see a Rep. This year, we conducted 108 one-on-one consultations (a 58% increase) spread throughout the day.

APP ACTIVITY			
 <p>192 participants downloaded the app</p>	 <p>1,108 app sessions</p>	 <p>108 scheduled 1-on-1 consultations with a Nationwide Rep</p>	 <p>82% of mobile app users received notifications</p>
 <p>456 (35%) attendees downloaded the app</p>	<p>App sessions are the number of times users accessed the app</p>	 <p>up 58% from previous year, many scheduled through the app</p>	<ul style="list-style-type: none"> • 6 sent prior to the expo • 13 during (expo hours, workshop times, prize drawings, etc.) • 1 after
ACCOUNT ACTIVITY			
 <p>13 Enrollments \$750/pay (\$19,500 annual increase)</p>	 <p>19 Increases \$1,297.50/pay (\$33,722 annual increase)</p>	 <p>3 Transfers for \$30,040</p>	 <p>8 Allocations/ Exchanges</p>
<p>Compared to 8 enrollments in 2016</p>	<p>Compared to 16 increases in 2016</p>	<p>Compared to 0 transfers in 2016</p>	<p>16 Managed Accounts Investment Applications for \$446,041</p>

Supporting documents: sample visuals



THE 2017 Pensions & Investments Elderly Awards
1st Place Eddy Award
 MSRP ongoing investment education

Workshop-of-the-month at your worksite
 msrp.maryland.gov

MSRP

3 out of every 4 Maryland State Employees are members

h Rotating banners