

Exploring Different Paths:

Creating effective participant engagement strategies for government plans

Steve Caraway, Brenda Sanne, & Arlen Zentner
Moderator: Emily Boesen

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Session Purpose

- Explore a variety of strategies to enhance participant engagement.
- Learn how to tailor engagement to address unique groups in their population.
- Gain insights into overcoming common barriers to engagement.

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Ohio County Employees Retirement Plan (OCERP)

Steve Caraway, Managing Director of Enterprise & Retirement Services
County Commissioners Association of Ohio


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OCERP at a glance




Competitive 457(b) State mandated–OCERP is one of **three options**




OCERP created by and for county employees and is available in all **88** counties, celebrating 40th anniversary in 2025



Assets: **\$1B**




Participant account with a balance: **20,933**



Average contribution rate: **7%**

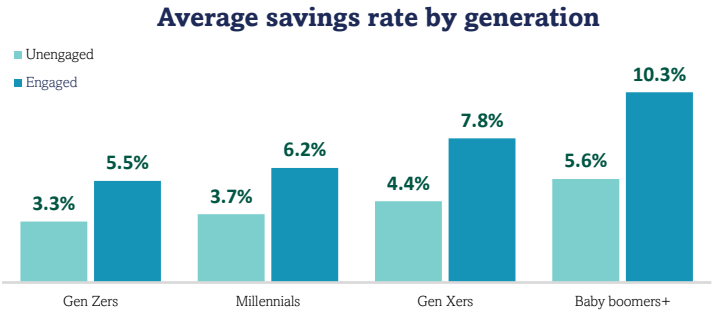
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We see stark differences in savings rates by generation




Generation	Unengaged	Engaged
Gen Zers	3.3%	5.5%
Millennials	3.7%	6.2%
Gen Xers	4.4%	7.8%
Baby boomers+	5.6%	10.3%

When Gen Z participants are engaged, their average savings rate surpasses that of unengaged millennials and Gen Xers and nearly matches that of baby boomers



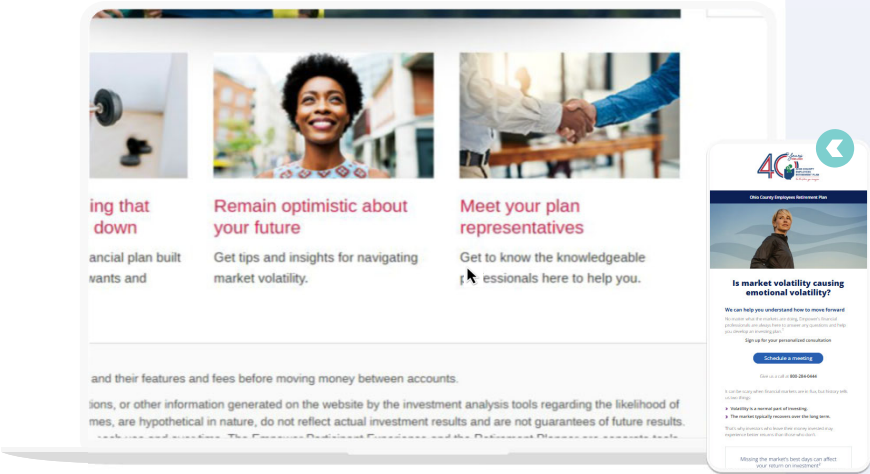
Engagement
is a critically
important
catalyst

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Market Volatility Campaign



During recent spikes in market volatility, campaigns were deployed to provide access to online content and learning resources.

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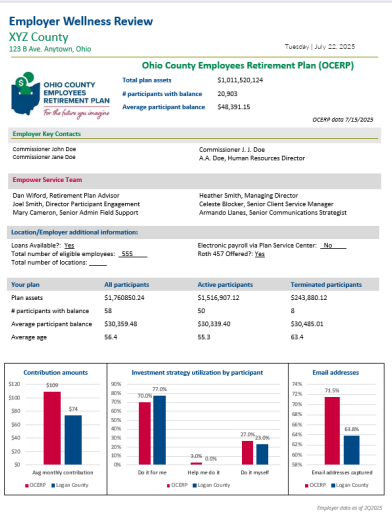


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County by County, We're Raising the Readiness Bar

- Employer Wellness Reviews
 - Results-driven “report” on how each county is faring with participant actions—participation, contribution rates, engagement with services etc.
 - Increased engagement from almost every county that has completed an EWR
- Retirement Readiness Reviews
 - Five local dedicated Retirement Plan Advisors (RPAs) with territories in their own backyards.

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County by County, cont.

- Webinar series
 - Monthly statewide webinars, complemented by each RPA positioning territorial webinars for their counties/agencies.
 - These territorial webinars consist of three topics per month based on territory demographics and needs.
 - Key contact webinars assist HR, auditors and payroll staff on day-to-day operational insights, while encouraging use of plan resources and services available via OCERP for their staff.

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Nebraska Public Power District (NPPD)

Brenda Sanne, Total Rewards Manager




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NPPD at a Glance*

	 Average contribution rate	 Participants contributing Roth	 Average account balances
401(k)	8.8%	36%	\$345,235
457(b)	5.6%	55%	\$72,937

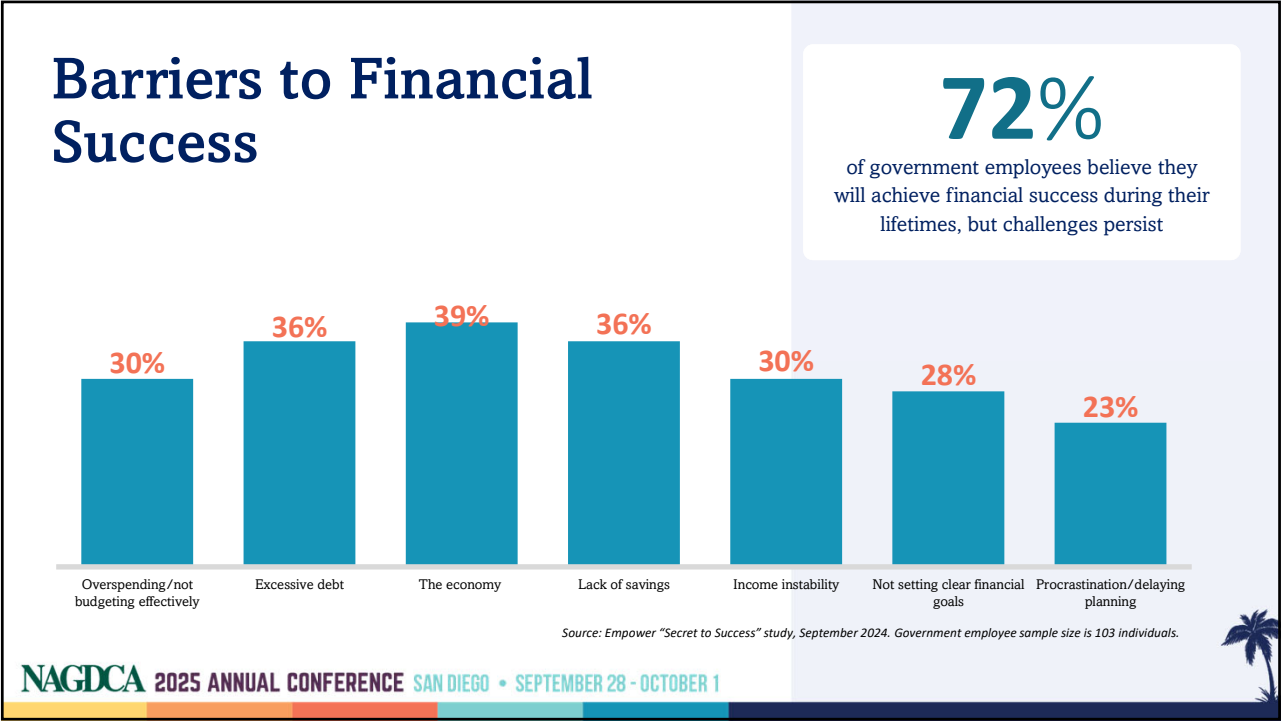
* As of March 31, 2025.

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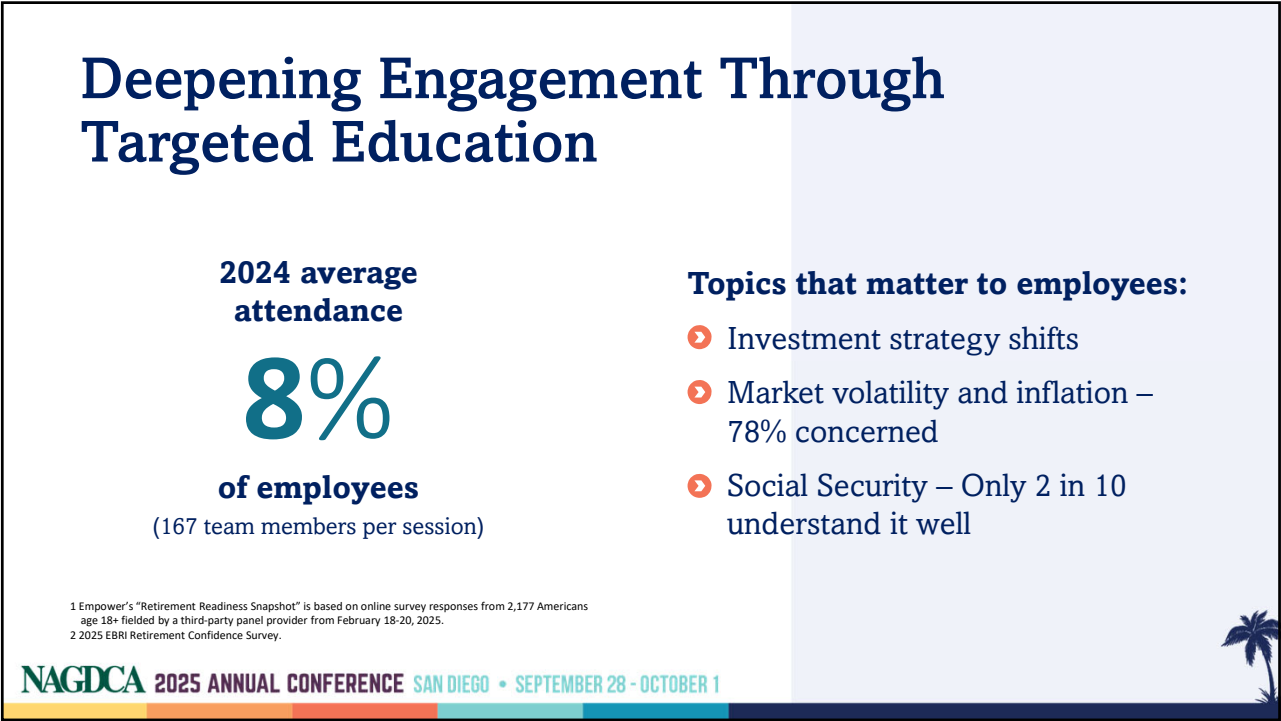
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Retirement Readiness Reviews: A Comprehensive Retirement Planning Strategy



NPPD invited team members to meet with their representative via email invitations during their birthday month.



89.6%
Average Net Promoter Score (NPS)



Work together. Save together.
NPPD & NPS Retirement Plans

Now is your time to shine — celebrate your accomplishments and plan for your next chapter!


Not sure if you're on track for the retirement you've dreamed of? We can help! Schedule a one-on-one appointment with your dedicated Retirement Plan Advisor for the Nebraska Public Power District (NPPD) 401(k) & 457(b) Retirement Plans. Your representative can help answer your retirement questions, including:

- Am I saving enough to meet my retirement goals?
- Are my personal and beneficiary details up to date?
- Are my investments in line with my goals and risk tolerance?
- When will I be able to retire?
- Can I get extra help investing?

There is no cost to you to meet with your representative, so don't let another year go by — schedule your appointment today!

SCHEDULE A MEETING

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Maximizing Benefits: Growth in Savings Using Blended Options



99%
participation via auto-enrollment and reenrollment strategy





Participation increase from 15% in 2019 to 31% in 2025

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Meeting Employees Where They Are



Flexible access to education — in-person and virtual formats



On-site scheduling and strategic partnering with NPPD



Focus on field and hybrid employees



Boost to accessibility and awareness of financial planning support



Certified financial professional services — effective January 2023



Student loan retirement match — effective May 2025

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Kansas Public Employees Retirement System (KPERS 457)


Arlen Zentner, Deferred Compensation Plan Officer

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Kansas Public Employees Retirement System




State of Kansas Deferred Compensation Plan – Supplemental Plan to Pension




As of June 2025, over **\$1.6B** in assets




Approaching **500** plans with local government offices




Over **28,000** members with an account balance



Approximately **66,000** eligible associates across the state




State participation rate of **60.5%**, locals **32.0%**, combined **42.6%**



alongside KPERS for better financial security

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Employees Are Looking For Help


90% ... **57%** ... **70%**


of Americans say they have **too may financial burdens** and not enough resources to address them

wish they had gotten advice sooner

of public workers believe their **employer has a responsibility** to provide options to help them reach their financial goals


People are **overwhelmed, unsure where to start**, and are looking for guidance





alongside KPERS for better financial security

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Communicating Advanced Rollout

- KPERS 457 worked closely with our Recordkeeper, Empower; our State Director; and the Lead Communication Strategist, to develop campaigns that would resonate with our participants.
- Focus on helping participants diversify via a variety of funds and advice options: Target Date Funds, Point in Time Advice and Managed Accounts
- Fully customized and branded email and mailing announcements

EMPOWER

[Plan Name]

Take a look at your personal investment checkup

We've created an assessment of your account to show you how you're doing today and what steps you can take to get closer to the future you want. Take advantage of this no-cost analysis that includes a portfolio review, investing recommendations and more.

Get your results

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Communicating Advanced Rollout, cont.

- Use of banners and tiles on the KPERS 457 site
- Include in the employer newsletter “Newsbytes” to continually remind participants
- Include reminders at least annually in participant statement narrative sections

EMPOWER

[Plan Name]

Find the right balance for your financial situation

Let's see if your overall financial strategy is appropriate for where you are and the goals you want to reach. Your plan gives you access to investment professionals who work with you to:

- Create a comprehensive retirement plan strategy.
- Address your unique savings, investment and retirement income needs.

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Goals

- Ensure every participant in need of a personalized retirement strategy understands the Managed Accounts offering
- Reach as many participants as possible at both the state & local levels
- Provide a service that was helpful & cost-effective
- Ultimately, ensure the client experience was positive

KPERS 457 Deferred Compensation Plan

My Total Retirement can help you start saving today, so you're ready for all your tomorrows

No matter what you make or how much you have saved, My Total Retirement™ can help you set and reach your financial goals. Sign up today and get unique, ongoing investment advice with no minimum account balance.

You can also contact your local Retirement Plan Advisor to discuss your options. Set up your meeting now!

EMPOWER
Invest well. Live a little.

KPERS 457 Deferred Compensation Plan

Live more, worry less by investing in My Total Retirement

Your retirement plan offers My Total Retirement™ personalized financial management that's built around you. No matter where you are in your career or savings journey, our investment professionals can create a unique, actionable plan and provide ongoing support as life changes.

You can also contact your local Retirement Plan Advisor to discuss your options. Set up your meeting now!

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Challenges

1

Convincing our Board of Trustees of the need for the service

2

Risk of over-communicating (mandatory pension vs. voluntary DC plan)

3

Participant onboarding and reliance on Employers to help spread the word

4

Introducing a service that has an additional cost to the participant

Personalize your retirement today

By joining My Total Retirement™, you've just taken the first step to becoming more confident in your investing decisions.

Our goal is to help you on track for the future present. And the good news is that we already know your personal retirement strategy based on some of the things we already know about you. The strategy can be even more effective when you provide us additional information to us and describe a long-term approach with your goals in mind. The more, the better.

Let's continue to manage your account and rebalance when needed. Keep an eye on your retirement plan, which will include a personalized summary of your savings and investment strategy.

View your strategy

Log in to your account to:

- Investor your goals
- Personalize your info even more
- See opportunities

Plus, learn more about the fees connected with this personalized service, which may be lower than what you would see under your employer plan for a substantial strategy.

Call 844.363.3448 if you have any questions or want to discuss your strategy.

There is no guarantee provided by any party that participation in any of the advisory services will result in a profit.

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Project Metrics

Since April 2024, **over 1,200 participants have enrolled** in the service

721 Retirement Readiness Reviews, **485** Best Interest Profiles, **367** Participant Diversifications

Consistently earned **high scores** from participants who have participated in a Retirement Readiness Review

Above average open and click-through rates on emails discussing the service

Participant awareness and curiosity is high


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Hoosier START


Emily Boesen, Communications Director
Indiana State Comptroller

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Hoosier START




Indiana's 457(b) and 401(a) Deferred Compensation & Matching Incentive Plan




\$2B in assets




Sponsored by the State Comptroller





Over **68,000** members (state + local) with an account balance



Auto enrolled program for state employees





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Our Goals



Increase participant activity once employees were auto-enrolled



Empower managers to easily discuss employee benefits with their team



Equip our leaders with easily accessible resources



Welcome to Hoosier START

Congratulations on being auto-enrolled in the State of Indiana Hoosier START Plan 401(a) and 457(b) Deferred Compensation and Matching Incentive Plan sponsored by the State Comptroller. It's a powerful way to help you prepare for and live in retirement.

Get started today!



Set up your online profile

Signing up for an online account lets you add beneficiaries and monitor your retirement account whenever you want.





Register for a webinar

Our webinars can help you make decisions about managing your money and planning for retirement.





Download a video

Our videos give you information to help you plan for the retirement you want.





Use our tools and calculators

Interactive tools that can help you get a better idea about how much money you'll need in your retirement.





State of Indiana
Deferred Compensation Plan
Sponsored by the Indiana State Comptroller

A Guide for Hoosier START Leaders

Your expertise combined with our tools and resources.

We work better together.



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Leadership Campaign Rollout

- Created several easy-to-use resources to assist managers & employees understand their plan
- Provided links & descriptions to leader networks to distribute
- Promoted in statewide publications, websites & social media
- Included in email communications & direct mail

Hoosier START Financial Planning Program

Planning for a retirement that could last decades can involve a lot of financial decisions. Fortunately, the Hoosier START program can help you navigate what changes may be ahead and how to prepare for them.

By participating in the Hoosier START program, you have access to professional financial planning at no additional cost.

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Know the basics of your retirement benefits

As an employee with the State of Indiana, it's important for you to understand the basics of your retirement benefits. The state offers two retirement programs: Hoosier START and Indiana Public Retirement System (IPRS).

Below are the need-to-know basics of your Hoosier START plan, sponsored by the State Comptroller.

When you enroll in the Hoosier START plan, you are automatically enrolled in the Hoosier START plan. You can opt out of the plan at any time. You can also opt out of the plan at any time.

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Ready to retire?

Take your first steps by contacting these offices.

State of Indiana Hoosier START
Loren Kelley and Maria Benavente (START)
Retirement Services (317) 232-1000
Phone: 800-274-6222 or 317-433-4266
Retirement Specialists and Personal Retirement Consultant

Three reasons to contact Hoosier START when you're planning to retire:

1. Get the financial planning advice you need to make the most of your retirement savings.
2. Understand how to use your retirement savings to pay for your retirement needs.
3. Invest with Your Hoosier START Retirement Specialist.

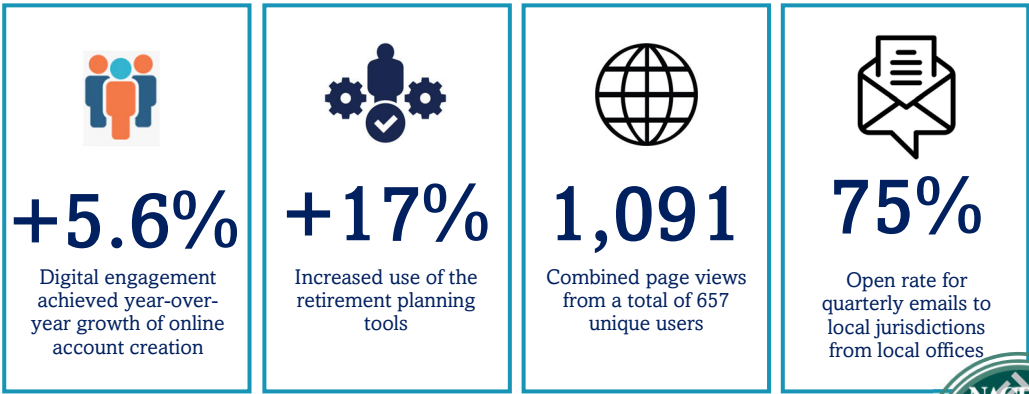
Indiana Perspectives
Indiana Perspectives System (IPRS) and Hoosier START Retirement Plan (HSP)

Social Security and Medicare
Social Security
Medicare

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Campaign Metrics



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