

**NAGDCA 2020 LEADERSHIP AWARD NOMINATION**  
**THE OREGON PUBLIC EMPLOYEES RETIREMENT SYSTEM AND THE OREGON SAVINGS GROWTH PLAN**  
**PARTICIPANT EDUCATION & COMMUNICATION**

**Participant Education & Communication Summary**



**Overview**

The Oregon Public Employees Retirement System (PERS) and the Oregon Savings Growth Plan (OSGP) are two retirement benefit plans provided by the State of Oregon for its employees. PERS serves the people of Oregon by administering public employee benefit trusts to pay the right person the right benefit at the right time. OSGP is a voluntary 457(b) deferred compensation plan with \$2.5 billion in assets that provides public employees with a supplement to their PERS pension to help save more for retirement. There are over 900 state and local government agencies throughout the state of Oregon that participate in PERS. This includes universities and other higher education institutions. PERS and OSGP support the public employees of Oregon throughout their retirement lifecycle: from their first job right into retirement. Retirement education is more important than ever for public employees. Historically, PERS and OSGP were focused mainly on reaching employees nearing retirement. Recognizing the importance of **all** employees saving more for retirement, PERS' strategy is to promote OSGP through extensive marketing and communication efforts to all employees, specifically employees at the beginning of their career.

**Objectives and branding:** Beginning in January 2019, the PERS/OSGP marketing strategy focused on one overarching campaign that included financial awareness and retirement education, specifically for participants earlier in their careers. The campaign culminated with a flagship event in October 2019: the PERS Expo. An ad campaign on LinkedIn, educational videos, and redesigned OSGP website, workshop presentations and new collateral, were utilized in the campaign. Each part of the campaign had a consistent look, message, and call to action. The message throughout built on the foundation that “there is no time like the present to take an active interest in your financial future.”

**Strategy execution:** Identifying that financial awareness and retirement education are equally a priority in cultivating relationships with employees early in their careers, the objectives of the strategy was clear. An increase in awareness through workshops and one-on-ones with educational representatives, enrollment, and number of participants in OSGP are benchmarks of success for this campaign. Explained below are the pieces of the campaign that were implemented throughout 2019.

**Educational videos:** Four short videos were created for the OSGP website and launched the week after the annual Expo. The timing was intentional to continue momentum from the Expo, and to reach employees as they began to make financial decisions for the current and following tax year. For employees unable to attend an educational workshop or those who are new to OSGP, these are meant to create a friendly learning experience. The goal was to create an awareness of what OSGP is and help remove barriers to enrollment. All four videos include one common character: a new employee in her early 20s. The videos show her progress and growth in retirement planning and promoting retirement savings awareness to others. The character's age was important in order to appeal to newer employees and younger demographics. Four key educational messages are reflected in the videos titles: Getting started with OSGP, Why save with OSGP, Invest with OSGP, and It's not too late to save with OSGP.

**LinkedIn ad and “Take one step” email campaigns:** In order to drive up viewership for the initial

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launch of the education videos, various ways of promoting the videos were explored. Ultimately LinkedIn was the best option for reaching public employees that otherwise may not ever hear from PERS or OSGP. This was the first attempt at utilizing social media to promote OSGP. Realizing that PERS and OSGP could not easily gather specific demographic information for targeted campaigns, an ad campaign utilizing still images from the photos taken at the video shoot was created. The ads ran from October 1 through December 31, 2019. During the campaign, around 102,000 impressions, or ads, were sent out. A total of 324 were clicked on, and of those 324 clicks, 160 users continued on to the microsite landing page. On the landing page, visitors were asked to do at least one of three actions: enroll in the Plan, sign up for an educational workshop presentation, or view one of the new videos. Fifteen employees went on to enroll in the Plan, and five signed up to attend a workshop.

As the LinkedIn campaign worked behind the scenes, an email that looked similar to the LinkedIn ads was created, asking recipients to "Take one step." When recipients clicked on the button to take one step, they were pushed to the same LinkedIn landing page where they were asked to do at least one thing. From the nearly 50,000 emails that were sent from the State of Oregon to state agency public employees, 4,000 people went to the microsite landing page, 600 clicked on "enroll now," and 220 people registered for a workshop presentation. Over 1,000 recipients went on to visit [growyourtomorrow.com](http://growyourtomorrow.com) and take other actions to learn about the Plan.

**Website:** 2019 was a year of refreshing and redesigning the website for OSGP: [www.growyourtomorrow.com](http://www.growyourtomorrow.com). Moving away from just being another website for the Plan, the next phase was implemented where it became THE website for the Plan. The landing page was updated, enabling employees to see immediately that enrolling and/or attending a workshop is the most important thing to do to get started in preparing for retirement. Other pages were edited to be more concise and easier to understand. Websites that participants had been directed to in the past regarding OSGP were either taken out of commission, or had content linked directly back to [www.growyourtomorrow.com](http://www.growyourtomorrow.com). All marketing materials were updated to only promote [www.growyourtomorrow.com](http://www.growyourtomorrow.com). Due to these changes to the website and materials, there has been a steady increase in the use of [www.growyourtomorrow.com](http://www.growyourtomorrow.com). The average increase of visitors to the site has been about 10% month over month during the last six months.

**Workshop presentations:** OSGP has four core workshop presentations that are used to provide in-person, educational workshops to employees all over the state. Similar to the educational videos, these workshops address various topics that come up while planning for retirement. They are OSGP-specific and customized to relate to what an Oregon public employee could be going through as they plan for retirement. In 2019 the workshops went through a significant redesign and rewrite to help the presenter engage more deeply with their attendees. The overall goal was to make the content more understandable and give clear direction on actions needed to be more prepared for retirement. The four workshops are: Introduction to OSGP, Basic Investment Concepts, Calculate your Savings Goal with OSGP, and Retirement Strategies with OSGP. The Calculate your Savings Goal workshop is the most interactive, and requires a booklet and worksheet that attendees complete during the workshop. This allows them to leave the workshop with an idea of what their retirement income will be, based on what they are already doing to save for retirement. While planning for retirement can be stressful, the idea behind this type of interactive workshop is that employees understand what they need to do in the present in order to be successful in retirement. Employees also leave with an understanding that OSGP is there for public employees.

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**Expo:** PERS Expo 2019 provided retirement information and resources for public employees in one space, for one day. In 2019 over 3,000 people attended the Expo. Similar to previous years, it was promoted across multiple platforms and communication pieces. The 2019 theme was “Your path to financial wellness.” The main design was a mountain theme, where the summit is your retirement goal. The Expo was designed to help employees at every stage. The Expo raises awareness of the value of participating in the Oregon Savings Growth Plan as a complement to the PERS pension plan in pursuit of retirement goals.

**Event Execution**

The Salem Convention Center event was the highest attended Expo to date. From 10 a.m. until 8 p.m., current members and retirees attended workshops, visited booths, engaged with resources, learned about additional benefits, and were educated on the available options to save more and retire better. While the Expo is an education platform, it is also a time to have fun and socialize with peers.

Results from the PERS Expo 2019 as it relates to the Oregon Savings Growth Plan include:

- Contribution changes doubled the daily average on the day of the Expo
- A post-expo survey showed a 75% increase in retirement confidence among those who attended the event and took the survey

**Measurement and evaluation**

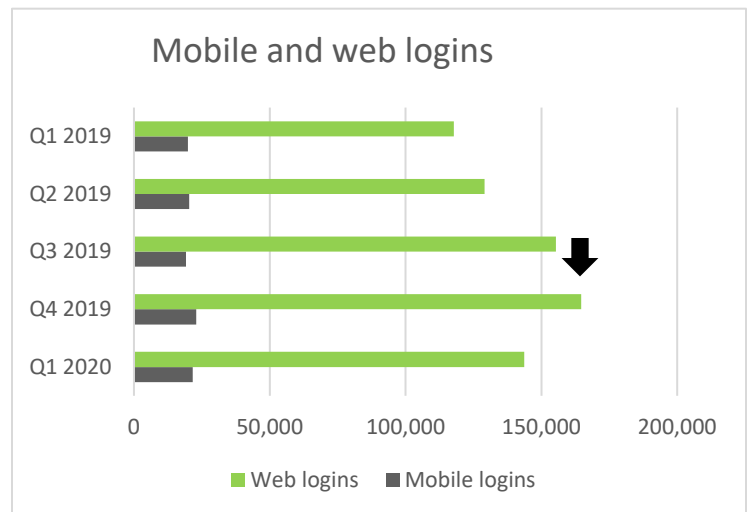
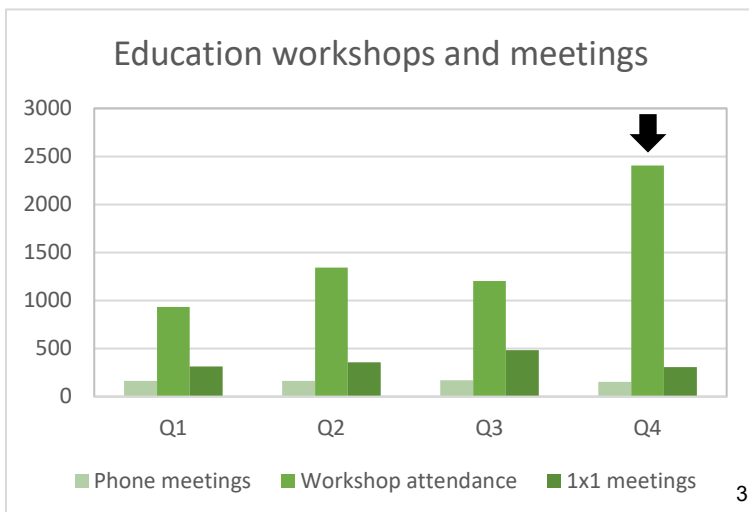
For the first time, OSGP and PERS completed the implementation of a full marketing strategy together. From design ideas, photography, video production, and social media production, PERS and OSGP worked collaboratively to make sure that all member-facing marketing was consistent in messaging and tone.

**Overall Plan results**

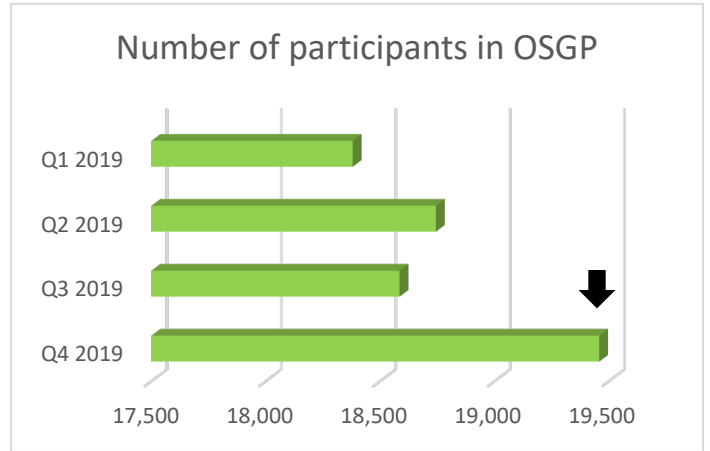
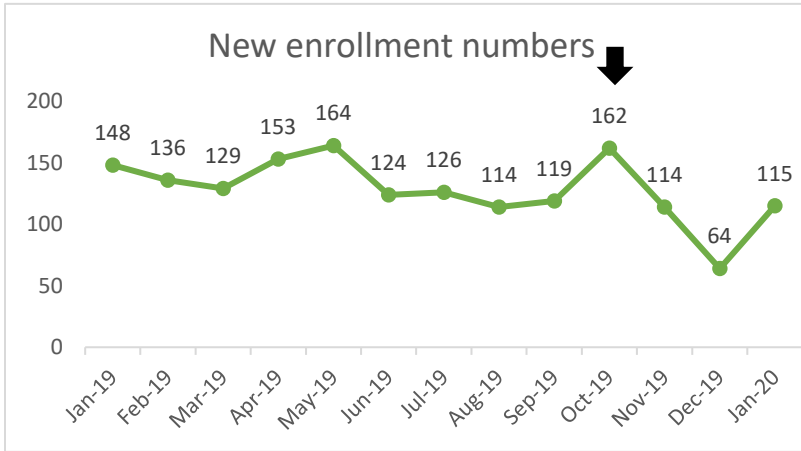
- Participant logins through the web and mobile devices increased significantly in the month of October (and throughout the fourth quarter) relative to prior months and quarters
- As of December 31, 2019, OSGP saw a 10% increase in enrollment from the June 30, 2019 enrollment numbers that were the last provided numbers prior to launching the campaign

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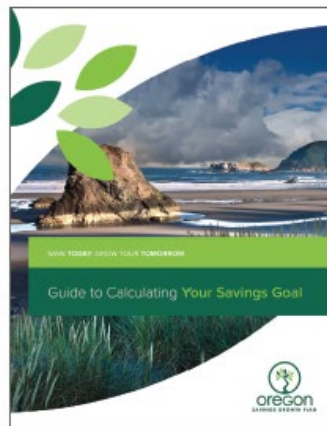
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The below item is an Expo 2019 poster promoting the launch of the new educational video series. Prior to making the videos it was planned to weave the photos taken during the shoot throughout each product that we create to keep an ongoing story.



Savings Workbook



PowerPoint Presentations

