



NASSAU COUNTY DEFERRED COMPENSATION PLAN BOARD

1 West Street
Mineola, New York 11501

Nassau County Deferred Compensation Plan—2019 NAGDCA Leadership Recognition Awards—Technology and Social Media

Project Summary

In 2018 the Nassau County Deferred Compensation Plan upgraded their retirement plan website to the new financial wellness platform. The purpose of this campaign was to encourage individuals to register online so they could take advantage of the financial wellness upgrades. These upgrades were designed to address the fundamental underpinnings of financial stress among employees and personalize the platform around workers' individual needs. According to a 2016 PWC Employee Financial Wellness survey, 78% of Human Resources professionals say financial issues impact employees' performance. And, 28% of employees say financial stress affects their health. As a result, employee productivity is considerably impacted by financial stress.

This upgrade was more than a simple technology update. It was an effective way to engage employees by providing integrated financial wellness solutions. This campaign offered County employees 24/7 access to a holistic portal of educational material and tools they can use not only to reduce stress, but also to improve productivity and their overall financial wellness.

Execution

To take advantage of the upgrade, we first needed to encourage employees to register their account online with Prudential. That's why this campaign kicked off with multiple communications which were used to engage with employees and encourage them to register online. Once employees registered, they were able to take advantage of the new financial wellness website interface and take meaningful steps to improve their personal financial wellness.

- **Pre-launch promotional communications**—Employees received multiple pre-launch communications with a simple call to action that encouraged them to register their retirement account online and take advantage of the financial wellness tools.
- **Campaign communications**—During the campaign, we reached out to employees with information about the upgrade, which encouraged them to take advantage of the financial wellness tools that were now available to them once they registered online.
- **Access to the financial wellness assessment**—Employees also received promotional emails to drive them to take the assessment. After answering 15 quick and easy questions about key financial behaviors, employees received suggestions on how to improve their financial wellness.

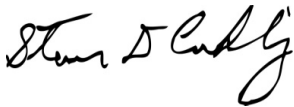
- **Financial wellness web content matched to “My Interests”**—After answering the questions on the self-assessment, the content that appears on an employee’s “My Financial Life” page is personalized according to their results.
- **One-on-one informational sessions**—Retirement counselors held web demos and one-on-one sessions to demonstrate the new financial wellness capabilities first hand, as well as help employees enroll in the plan.

Results

- This campaign resulted in 13.7% more people in the Nassau County Deferred Compensation Plan web registration.
- Since the upgrade in late 2018, 522 (12.15% of web registered individuals) have accessed the tools and videos on the new Financial Wellness platform.
- 480 (11.17%) of web registered individuals, have accessed the Financial Wellness Self-Assessment.

Thank you for considering the Nassau County Deferred Compensation Plan for a NAGDCA Leadership Award for Technology and Social Media. This campaign has really helped build momentum around financial wellness within the County. We hope other governmental entities are inspired by its success and will see value in delivering this financial wellness solution to their employees.

Sincerely,

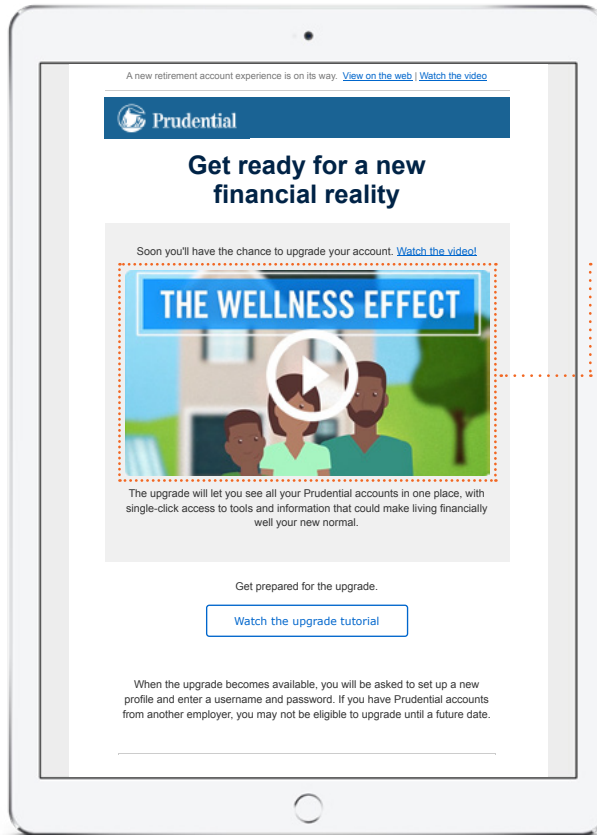


Steven D. Conkling
Board Chair
Nassau County Deferred Compensation Plan

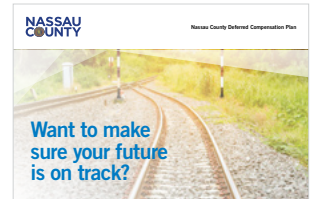
TECHNOLOGY AND SOCIAL MEDIA



Because of this campaign, **13.7%** more people registered online to access the integrated financial wellness solutions.



Click the image to watch the video.

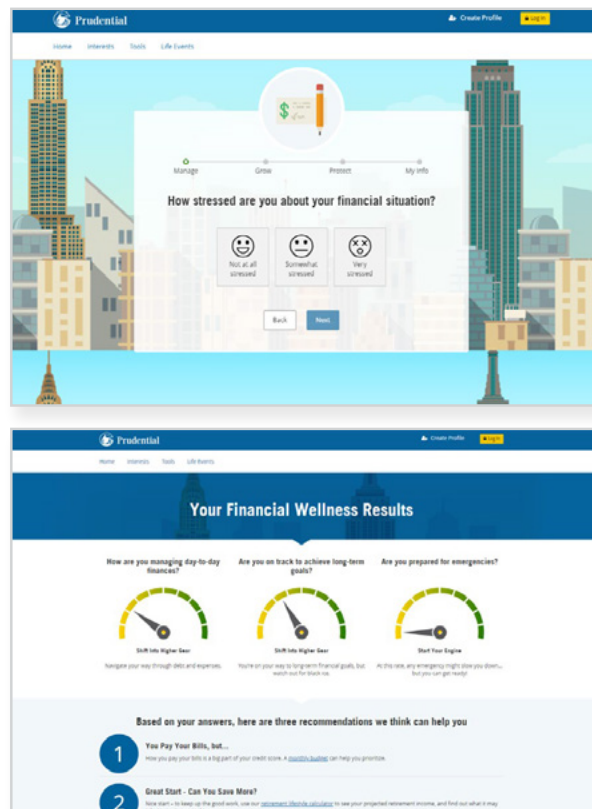


Pre-Launch Postcards

Financial Wellness Pre-Launch Email



11.17% of web registered individuals have accessed the Financial Wellness Self-Assessment.



See the assessment here:

www.prudential.com/financial-wellness/assessment-tool



Financial Wellness Self-Assessment



12.15% of web registered individuals have accessed the Financial Wellness tools and videos.

Content Personalization on My Financial Life

Financial Wellness Upgrade Webinar