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**2022 NAGDCA Leadership Award**  
*State of Florida Deferred Compensation Plan:*

## **Technology, Interactive Multimedia, & Cybersecurity**

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### ***Plan Profile:***

The Florida Deferred Compensation Plan is a pre-tax 457(b) retirement savings plan, available to all State of Florida employees, including Florida's State University System and other Special Districts. The Plan services more than 87,000 current and former employees, with \$6 billion invested through three Investment Providers: Voya Financial, Nationwide, and AIG Retirement Services. The Plan is managed by the Florida Department of Financial Services, Bureau of Deferred Compensation, with oversight from Chief Financial Officer Jimmy Patronis.

### ***Background:***

In 2021, the need for more online resources continued from 2020, because of COVID-19. Every year, the Florida Deferred Compensation Plan participates in the Florida Department of Management Services (DMS) Benefit Fairs, helping to educate State and University System employees about benefits available to them. In 2021, the DMS Benefit Fairs continued to be online only, with every benefit vendor submitting a video for the events. In 2020, the Bureau of Deferred Compensation realized a drop in Benefit Fairs participation. For that reason, in 2021, the Bureau built an interactive multimedia campaign called [Plan. Save. Retire.](#) to bring more longevity and educational value to the Plan's Benefit Fairs video submissions and its overall message about retirement readiness.

### ***Goals:***

- Respond to the COVID-19 pandemic by providing more online resources on [MyFloridaDeferredComp.com](#)
- Dedicate a space on [MyFloridaDeferredComp.com](#) to house Benefit Fairs videos for the Florida Deferred Compensation Plan and its Investment Providers: [Plan. Save. Retire.](#)
- Provide links to PDFs of documents normally handed out at Benefit Fairs and other events
- Build three branching web pages off the main campaign page to educate Participants about the three major stages of retirement: [Plan](#), [Save](#), and [Retire](#).
- Promote resources and tools sponsored by the Plan's Investment Providers
- Create an [Events](#) page and advertise upcoming events in multiple places on the website
- Strengthen the Florida Deferred Compensation Plan brand with eye-catching imagery and the expansion of the Plan's long-standing motto: "Plan. Save. Retire."
- Advertise the [Plan. Save. Retire.](#) campaign over the course of three months (Sept. 2021 – Nov. 2021), via website banners, two physical mailings, and three email blasts
- Incorporate National Retirement Security Month (NRSM) branding in October 2021
- Increase overall [MyFloridaDeferredComp.com](#) website traffic

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### ***Quote:***

“The [Plan. Save. Retire.](#) page on [MyFloridaDeferredComp.com](#) is full of valuable resources to help Participants be ready for retirement, whatever stage of retirement they may be in. This campaign has boosted the website's educational value and has created more opportunities for Participants to engage interactive tools and resources to help them be more financially secure in retirement.”

– G. Ben Hensarling | Chief of Deferred Compensation and Plan Administrator | Florida Bureau of Deferred Compensation

## Description:

### Plan. Save. Retire. – Interactive Multimedia Campaign

The Bureau of Deferred Compensation's [Plan. Save. Retire.](#) interactive multimedia campaign started as a place to house the 2021 Benefit Fairs videos for the Florida Deferred Compensation Plan and its Investment Providers. PDFs of the documents given to Participants by the Bureau at Benefit Fairs and other events were added to supplement the videos. In addition, online resources from the Plan's Investment Providers were placed throughout the page. To make the *Plan. Save. Retire.* campaign more viable, it was expanded to three more pages to provide more specific information and resources for the three main stages of retirement readiness: *Plan*, *Save*, and *Retire*.

The [Plan](#) page focuses on enrollment, the key benefits of the Plan, types of investments offered, and learning more about the Investment Providers. The [Save](#) page showcases the *Quarterly Performance Report*, the current contribution limits, and different retirement readiness tools from the Investment Providers. The *Save* page also emphasizes increasing contributions and having a diverse investment mix. The [Retire](#) page caters to Participants that may be entering the Deferred Retirement Option Program (DROP) or getting ready to retire. The *Retire* page provides information about continued benefits, a required minimum distribution (RMD) calculator, and information about healthcare costs in retirement.

### Upcoming Events Calendar & Events Page

The *Plan. Save. Retire.* page inspired the implementation of an Upcoming Events Calendar, which was placed on the homepage, as well. The calendar shows the next five events associated with either the Bureau of Deferred Compensation or its Investment Providers. That turned into a separate [Events](#) page where all the events are located, which is easily reached from the bottom of the Upcoming Events Calendar, the homepage, or the website's drop-down menu. This calendar of events is still regularly updated.

### Advertising the Campaign

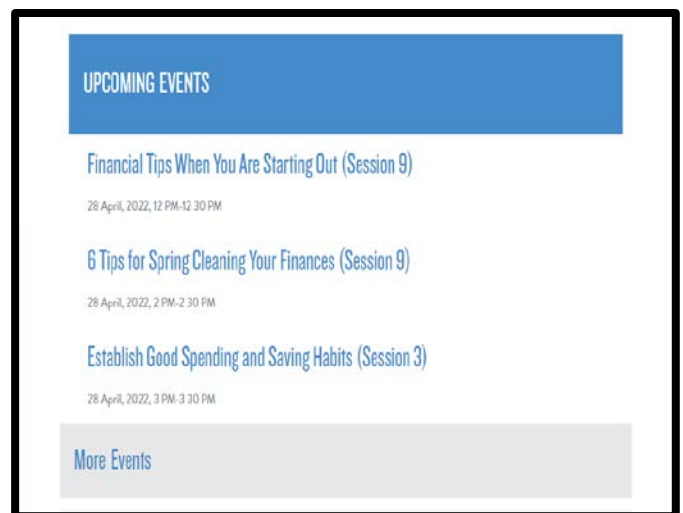
The Bureau advertised the *Plan. Save. Retire.* page on the homepage and sent out five different communications in 2021 (two physical mailings and three email blasts) to bring notice to the campaign. One physical mailing was a general outreach to all State of Florida Employees (195,759 people), and the other was sent to Participants of the Deferred Compensation Plan that had terminated employment with the State (35,172 people). Both pieces helped solidify the campaign branding and messaging that expanded from the long-standing Plan motto: "Plan. Save. Retire." The expanded motto is: "Plan what is possible. Save what is manageable. Retire when comfortable." Both pieces were sent at the start of October and utilized the NRSM branding to promote the campaign.

The three email blasts were sent over a 3-month span and were sent to around 170,000 State of Florida employees. Each email blast focused on a different stage of retirement, like the *Plan*, *Save*, and *Retire* webpages. The first was sent at the start of September, titled "Plan What is Possible". The second was sent at the start of October, titled "Save What is Manageable" (also advertising NRSM). The third was sent at the start of November, titled "Retire When Comfortable".

### Plan. Save. Retire. Page – Advertising NRSM



### Upcoming Events Calendar



(Events in this image reflect current Upcoming Events—not from 2021.)

Florida Deferred Compensation Plan - Homepage:  
[MyFloridaDeferredComp.com](https://MyFloridaDeferredComp.com)

Plan. Save. Retire. Page:  
[MyFloridaDeferredComp.com/PlanSaveRetire](https://MyFloridaDeferredComp.com/PlanSaveRetire)

Events Page:  
[MyFloridaDeferredComp.com/Events](https://MyFloridaDeferredComp.com/Events)

**Results:**

The analytics for *MyFloridaDeferredComp.com* from 9/1/2021 to 11/30/2021 (the original focus dates for the campaign) showcase excellent performance:

- 686 electronic enrollments
- 406 electronic contribution increases
- Homepage received 224,689 page views
- *Plan. Save. Retire.* page received 15,823 page views
- *Plan, Save, and Retire* pages (combined) received 1,466 page views
- *Events* page received 741 page views
- *MyFloridaDeferredComp.com* documents (combined) were visited 16,786 times
- Florida Deferred Compensation Plan’s Benefit Fairs video received 285 views with a 68 engagement score
- Voya Financial’s Benefit Fairs video received 124 views with a 42 engagement score
- Nationwide’s Benefit Fairs videos:
  - English: 157 views with a 44 engagement score
  - Spanish: 13 views with a 38 engagement score
- AIG Retirement Services’ Benefit Fairs video received 120 views with a 48 engagement score
- *Plan. Save. Retire.* campaign pages and the *Events* page still receive a steady flow of page views in 2022

The advertisement of the *Plan. Save. Retire.* page undoubtedly contributed to the results:

- NRSM Card (General Outreach):
  - 195,759 postcards sent
- NRSM Card (Terminated Employment Outreach):
  - 35,172 postcards sent
- Plan What is Possible Email:
  - 170,751 emails delivered
  - 39,148 unique opens (22.93%)
  - 30,211 unique clicks (17.69%)
- Save What is Manageable Email:
  - 170,108 emails delivered
  - 43,080 unique opens (25.33%)
  - 3,903 unique clicks (2.29%)
- Retire When Comfortable Email:
  - 169,311 emails delivered
  - 58,497 unique opens (34.55%)
  - 5,775 unique clicks (3.41%)

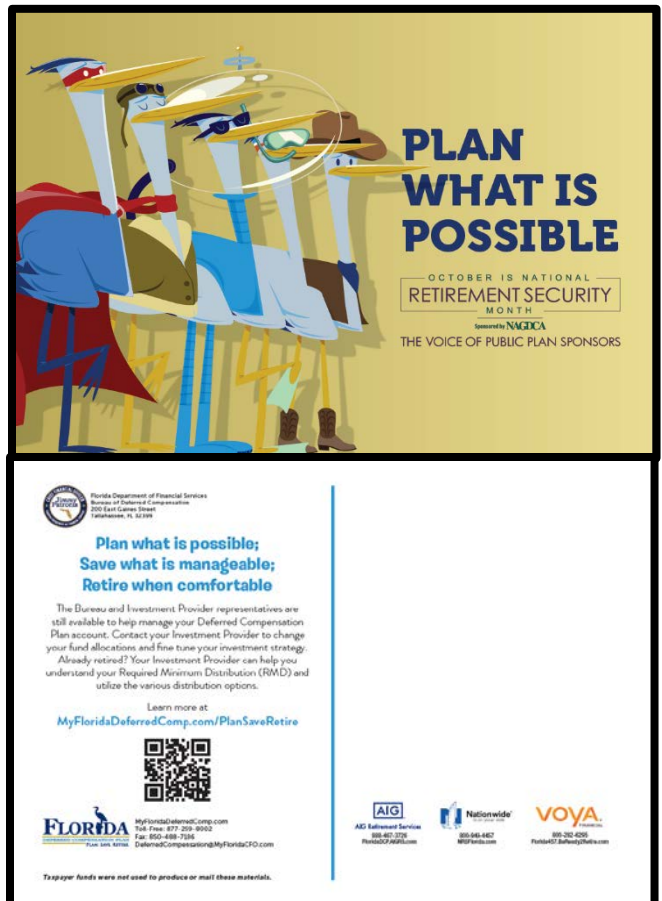
**Feasibility of Use:**

Implementation of a similar interactive multimedia campaign is certainly feasible for other government plans of a similar size. Every action the Florida Bureau of Deferred Compensation took to enact this project was in response to having multiple setbacks from the COVID-19 pandemic. Even with those setbacks, the *Plan. Save. Retire.* campaign was successful at bringing more online resources to State of Florida employees. If another plan has a committed team, a website, and other tools to communicate electronically, most of the goals of this campaign can be achieved. Most importantly, a long-lasting, interactive online resource will be added to the plan’s repertoire, which can be updated for future use.

**NRSM Card (General Outreach) – Front & Back**




**NRSM Card (Terminated Employment Outreach) – Front & Back**






## Plan What is Possible Email – Main Body Message



# FLORIDA

DEFERRED COMPENSATION PLAN  
PLAN. SAVE. RETIRE.



## Plan What Is Possible

As a State of Florida Employee you are eligible to participate in tax-deferred retirement savings with the Florida Deferred Compensation Plan 457(b). On September 28th and 30th, The Bureau of Deferred Compensation is partnering with the Department of Management Services to provide Open Enrollment webinars hosted by the Bureau of Deferred Compensation and the Deferred Compensation Plan's Investment Providers: AIG Retirement Services, Nationwide, and Voya. Take a moment to utilize personalized planning tools for retirement readiness, learn more about the Plan or sign up to attend an informational presentation. Don't wait, enroll now and begin planning what is possible.

[Plan What Is Possible](#)

**Planning What is Possible Starts Here:**

- [Difference Between 457\(b\) and 403\(b\) Plans](#)
- [Deferred Compensation Plan Enrollment Series Videos](#)
- [Quarterly Performance Report \(QPR\)](#)
- [Mutual Funds and Your Goals](#)
- [Target Date Fund Performance](#)
- [Financial Wellness Assessment](#)
- [Retirement Planning Map](#)
- [Introductory Video](#)
- [Overview of the Plan](#)
- [Enroll Now](#)

## Save What is Manageable Email – Main Body Message



# FLORIDA

DEFERRED COMPENSATION PLAN  
PLAN. SAVE. RETIRE.



## Save What Is Manageable

**Learn How To**  
**PERSONALIZE YOUR RETIREMENT SAVINGS PLAN**

Florida Deferred Compensation Plan 457(b) Participants select:

- Manageable contribution amount
- Preferred Investment Provider(s)
- Desirable investment funds

Learn more about the Plan and gather important tools for your retirement journey. Plan Participants enjoy the quick and easy enrollment process and the ongoing support and education. Already enrolled? Dig deeper and take the opportunity to find out how to make retirement tools work for you.

October is National Retirement Security Month, an opportunity to focus on saving for retirement. The Bureau of Deferred Compensation partners with the National Association of Government Defined Contribution Administrators (NAGDCA) to highlight the importance of securing retirement.



THE VOICE OF PUBLIC PLAN SPONSORS

[Save What Is Manageable](#)

**Retirement Planning Toolbox:**

- [Understanding the Quarterly Performance Report \(QPR\)](#)
- [Florida Deferred Compensation Plan 457\(b\) Maximum Contribution Limits](#)
- [Increase Contributions](#)
- [Account Diversification Information](#)
- [Investing Basics \(Video\)](#)
- [Nationwide: ProAccount](#)
- [AIG: Guided Portfolio Services](#)
- [AIG: Retirement Pathfinder](#)
- [Nationwide: My Interactive Retirement Planner](#)
- [Voya: My Retirement Overview](#)

*Retire When Comfortable Email – Main Body Message*



Open Enrollment has ended, but there is still time to get invested in your retirement—with the Florida Deferred Compensation Plan (457b). Enroll at any time, and retire comfortably with a Plan that helps you prepare for retirement on your terms. No matter where you find yourself in your retirement journey, the Florida Deferred Compensation Plan is here to support you.

[Retire When Comfortable](#)

**Sources of Important Retirement Information:**

- [Ready to Retire](#)
- [Deferred Compensation Plan and DROP \(Video\)](#)
- [Preparing to Terminate DROP / Special Tax Notice](#)
- [Left Employment Information](#)
- [Plan for Your Required Minimum Distributions](#)
- [Required Minimum Distribution \(RMD\) Calculator](#)
- [Healthcare in Retirement \(Video\)](#)