



DAVID Y. IGE  
GOVERNOR

STATE OF HAWAII  
DEFERRED COMPENSATION PLAN  
235 S. BERETANIA STREET  
HONOLULU, HAWAII 96813-2437

## BOARD OF TRUSTEES

BRIAN MOTO  
KALEIHI'IKAPOLI RAPOZA  
RYKER WADA  
KALBERT YOUNG  
ROBERT YU

### The State of Hawaii Island Savings Plan—2020 NAGDCA Leadership Recognition Awards—Communication & Education

The relaxed culture and natural beauty of the environment in Hawaii can sometimes lead a person into a calm and passive sense of security. However, the state also boasts an average lifespan of 80, the longest of any U.S. state and a cost of living that is about 16% higher than the national average. When you combine these two factors, it becomes clear that saving for retirement is arguably more important in Hawaii than anywhere else in the U.S.

#### Connecting with Participants Through the Ages

The State is one of Hawaii's largest employers, with a section 457 Plan that is available to approximately 56,000 employees. The ages of the employees span from their 20s to their 70s. Many employees find their lives too busy or with not enough time to think about retirement planning, and therefore, no time to think about what their retirement income will be or whether their savings will be enough. Not all employees will hear the message in the same way. There is a higher, but close, percentage of employees in their twenties and thirties than those in their sixties and seventies, and employees in their twenties may not respond to the same message as employees in their 60s.

#### Project summary

So how do you capture participants' attention and make the communication meaningful to help them understand the importance of building retirement security? The Plan determined that, to ensure employees truly know they can obtain that sense of security in retirement, it must utilize an action-based educational program that would be simple and relatable.

#### Execution

In designing the educational program, the Plan rejected a "one-size fits all" approach and chose instead to tailor communications and activities to best suit employees of certain age groups or distinct characteristics, such as:

- **For new hire employees and those just entering the workforce**, the Plan held Employees' Benefits Fairs in the Spring and Fall of 2019 to promote the Plan and inform them of their benefits. Interactive activities, educational sessions, fund manager informational tables, and one-on-one counseling engage employees and help them understand their investment choices and financial basics of saving for retirement.
- **For early to mid-career employees**, who are on the move and want information at their fingertips through mobile platforms and instant messaging, the Plan geared its communications through:
  - **Online animated video presentations** about the Plan that are brief, informative and fun to watch. An additional animated video clip to explain the Managed Account service by Morningstar was added to the Plan website;
  - **A Mobile App** for on-the-go access to their Plan account was launched in 2019;
  - **E-delivery** to receive the latest Plan updates, newsletters, their account information, and announcements such as the Go-Green campaign launched in 2019, and;

- **A Financial Wellness Guide and portal** that delivers information on ways to improve individual financial wellness. The guide released in 2019 provided do-able steps to better manage spending and set them on track toward a secure retirement future.
- **For mid-career employees and those nearing retirement**, who may have different priorities and concerns about retirement, the Plan offered a workshop entitled, “Exploring the Big Picture of Retirement Income”, to help them understand and identify their sources of anticipated monthly retirement income and ways to estimate State Employee Retirement System pension and Social Security benefits. The workshops which were conducted during the Benefits Fairs stayed away from jargon but delivered a culturally relevant message through the use of props. Humor, appropriate for the occasion, was employed to get points across. The use of props combined with local flair drove home the idea that how one lives in retirement is truly a matter of choice, and that participants are in charge.
- **For employees who embrace the local, diverse culture and traditions of Hawaii**, the Plan adapted its education program to make its messages and themes culturally relevant, comprehensible, and positive. A custom presentation, entitled “The Power of Ahupua‘a,” was developed to remind employees of the “power” that was in a lifestyle going back to ancient Hawaiians, and presented during the Benefits Fairs. The message references self-sustaining methods of fulfilling community needs – from catching fish to farming the land for sustenance. Traditional customs and practices of old Hawaii were used to reinforce the lesson of preparing for the future and retirement. Audiences were very receptive to these presentations and reacted positively.
- **For employees who do not have time to leave their workstations**, the Plan introduced virtual one-on-one counseling sessions in 2019 to provide flexible counseling sessions that enable employees to talk to a retirement counselor through virtual one-on-one meetings on their personal or work computer stations. The scheduling of remote meetings via innovative digital technology saves employees time and results in more employees taking actions.
- **For participants who have recently retired or left employment**, direct outreach calls began in 2019 by field counselors who offer to review their Plan accounts and discuss options and the benefits of leaving monies in the Plan.

### Results

- For the 2019 Summer Lunch-n-Learn Events, the Big Picture workshops produced 28 account reviews, 26 beneficiary updates, 27 contributions increases, 24 enrollments and 4 rollovers.
- There were 311 hits on online video presentations in 2019.
- The “Go Green” campaign measured 523 participants electing e-delivery, for a 2.64% increase in participants going paperless.
- Just after the initial launch of the Financial Wellness Portal, approximately 4,000 Plan participants explored the educational content through a digital format that continuously adapts to an individual’s interest, a solid start to this new offering.

The Communication and Education initiatives focused on building a foundation to help inspire state and county employees to take positive actions for their retirement and overall financial wellness. We are proud of the efforts and the results achieved and hope you will also. Thank you for considering **The State of Hawaii Island Savings Plan** for a NAGDCA Leadership Award for Communication and Education.

Sincerely,



Brian Moto

Chairperson, Board of Trustees

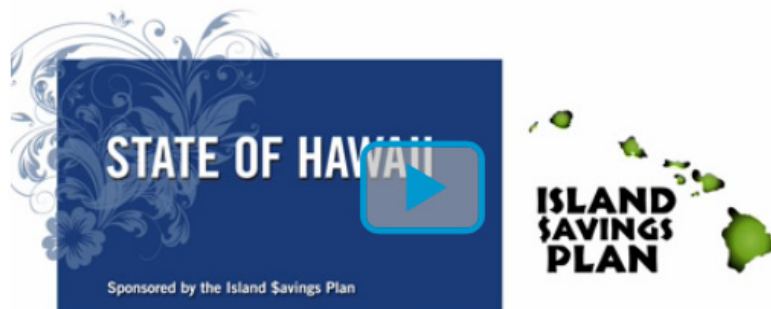
State of Hawaii Deferred Compensation Plan

# The State of Hawaii

## Participant Education & Communication

*For early to mid-career employees*

**Online animated video presentation**

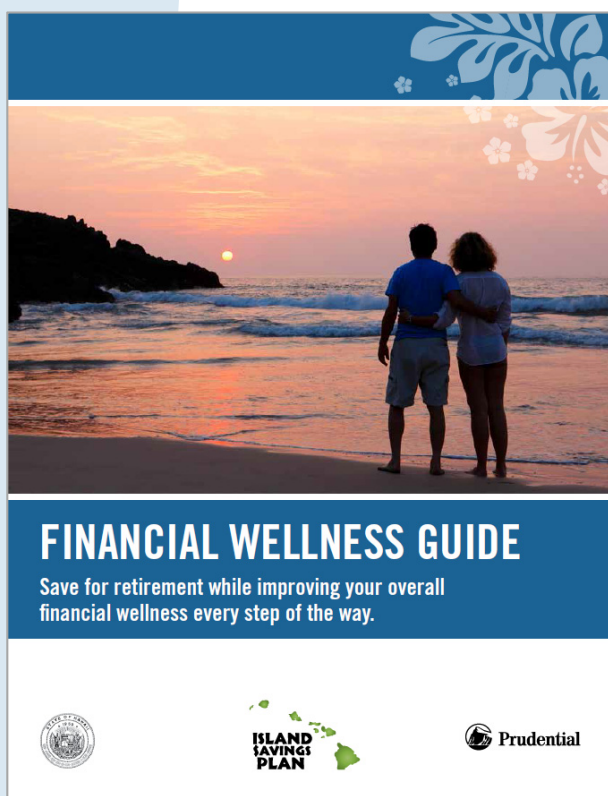


**Click to watch:**

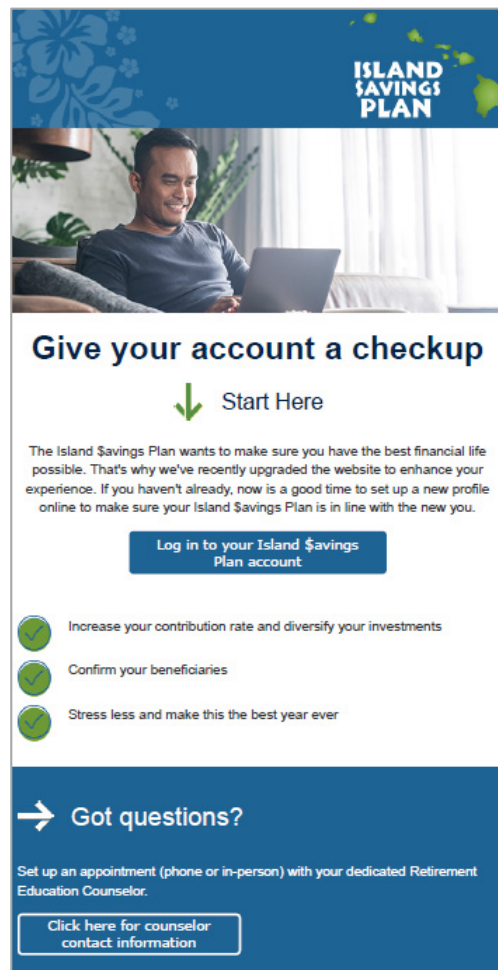
[http://www3.prudential.com/email/retirement/IMFPWeb/hosted\\_media/videos/island\\_savings/enroll.html](http://www3.prudential.com/email/retirement/IMFPWeb/hosted_media/videos/island_savings/enroll.html)

*For early to mid-career employees*

**Financial Wellness Activity**

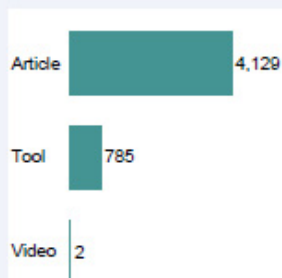


**Brochure**

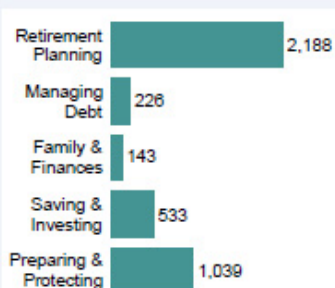


**Check-Up Email**

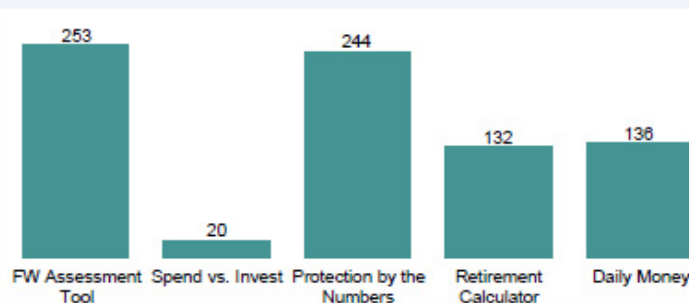
Content Views by Type



Content Views by Category



Tool Usage - Views by Tool



*For mid-career employees and those nearing retirement*

# The Go Green Challenge

*For new hire employees and those just entering the workforce*

## Join the Go Green Challenge



The Island Savings Plan is joining forces with the State of Vermont Retirement Plan for a friendly challenge to find out which state has the greener retirement plan!

Live smart, live greener. Every green initiative counts! Register your Island Savings Plan account online and sign up for e-delivery. This will allow you to receive transactional confirmations, account statements and quarterly newsletters faster via email notifications.

To participate:

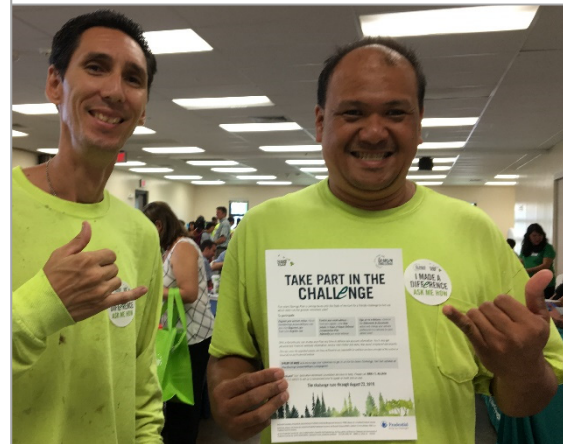
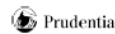
- Register your account online—Go to [islandsavings.preparewithpru.com](http://islandsavings.preparewithpru.com) and click Register/Login. Then click Register now.
- Confirm your email address—Once you register, click View Details or State of Hawaii Deferred Compensation Plan. Add/verify your email address.
- Sign up for e-delivery—Click on the Statements & Documents option and change your delivery preferences to e-delivery for each option listed.

With e-delivery you can access your Island Savings Plan any time, anywhere to change your financial plan, address daily money matters, budget more effectively, and more. You'll also get personalized financial wellness information, reduce mail clutter and worry less about misplaced documents.

Spread the word and encourage your coworkers to get in on the Go Green Challenge, too! See how the State of Hawaii is doing compared to the State of Vermont at [islandsavings.preparewithpru.com/gogreen](http://islandsavings.preparewithpru.com/gogreen). Once you enter the upgraded website, the State of Hawaii is not responsible for and does not have oversight of the content or materials on the Prudential website.

Register Now!

The challenge runs through August 23, 2019.



## Kauai, October 2019

## 2019 Benefits Fairs Oahu, May 2019

### State of Hawaii Employees' Benefits Fair

Sponsored by the Island Savings Plan

OAHU
MAY 29, 2019
9:00 A.M.—4:00 P.M.

Oahu Veterans Center in Foster Village  
1298 Kukila Street, Honolulu, HI 96818

### STATE OF HAWAII EMPLOYEES' BENEFITS FAIR

Sponsored by the Island Savings Plan

OAHU
MAY 29, 2019
9:00 A.M.—4:00 P.M.

Oahu Veterans Center in Foster Village  
1298 Kukila Street, Honolulu, HI 96818

### MARK YOUR CALENDAR!

KAUAI | OCTOBER 29, 2019 | 9:00 A.M.—4:00 P.M.

Kauai Marriott Resort, Kauai Ballroom  
3610 Rice Street, Lihue, HI 96766

Don't miss your chance to learn about your employment benefits, including the Island Savings Plan. Local Prudential Retirement Education Counselors, the Plan's investment fund providers and other benefit plan representatives will be available to answer your questions.

Workshop Schedule:	
8:15 a.m.	Island Savings Plan—Pre-Retirement
10:15 a.m.	Island Savings Plan—Exploring the Big Picture of Retirement Income
11:15 a.m.	HS20 College Savings Program*
12:15 p.m.	Island Savings Plan—Plan Overview/The Power of Annuity
1:15 p.m.	Morningstar Investment Advice and Managed Accounts
2:15 p.m.	Island Savings Plan—How Millennials Can Plan for the Journey to Retirement
3:15 p.m.	Island Savings Plan—Market Behavior

\*HS20 College Savings Program is not affiliated with Prudential Financial or any of its affiliates.

If you need auxiliary aids or services (sign language, interpreters, etc.), inform the local office of Prudential Retirement® at least seven days prior to the Employee's Benefits Fair.

The Governor has approved the use of up to two hours of work time (which includes travel time) for State employees to attend one fair this year.

EDUCATION HOSTED BY MORNINGSTAR INVESTMENT MANAGEMENT LLC  
Morningstar Retirement Manager is an online investment advisory service, offered through your Island Savings Plan, which can help you monitor and adjust your investments as your life circumstances change. A Morningstar Investment Management representative will be available at a pre-fair event and at the Employee's Benefits Fair on-site, same.

Pre-Fair Event, Monday, October 28, 2019  
One on one sessions will be held at the Kauai War Memorial Convention Hall Conference Room, 4201 Hahaione Dr., Lihue, HI 96766. To sign up, visit: <http://bit.ly/2019pre>

Employee's Benefits Fair Event, Tuesday, October 29, 2019  
One on one sessions will be held during the Benefits Fair at the Kauai Marriott Resort. To sign up for a session, visit: <http://bit.ly/2019benefits>

For more information, call 888-711-ALOHA (888-712-5642) and press option 2.

Visit: [prudential.com/islandsavings](http://prudential.com/islandsavings)



*For employees who embrace the local, diverse culture and traditions of Hawaii*

## The Power of Ahupua'a

*For mid-career employees and those nearing retirement*

## Lunch and Learn Events, August 2019

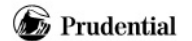


# THE POWER OF AHUPUA'A



'āina • 'ohana • ho'omaha loa  
*Your path to a successful, sustainable future*

State of Hawaii Deferred Compensation Plan



Click to watch:

<https://event.on24.com/wcc/r/2323148/630B543E0132AAB07CF30A134960573B>

THE ISLAND SAVINGS PLAN PRESENTS:



## Exploring the "BIG PICTURE" of Organizing the Pieces of your Financial Future

*For employees who do not have time to leave their workstations*

## Virtual Appointments

## Take control of your financial future right from your computer.

Too busy to leave your desk?

Your plan now offers virtual one-on-one retirement education consultations.

Island Savings Plan Retirement Education Counselors are available to help you:

- Review your account and set financial goals
- Make updates to your savings and/or adjust your asset allocation to help you reach your goals
- Enroll in the plan
- Learn how the Plan's tools and resources can help you improve your financial wellness, even if you are experiencing day-to-day struggles

To set up an appointment, call **888-71-ALOHA**, (888-712-5642) and select **option "2"** to be connected to the local office.

You may also visit <http://islandsavings.preparewithpru.com/counselors.html> and click on the "Schedule a Meeting" link.

Select virtual **One on One Session** from the drop-down option and then choose the date and time slot you would like to book. You will receive a confirmation and reminder.

Please have your User ID and Password available so that you can log in to your account once the session begins.



Retirement products and services are provided by Prudential Retirement Insurance and Annuity Company (PRAC), Hartford, CT or its affiliates. PRAC is a Prudential Financial company. Keep in mind that application of asset allocation and diversification concepts does not assure a profit or protect against loss in a declining market. It is possible to lose money by investing in securities. Plan Education Consultants are registered representatives of Prudential Investment Management Services LLC (PIMS), Newark, NJ, a Prudential Financial company. © 2019 Prudential Financial, Inc. and its related entities. 1025594-0002-00

SIW01\_FL\_RE31\_02 06/2019