



New York State Deferred Compensation Plan NAGDCA Plan Design & Administration Nomination

The New York State Deferred Compensation Plan (“the Plan”) is a state-sponsored voluntary retirement savings plan that is offered to State employees and more than 1,900 local government jurisdictions (“employers”) that have adopted the Plan. Its mission is to help state and local public employees achieve their retirement savings goals by providing high quality, cost-effective investment products, investment educational programs and related services. It covers almost 240,000 participants with more than \$24 billion in assets.

Category: Plan Design & Administration

Initiative: Online Enrollment Solution Launch

Program Summary

The Plan’s goal was to provide a digital enrollment solution to eligible employees but only by delivering the best possible experience. To fulfill this goal, two key instances needed addressed; the structure of a system that would allow employees to locate their participating employer entity with ease, and the ability to deliver an online enrollment experience that is mobile optimized.

As the nation’s largest deferred compensation plan, the complexity of having more than 1,900 participating employers and individual pay centers is unique. In addition to 1,900 employers, one of those employers (New York State) also has more than 170 unique entities. Fitting this structure into a linear technology solution meant non-standard requirements needed to be developed, tested and implemented so that employees could search for and identify their employer with ease during the enrollment process.

In addition, the Plan covers multiple non-traditional employee worksites, such as special districts, public authorities and correctional institutions. These often are physical locations where eligible employees are not in use of a desktop computer during the day and, in today’s handheld digital evolution, some individuals no longer have computers at home. Most individuals do, however, have access to a smartphone, so the Plan designed a solution that would allow for an end-to-end mobile-optimized experience, to include the use of Quick Response (QR) codes for a print to digital conversion.

The development, launch and promotion of this carefully planned solution returned very favorable results, both in employer and participant feedback and in actual enrollment numbers. A manager at one employer was pleased with the mobile approach, stating that in the first week, “We’ve had five employees enroll because they saw the poster and they were impressed with how easy it was”. In addition, the average monthly enrollments did not simply shift paper enrollments to digital but resulted in a near 20% increase in total enrollments September through February over the prior year.

David Fischer

Executive Director
New York State Deferred Compensation Plan

Measurable Benefits and Results Realized

Provide project details.

The online enrollment solution was implemented in September 2018 and has continued to drive results for the Plan into 2019. Development of this solution, which began in early 2018, included addressing two key details to deliver a positive employee experience;

- Structuring a system that allows employees to locate their employer entity with ease
- Delivering an online experience that is mobile optimized for convenience

Explain the success at meeting the program's goals.

Results surpassed goals, bringing in 239 online enrollments in the first two weeks of launch. In addition, Plan employers communicated how easy and convenient the experience was for employees to enroll, in appreciation of the print-to-digital capabilities with the QR code promotions and mobile optimization.

The Online Enrollment solution was also structured to reduce not-in-good-order submissions by flagging required or inaccurate data points, preventing the employee from moving on to the next step without correcting their data. This not only creates a more efficient process for the recordkeeper, but, more importantly, creates a better employee experience by ensuring enrollment is immediate and by eliminating multiple contacts to obtain correct information after a form has been submitted.

Finally, a high percentage of those who enroll online are selecting target date funds rather than placing their investment dollars into the Plan's cash equivalent, the Stable Income Fund. It is anticipated that the long-term outcome will be better results for the investor.

What was the participation rate before this program?

Prior to the launch of online enrollment, there were more than 232,000 participants in the Plan with \$20 billion in assets.

What was the participation rate after the program concluded?

Today, there are almost 240,000 participants in the Plan with more than \$24 billion in assets.

Results specific to the online enrollment solution include the Plan receiving 2,337 enrollments the first full month of the launch, a 78% increase over the 1,312 enrollments received the same month the prior year, indicating that the Online Enrollment and mobile solution is driving new interest in and access to the Plan. For the first full quarter average, enrollments were up nearly 20% over the prior year.

Supporting Documents

Building the solution:

Because of the complexity of a Plan of this scale with more than 1,900 employers, including a large employer that has more than 170 employer entities, unique customization was required in the development of the online solution to deliver the best employee experience.

Dual search paths available based on employee affiliation

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Search for your employer's name below.
Please note - If you are a state employee, your employer name will be OSC. If you are employed by a CUNY Senior College, your employer will be OSC CUNY. If you are a State or CUNY employee, you will need to enter your department code and employee ID number. These items can be found in the upper left portion of your paystub. If you have questions, please contact our HELPLINE at 800-422-8463.

*Required field

▶ Advanced search filter

*Employer name
OSC CUNY SENIOR COLLEGES

Tip: For more results use fewer characters. Special characters are not allowed.

Employer
OSC CUNY SENIOR COLLEGES 311729

Department/Division
7000

70000-Inv Management & Programs
70001-Inv Man Programs Adjunct
70002-Inv Man Prog Priority
70004-Inv Management & Programs EH
70009-Cuy Management Log

Accessibility

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SELECT EMPLOYER

Search for your employer's name below.
Please note - If you are a state employee, your employer name will be OSC. If you are employed by a CUNY Senior College, your employer will be OSC CUNY. If you are a State or CUNY employee, you will need to enter your department code and employee ID number. These items can be found in the upper left portion of your paystub. If you have questions, please contact our HELPLINE at 800-422-8463.

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*Employer name
ALBANY

ALBANY COUNTY AIRPORT AUTHORITY
ALBANY COUNTY SOIL & WATER

Accessibility

Alerts were established for employer-specific requirements that required resolution prior to moving to the next enrollment step. These were established to eliminate any 'not-in-good-order' enrollments that would require follow-up and create a poor experience for the participant.

Flags alert employees to correct inaccurate data

Online Enrollment

CONTRIBUTION AMOUNT

Please check the information below and try again.

Set your contribution amount(s)

Are you making contributions to another 457(b) plan this year?

- Yes
 No

Can't make the maximum contribution right now?
▶ See other contribution options to get you closer to your goal.

Your estimated maximum total contribution for the remainder of the year is:
\$1,295.71 per pay*
If you are 50 or older, this amount includes any 50+ Catch-up contributions you could make.

Enter the amount(s) that you want to contribute to your plan each pay period.

Important: Please consider [RIS contribution limits](#) and [catch-up contributions](#) as you make your decisions.

That amount doesn't meet your employer's minimum annual contribution amount of \$600.00.

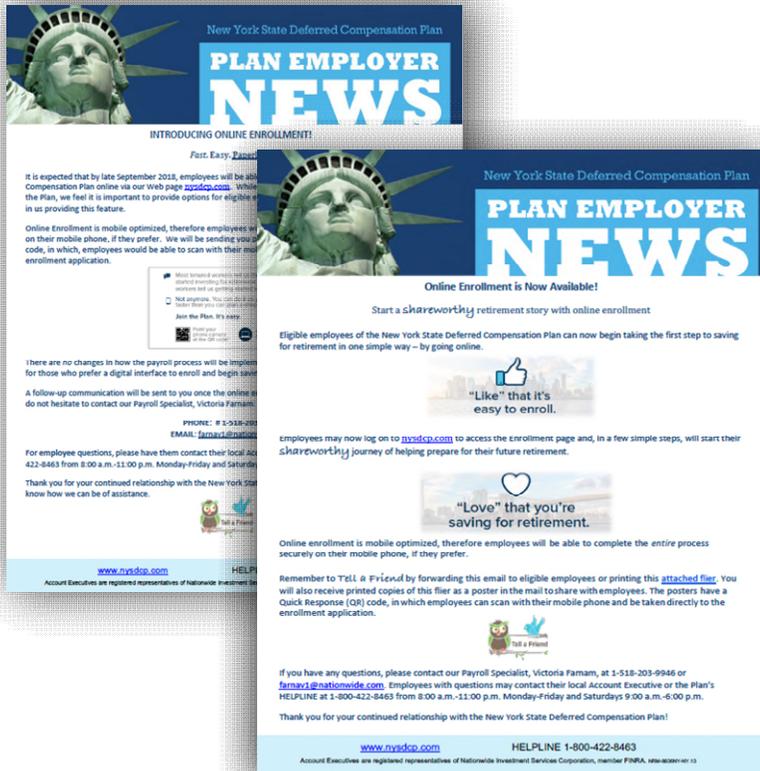
Money Source	Pay Frequency	Contribution	Estimated Paycheck Impact
457 - SAVINGS PLUS 457			
Salary Reduction	Semi-Monthly	\$ 0.00	\$0.00
Roth Contribution	Semi-Monthly	\$ 0.00	\$0.00
Dollar Total Per Pay:		\$0.00	\$0.00

The estimated paycheck impact calculation is provided only as a general self-help tool. The accuracy or applicability of the calculation to your specific circumstance is not guaranteed.

Promoting the solution:

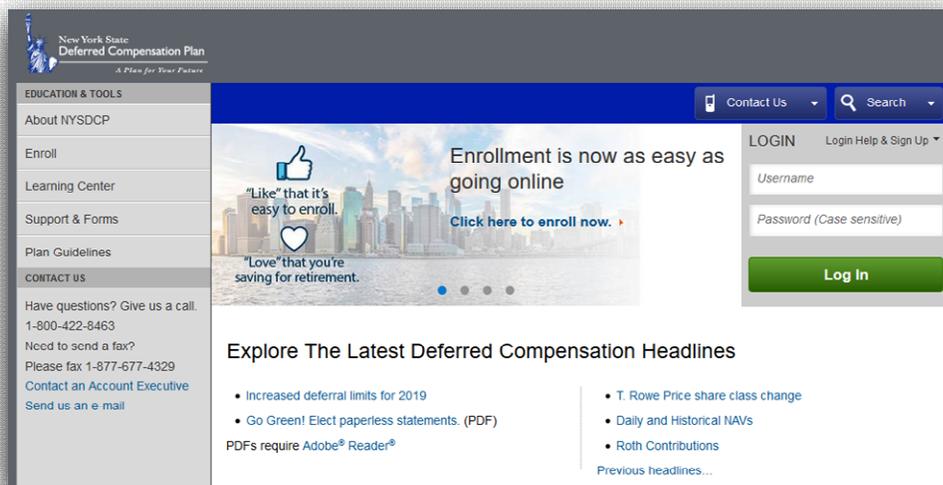
Employers received pre-notifications of the solution launch to alert them of the upcoming benefit.

Special Edition Employer Newsletters



A Web banner promotion helped drive awareness of the new benefit and incorporated the branding theme for the campaign.

Web banner and promo



The launch included the rollout of a unique engagement strategy to better capture enrollments from employees at non-traditional work sites. For employees without regular access to desktop computers, print-to-digital capabilities through Quick Response (QR) codes allows for mobile enrollments from any location. Posters with QR codes, as well as instructions for use, were mailed to all employers with a letter encouraging their participation in distributing materials throughout common areas.

Mail packet for all employers

The image displays a collection of promotional materials for the New York State Deferred Compensation Plan (NYSDCP). On the left is a letter addressed to employers, detailing the plan's features and providing contact information. In the center is a poster with a QR code and the text "Like that it's easy to enroll." and "Love that you're saving for retirement." On the right is a social media post from the NYSDCP Facebook page, featuring a photo of people eating and a testimonial from a participant. The social media post includes 225,000 likes and a call to action: "Start your story by joining the plan TODAY." Below the call to action are instructions: "Point your phone camera at the QR code" and "Click over to NYSDCP.com/enroll".

Letter to Employers:

Dear Plan Employer,

Please find the enclosed posters to help promote the New York State Deferred Compensation Plan's new online enrollment feature. Each poster has a Quick Response (QR) code that participants may scan with their smart phone to start the online enrollment process.

Also enclosed in this packet is a step-by-step guide for how to utilize the QR code. Hang this guide and the posters in common areas or share with eligible employees wherever possible. As a reminder, eligible participants may also enroll via paper form or through online enrollment via the NYSDCP Web site www.nysdcp.com.

The retirement readiness of your employees is important to us and we are happy to help you throughout this process. If you would like more information about any of our options, you may contact farnault@nysdcp.com.

Employees with questions may call 1-800-422-8463 from outside New York State.

Thank you for your support.

The New York State Deferred Compensation Plan
www.nysdcp.com
 HELPLINE 1-800-422-8463

Account Executives are members FINRA. Investing involves risk and can guarantee a profit or loss. NYS-17184NY (09/17)

QR Code Poster:

New York State Deferred Compensation Plan
 A Plan for Your Future

NYSDCP online enrollment

"Like" that it's easy to enroll.

"Love" that you're saving for retirement.

1) Locate either poster, which has the QR code positioned at the bottom left.

2) Place your smartphone facing the QR code until the code registers on your smartphone, then access the popup link that appears on your screen above the code.
 Note - iPhones users with iOS 11 can open their "Camera" function to scan the code. Older iOS users may need to download the "Quick Scan" app. Android users may need to access "Play Store", type "QR code" in the search function and select "Install".

3) You will be taken to the NYSDCP online enrollment page, where you will first be asked to enter your Employer Name to get started.

Investing involves market risk, including possible loss of principal. No investment strategy or program can guarantee a profit or avoid loss. Actual results will vary depending on your investment and market experience. NYSDCP 17184NY (09/17)

Social Media Post:

New York State Deferred Compensation Plan
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NYSDCP online enrollment

MAKE YOUR STORY SHAREWORTHY

225,000 likes

I'm not exactly sure what my retirement story will be, but I know my retirement readiness story. Ever since I joined the Plan, I've been working on it. The website, the people – they really help make my decisions easier.

Start your story by joining the plan TODAY.

Point your phone camera at the QR code¹

Click over to NYSDCP.com/enroll

¹Not all smartphones have QR code readers installed. Investing involves market risk, including possible loss of principal. No investment strategy or program can guarantee a profit or avoid loss. Actual results will vary depending on your investment and market experience. NYSDCP 17184NY (09/17)