

Wyoming Retirement System

Audited by Boston Research Technologies

In 2017, Wyoming Retirement System (WRS) participated in the National Retirement Security Week (NRSW) The NRSW 2017 campaign employed a multichannel approach to reach Wyoming public employees with a proactive message on the shared responsibility for retirement security. NRSW was conducted primarily as a digital communications campaign available to all state employees. WRS used the campaign NAGDCA developed for all its member plans, *Your Whole Story*, and featured the new components for 2017.

Age targeted planning pieces (card format)

A peer-to-peer video (featuring real-life participants)

Impact

Across every touchpoint we see increased engagement with this years' campaign. With a 42% increase in the number of first time users to the campaign. This increased level of engagement resulted in the following:

	Increased deferrals	Enrolled in plan
Week of event	73	43
Post event (next 8 +/- weeks)	398	347

Engagement

WRS continued its standard procedure of forwarding daily emails to employees via employers. In 2017, WRS had its DC recordkeeper, Empower, send emails directly to those members with an email on record.

Website activity

Below is the NRSW website activity in 2017 as compared to 2016.

NRSW Website Activity	2017	2016	% Change
Visited online goal setting calculator	2,425	578	+320%
Visited WRS homepage or NRSW web pages	4,645	1,682	+176%
Visited Field Note web page	6,769	1,399	+384%
Viewed Your Whole Story video	732	n/a	n/a
Took survey	321*	351	-9%

* Note: in 2017 there were technical difficulties with the online survey which reduced the number of participants completing it.

Engagement

Video usage

WRS developed video-based messages on “The Value of Your Pension” and created video segments from its *Managing Retirement Income* seminar.

New in 2017 videos	Usage 2017
Put Yourself in Control	414
The Value of Your Pension video views	583
Managing Retirement Income 5-part series	1,151

Engagement

In-person events

WRS hosted an in-person event in Cheyenne in the middle of the NARW. The in-person event was a “fair” offering access to WRS educators and benefit specialists, as well as representatives from State Employees Group Insurance and Medicare. As a part of the fair, WRS facilitated having a presentation from Social Security which was also live-streamed.

NRSW in-person event	2017	2016	2015
Attended in-person fair	161	73	n/a
Attended SS presentation in person	92	58	100
Attended SS presentation via streaming	145	75	234
Total	398	206	334

Engagement

In-person events (continued)

In addition to the fair, the section (2 staff on a rotating basis) handling NRSW calls saw an increase in activity throughout the week in terms of phone calls and transactions. This section logged 258 phone calls during the week and a high-volume week is considered to be 100+ calls. There was an increase in deferral changes and enrollments during the week; 73 and 43 respectively.

Engagement

Feedback

To evaluate the quality of the event, WRS conducted an employee survey, offering an incentive of possibly winning a prize. In general, those participating in the survey found NSRW 2017 to be an important and motivating event. Importantly, 64 percent reported they were first time users compared to 45 percent in 2016. Furthermore, 45 percent (18% in 2016) said they used NSRW materials at home and 21 percent (4% in 2016) said they interacted with the campaign on a mobile device.

It should also be noted that WRS redesigned its website in 2017. WRS also used daily social media posts (Facebook) and purchased boosts as a method of spreading the message of *Your Whole Story*.

About the *Your Whole Story* campaign

Your Whole Story, is an award-winning retirement savings engagement campaign developed by NARPP Labs for NAGDCA. The goals of this campaign are to engage people in their retirement savings decisions, improve financial decision making, increase deferral rates and increase plan participation.