



2024 NAGDCA Leadership Recognition Award Submission

PLAN PROFILE:

Plan: Ohio Deferred Compensation Plan (Ohio DC)

Plan Type: 457(b) (pre-tax & Roth)

Participants: 260,000 accounts **Assets:** \$20 Billion

Administrator: Ohio DC (Defined Contribution)

Category: Communication and Marketing

Initiative: Ohio DC – 2023 Enhanced Webinar Education Campaign

Overview/Background:

Since the onset of the pandemic, Ohio DC noticed a decline in group meeting attendance. With decentralized work locations, fewer employees participated in workplace meetings, impacting Ohio DC's field representatives across the state. To continue delivering valuable education to Ohio's public employees, Ohio DC sought innovative solutions. Although webinars had been offered for more than a decade, Ohio DC was able to increase year-over-year attendance by 154% by providing new engaging content and thoughtful tactics. The enhanced content led to a 98% surge in meeting participation during the second half of 2023.

Campaign Goals:

1. **Efficiency** to connect with more Ohio public employees.
2. **Increase** group meeting satisfaction for employees and employers.
3. **Motivate** participants to act on their knowledge.

From Paul Miller, Interim Executive Director

Our post-pandemic work environment has changed considerably, and online education has replaced in-person as our primary education channel. With many media alternatives vying for our attention, we felt a refresh in invitations and webinar content was needed to improve our results. Our improvement in webinar attendance was stunning!

Project/Campaign Descriptions:

The pandemic significantly altered the way defined contribution plans conducted business. The number of traditional in-person meetings declined and never fully recovered due to employee decentralization. Additionally, an independent survey found that employer satisfaction declined 11% from 2021 to 2022 with onsite group meetings as a method of reaching their employees. The survey results concluded that dissatisfaction did not rise, neutral responses increased. Also, the survey uncovered plan participants' need for additional retirement education, covering topics from investing to retirement preparation. The existing webinar content addressed these concerns but needed enhancement.

To address these challenges, Ohio DC revamped its webinar strategy. The goal was to boost knowledge distribution, increase webinar attendance, and enhance employer satisfaction. We achieved this by employing multiple communication touchpoints. Leveraging survey insights, we realized that 79% of employees and 62% of employers preferred email as their primary communication channel. Key tactics to promote webinars included engaging email campaigns promoted by Ohio DC's field representatives, informative employee and employer newsletters, virtual events, and a mix of live and recorded meetings.

Campaign Tactics

- **Proactive Communication:** Targeted emails were dispatched to employees three weeks prior to the webinars. This proactive approach allowed both employees and employers to engage in communication and allocate time for these important meetings. The emails were designed to highlight one specific event each month. By doing so, attendance for that event was maximized, allowing employees and employers to fully engage and benefit from the content.
- **Quarterly Connection:** The *Focus* newsletter (participant-facing) and *Employer Insights* newsletter played a crucial role in boosting quarterly awareness for both audiences. These newsletters catered to 31% of audiences who prefer alternative channels to email or lack an online presence, ensuring they remained informed about Ohio DC content.
- **Accessible Meeting Materials:** Ohio DC ensured that live meeting registration links were posted online. Additionally, we archived digital recordings of past meetings, allowing participants to revisit content at their convenience.

Refreshed webinar topics offered in 2023	
Asset Allocation & Managing Risk	Approaching Retirement—Beyond the Basics
Closing the Retirement Income Gap	Introduction to Social Security
Women & Retirement	Introduction to Medicare
Managing the Taxes on Your Retirement Income	What Retired Minds Want to Know
Approaching Retirement—Preparing to Retire	Ask Ohio DC. We're Here to Help!

Campaign Results:

1. **Yearly Progress (2022 to 2023):** In 2022, the total number of webinar attendees was 1,721. However, the following year, in 2023, there was a remarkable increase in attendees. The total attendance surged to 4,376, marking an impressive 154% increase. Every month in 2023 saw attendance increases, indicating enhanced engagement and interest in the webinars. This growth could be attributed to factors such as improved content quality, effective marketing strategies, or broader audience reach.
2. **Mid-Year Shift (First Half to Second Half of 2023):** Further examining the 2023 data, we notice a significant trend. In the first six months, 1,467 attendees participated. However, during the latter half of the year, this number surged to 2,909, translating to a substantial 98% increase. Strategic

adjustments, targeted promotions, or compelling topics contributed to this upswing. The second half of 2023 witnessed heightened engagement, emphasizing the importance of adapting and refining webinar approaches throughout the year.

Email webinar results

	2022	2023	Outcome
Open Rate	54.2%	58.5%	+4.3%
Registration-Link Clicks	3,739	11,737	+213.9%
Online webinar page views	6,867	9,226	+34.4%

Newsletter Results

- 107,533 newsletters were mailed per quarter in 2023
- 2,648 views of the digital newsletter
- 733 clicks to visit Ohio457.com

Application to other plans:

Here are three ways other plans can enhance webinar attendance and engagement:


1. **Leverage Common Tactics:**
 - **Webinar Content Enhancement:** Plans can adopt the same tactics used here to bolster their webinar content. This includes creating informative and engaging material that resonates with participants.
 - **Multi-Channel Promotion:** Utilize multiple communication channels (such as email, social media, and employer intranet sites) to advertise webinars effectively. By reaching participants through various platforms, plans can maximize visibility and attendance.
2. **Harness Survey Insights:**
 - **Conduct Surveys:** Plans should consider conducting surveys among participants. These insights can reveal trends and highlight needs that might otherwise go unnoticed. By understanding participant preferences and pain points, plans can tailor their webinars accordingly.
3. **Collaborate with Experts:**
 - **Engage Recordkeepers and Consultants:** Plans can collaborate with their recordkeepers or external consultants. These experts can help create additional content for webinars, ensuring they remain relevant and engaging. By tapping into their expertise, plans can enhance the overall webinar experience for participants.

Campaign Content:

Email Messages



Employer & Focus Newsletter



Ohio DC Employer Insights


Invest in your employees.

October 2023

Stay informed about the latest Ohio DC employer news. The "Ohio DC Employer Insights" newsletter has information about retirement planning, financial wellness for your employees, 1099 changes, and industry news.

[Visit our Website](#)

Virtual Adventure Center



We have resources to help your employees along their retirement journey. They can get hands-on experience with our planning tools, dive deeper into retirement topics, and test their knowledge in a game of trivia.

Share a link to our [Virtual Adventure Center](#) with your employees today!

Roth
457

Why offer the Roth 457 Option?

Ohio DC's Roth 457 option gives your employees the ability to make post-tax contributions to an Ohio DC account, which allows for tax-free withdrawals once certain conditions are met.

As the employer, you must choose to adopt the Ohio DC Roth 457 option by executing an [Employer Adoption Agreement](#), [Exhibit G](#), and [Payroll Administrative Procedures](#) form before an employee can enroll. In addition, employees will need to set-up a separate post-tax deduction in their payroll systems for Roth contributions.

All information about the Roth 457 option can be found on our [employer website](#).

National Retirement Security Month


Webinar Schedule

Approaching Retirement - Preparing to Retire
• October 4 at 9 a.m. and 11:30 a.m.

Approaching Retirement - Beyond the Basics
• October 11 at 9 a.m. and 11:30 a.m.


Retired Minds Want to Know
• October 18 at 9 a.m. and 11:30 a.m.

Asset Allocation & Managing Risk
• October 25 at 9 a.m. and 11:30 a.m.



National Retirement Security Month (NRSM) kicks off October first. If you are looking for inspiration on how to further promote the ideas of NRSM, Ohio DC is hosting four employee one-hour webinars.

Please provide the webinar schedule on the left to your employees. All webinar dates and times are also located on our [website](#).



FOCUS

Ohio457.org • 877-644-6457



Third Quarter 2023



Ohio Deferred Compensation has a new look

We refreshed our branding and

October Is National Retirement Security Month

During National Retirement Security Month, we will host free, one-hour, live webinars to help you with your retirement outcomes. If you have an internet connection and a phone or computer, you're ready to go. During the webinar, we will not be able to address specific questions about your account. Call our Service Center, at 877-644-6457, if you need individual assistance.

<p>Approaching Retirement: Preparing to Retire Wednesday, October 4 at 9 a.m. and 11:30 a.m. (one hour)</p> <p>We're proud to unveil Ohio Deferred Compensation's new branding and celebrate the strength of Ohio DC and our commitment to the retirement you want, wherever you are.</p> <p>Your adventure awaits</p> <p>We have fresh materials to help you set whatever you have planned for yourself on your journey. Visit the Virtual Adventure Center today!</p> <ul style="list-style-type: none"> ✓ Reach new heights by enrolling ✓ Discover how Ohio DC can help ✓ Explore planning tools in the virtual "beverage" at interactive trivia or connect with us ✓ Attend live webinars or stream <p>Take another step to prepare for retirement by calling 877-644-6457.</p> <p style="font-size: 0.8em;">Information provided by Retirement Specialists. Specialists are registered representatives of Ohio DC. A public</p>	<p>Retired Minds Want to Know Wednesday, October 18 at 9 a.m. and 11:30 a.m. (one hour)</p> <p>This webinar focuses on helping retirees protect their accounts against risks in retirement, including diversifying their portfolios. It also explains various withdrawal strategies and required minimum distributions (RMDs). If you are unable to attend, this webinar has been recorded and is available at Ohio457.org.</p>
<p>Approaching Retirement: Beyond the Basics Wednesday, October 11 at 9 a.m. and 11:30 a.m. (one hour)</p> <p>This webinar is for participants who are getting closer to retirement and have already mastered basic concepts and want more in-depth discussion regarding asset allocation examples, Catch-up, retirement decisions (such as PLOP), and withdrawal strategies. If you are unable to attend, this webinar has been recorded and is available at Ohio457.org.</p>	<p>Asset Allocation & Managing Risk Wednesday, October 25 at 9 a.m. and 11:30 a.m. (one hour)</p> <p>This webinar is designed to help participants control their emotions when investing through market volatility. It will help participants identify an asset allocation strategy and manage their investment risk.</p>

Advance Registration is Required for Ohio DC Webinars To Register:

1. Go to [Ohio457.org](#)
2. Click "Resources" then "Videos & Webinars"

You will be emailed login information and detailed instructions after registering. Register now—attendance is limited!



Website Posting & Presentations

Webinars and Videos

Upcoming Live Webinars Recorded Webinars Videos

Recorded Webinars

- Approaching Retirement—Preparing to Retire**
Getting ready to retire? This webinar covers basic withdrawal options.
[Watch this presentation](#)
- Approaching Retirement—Beyond the Basics**
If you've mastered the basics of retirement, learn more.
[Watch this presentation](#)
- Asset Allocation & Managing Risk**
This webinar is for all Ohio DC investors because it covers...
[Watch this presentation](#)
- Managing the Taxes on Your Retirement Income**
Most Ohio Public Employees save for retirement... especially at age 73, when RMDs begin. This webinar...
[Watch this presentation](#)
- Closing the Retirement Income Gap**
Identify your potential retirement income shortfall or surplus. Learn... retirement planning tool and prepare an action plan to help you...
[Watch this presentation](#)
- Retired Minds Want to Know**
A great webinar for those already retired. Topics include protecting your account...
[Watch this presentation](#)

Introduction to Medicare
Introduction to Medicare

SocSec-Webinar
Introduction to Social Security

Retired Minds Want to Know

OHIO Deferred Compensation