



Clackamas County

2024 Annual Marketing Communication Strategy Overview



2023 Participant Engagement Metrics



CLACKAMAS COUNTY 457(B) DC PLAN



Plan overview

	Plan data	Benchmark
Total plan participants	2,992	
Total plan assets	\$246,465,768	
Average balance	\$82,375	\$57,250
Participants in managed accounts	2%	2%
Percent employees with loans	0%	3%
Average outstanding loan	\$0	\$1,929



Plan health snapshot

	Plan data	Benchmark
Participation rate	82%	41%
Income replacement	64%	53%
Employees on track to save 70%	34%	29%
Average savings rate	8%	7%



Employee engagement

	Plan data	Benchmark
Overall engagement	50%	36%
Web engagement	41%	30%
Mobile app engagement	13%	7%
Authenticated call engagement	10%	9%
eDelivery	53%	45%
Web registration	51%	44%

Data as of 12/31/2023

Benchmark: Government

CLACKAMAS CO HOUSING ATY 457B PL



Plan overview

	Plan data	Benchmark
Total plan participants	70	
Total plan assets	\$2,650,403	
Average balance	\$37,863	\$57,250
Participants in managed accounts	0%	2%
Percent employees with loans	0%	3%
Average outstanding loan	\$0	\$1,929



Plan health snapshot

	Plan data	Benchmark
Participation rate	81%	41%
Income replacement	63%	53%
Employees on track to save 70%	29%	29%
Average savings rate	6%	7%



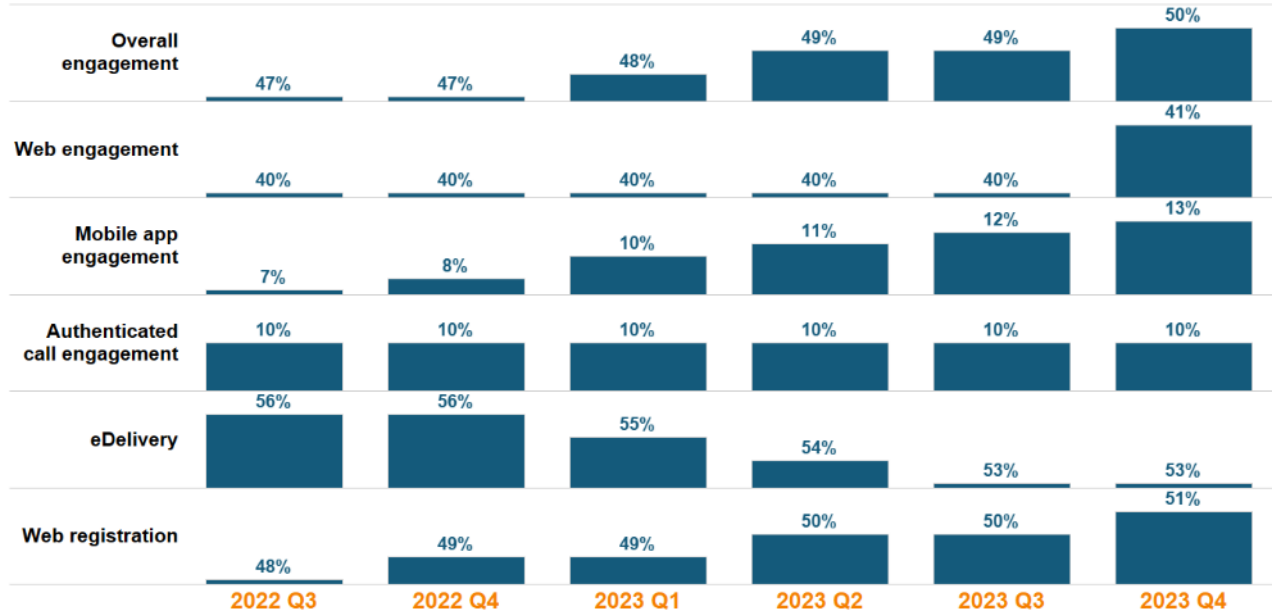
Employee engagement

	Plan data	Benchmark
Overall engagement	41%	36%
Web engagement	36%	30%
Mobile app engagement	6%	7%
Authenticated call engagement	10%	9%
eDelivery	41%	45%
Web registration	49%	44%

Data as of 12/31/2023

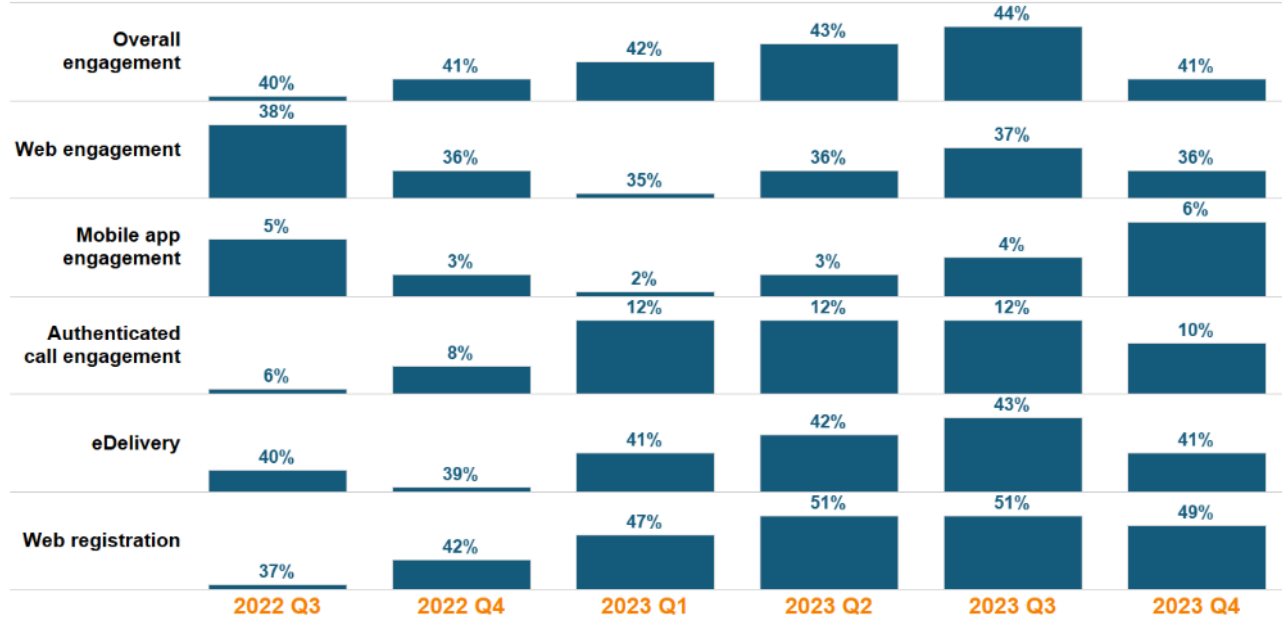
Benchmark: Government

CLACKAMAS COUNTY 457(B) DC PLAN



Data as of 12/31/2023

CLACKAMAS CO HOUSING ATY 457B PL

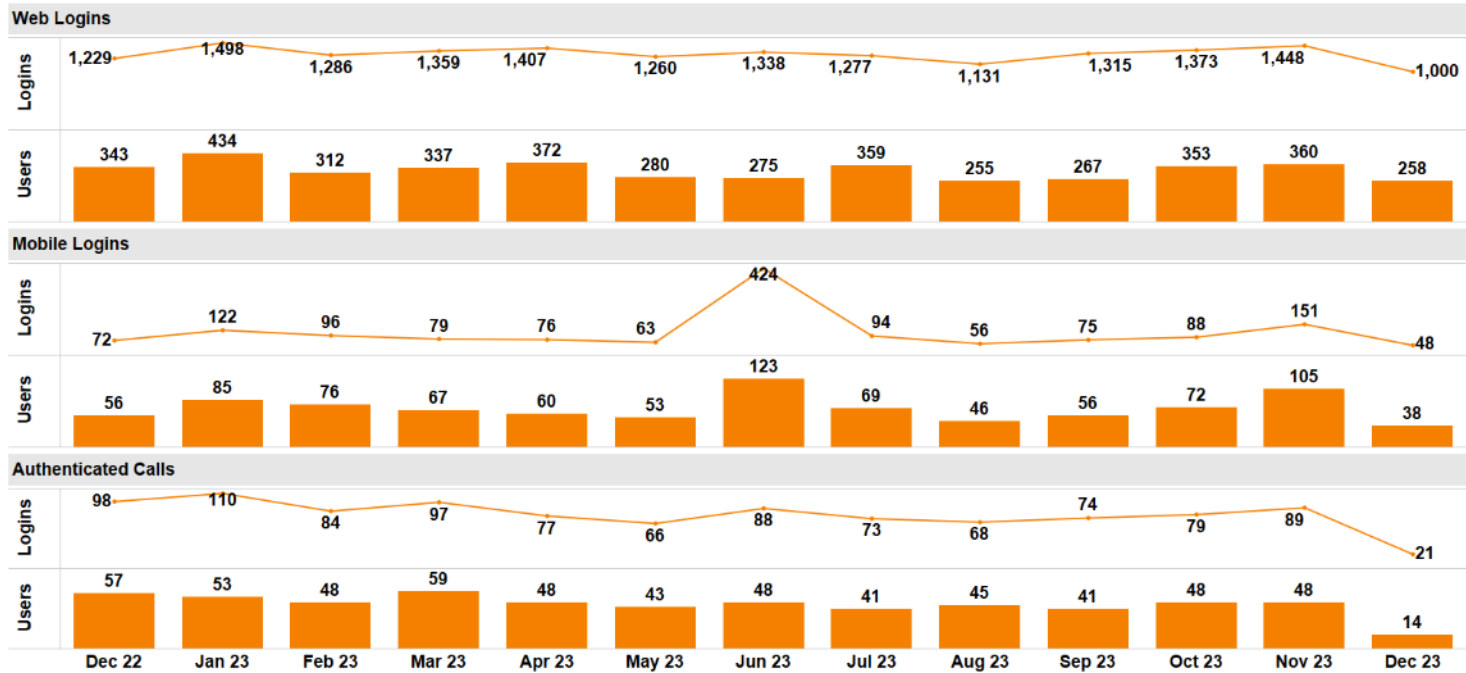


Data as of 12/31/2023

Clackamas County & Co Housing Aty

Month
12/1/2022 12:00:00 A..

Engagement Trends



Data as of 12/31/2023

Digital engagement – myOrangeMoney

myOrangeMoney Engagement

Unique Participant Activity	Participants	
Logged in with access to myOrangeMoney	1,533	
Viewed myOrangeMoney	1,112	73%
Engaged and interacted with myOrangeMoney	452	41%
Took action after using myOrangeMoney	130	29%

29% of participants took action after using myOrangeMoney

74 participants are saving an average of 0.1% more per pay period (from 7.3% to 7.4%)

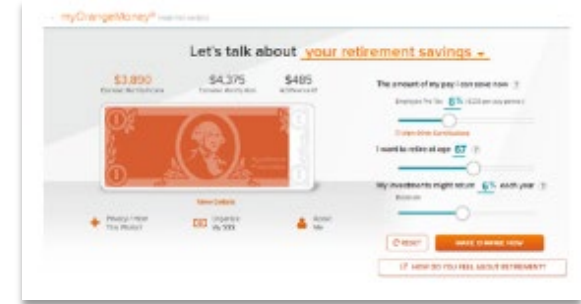
59 participants are saving an average of \$97 more per pay period (from \$232 to \$329)

6 participants changed a fund allocation

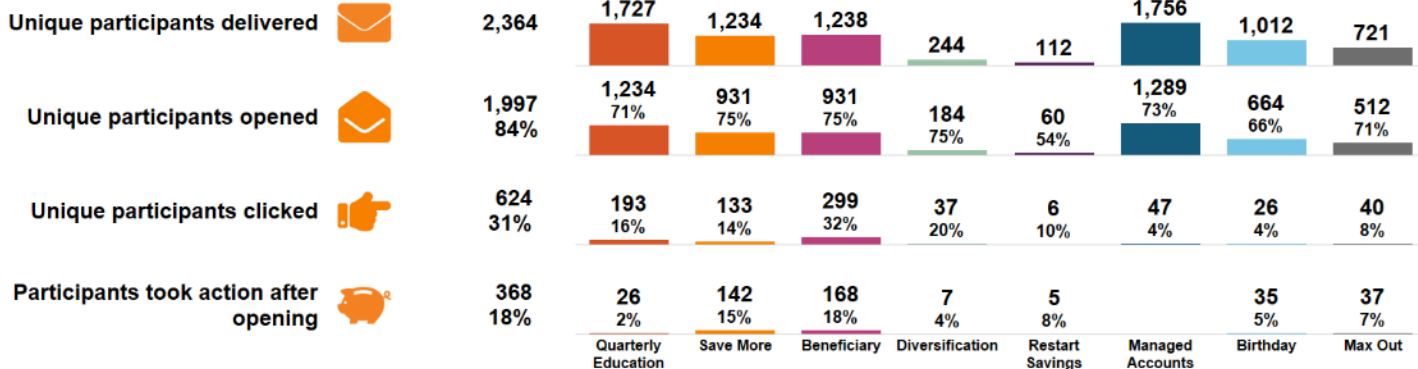
2 participants rolled money into a plan

Data from 1/1/2023 to 12/31/2023

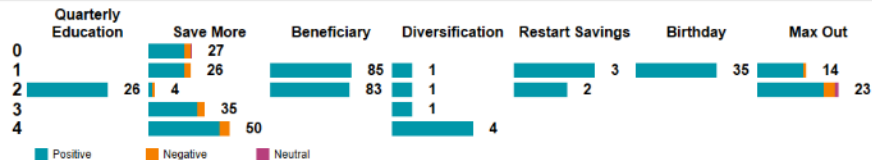
For plan sponsor use only. Data above is based on participant activity for the time period specified in above title. Products and services offered through the Voya(R) family of companies. CN2176774_0524



Personalized Financial Wellness Messaging



Action details: total actions after email open



Potential financial impact: (those who changed deferral rate, excludes deferral amt)

- Save More** \$100,800 of additional contributions per year. (84 participants increased their savings rate by 1.6% on average)
- Restart Savings** \$13,976 of additional contributions per year. (3 participants increased their savings rate by 7.7% on average)
- Max Out** \$38,400 of additional contributions per year. (24 participants increased their savings rate by 2.0% on average)

Data is cumulative as of: 02/19/2024

2024 Marketing and Communication Strategy

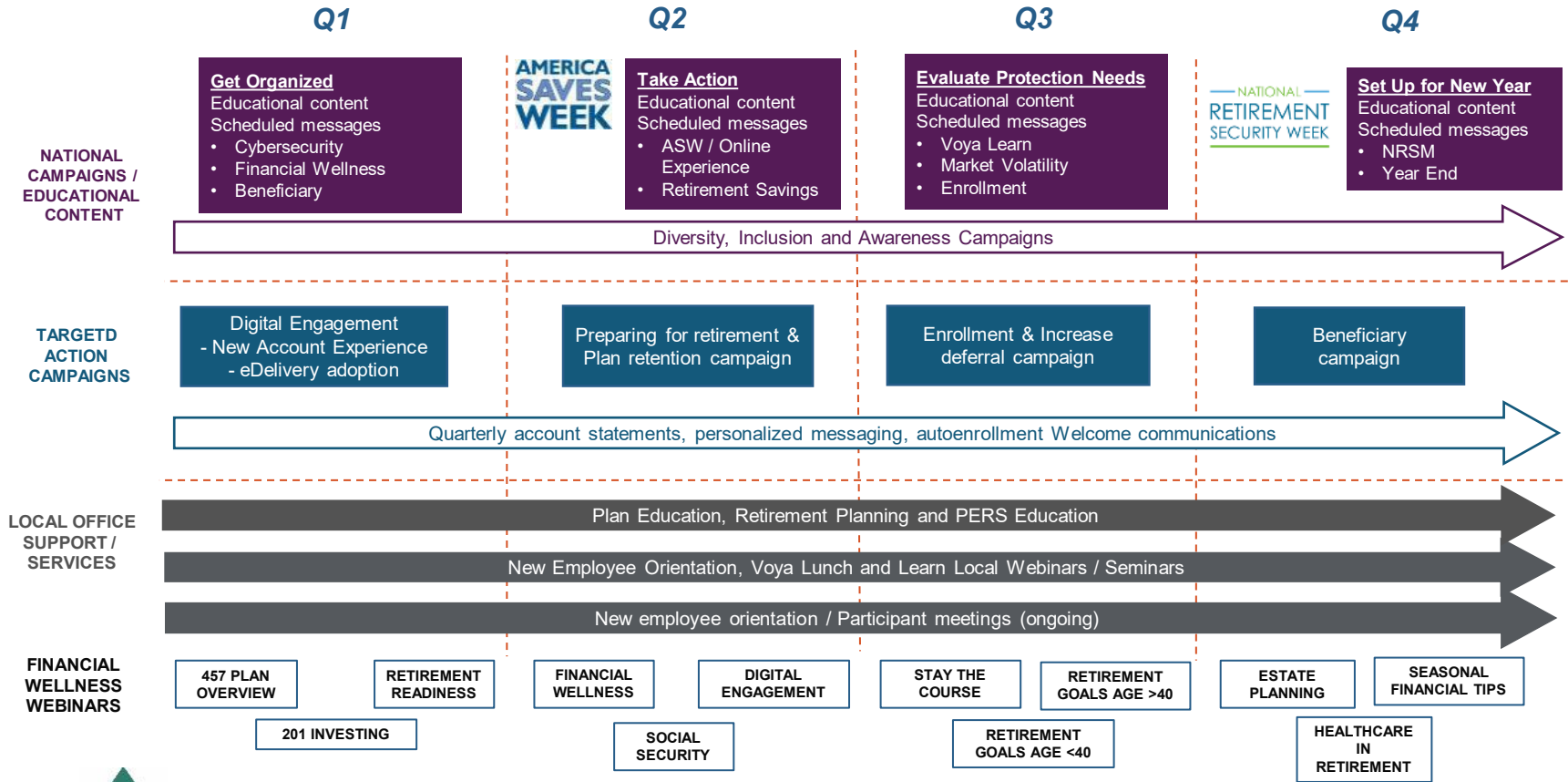


Outreach efforts



- Holistic Financial Wellness Education
- National campaigns
- Diversity, Equality and Inclusion Campaigns
- Targeted action campaigns
- Personalized messaging
- Individual appointments/Group meetings
- Financial Wellness webinars
- Digital Tools and Resources

2024 participant marketing communication calendar



2024 Educational Content Calendar / campaigns



Educational content

Q1 Get organized

- Financial wellness
- Beneficiaries
- Saving for college
- Student loan debt
- Taxes

Life stage guidance

- Starting out

Q2 Take action

- Dashboard
- Debt management
- Emergency savings
- Retirement savings

Life stage guidance

- Mid-career



America Saves
Week
(April 8–12)

Q3 Evaluate protection needs

- Estate planning
- Voya Cares
- HSAs
- Voluntary benefits
- Cybersecurity
- Market volatility

Life stage guidance

- Nearing retirement

Q4 Set yourself up for the new year

- Organize finances
- Mental health/finances
- Credit card/debt management
- Retirement income

Life stage guidance

- In retirement



National Retirement
Security Month
(October)



Market volatility/timely topics



America Saves Week

Save for what matters most

America Saves Week encourages individuals to check-in on their finances, set savings goals and commit to learning more to create better financial habits to help achieve those goals. Our goal is to provide individuals with robust educational resources, helping them take small steps to improve their financial outcomes.

Campaign materials



Resource Center on voya.com | www.VoyaASW.com

New on-demand educational videos

Personalized message email sent on April 2, 2024

Flyer (Eng. + Span.)



Emergency Savings infographic flyer (Eng. + Span.)
• Available in print or blog post

Copy for internal newsletters/web alerts

Digital Signage: CCTV screen

DEI Campaigns



Black History Month 

Women's History Day

Asian Pacific Islander Heritage Month

Pride Month

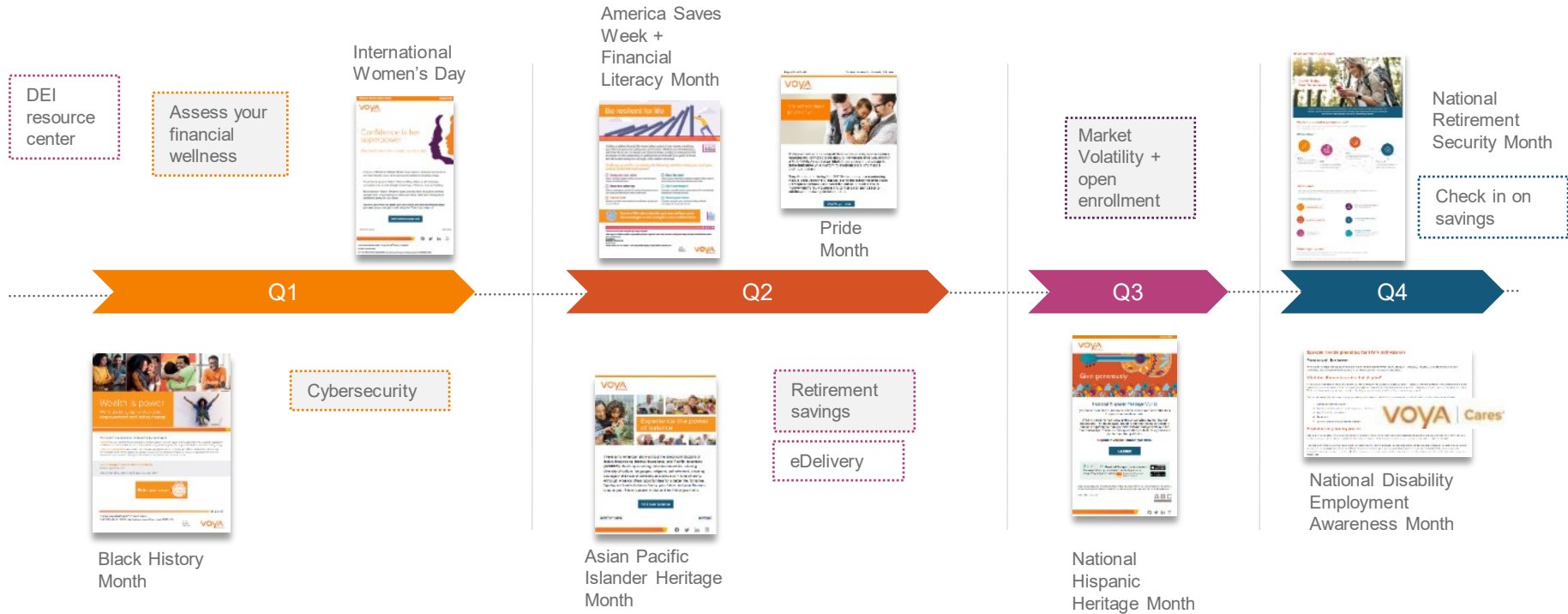
National Hispanic Heritage Month

National Disability Employment Awareness Month




Voya is recognizing our underserved communities. Their differences make them who they are. We want to encourage and promote Financial Literacy so all communities can envision their future in retirement.


Educational campaigns

Our campaigns help meet individuals where they are, delivering compelling education, to help improve their financial well-being.



Personalized messaging email journeys

Journey	Goal
Beneficiary	Participant designates their beneficiary
Birthday 	Participant logs in to their account and visits life stage guidance pages.
Diversification	Participant logs in to manage investments, contacts representative for advice and engages with educational material.
Education: Financial wellness + Digital engagement topics	Participant engages with call to action / furthers their education
Personalized video	Log in to account and watch the video and increase contributions.
Save more 	Participant increases savings rate.
Restart 	Participant restarts contributions.

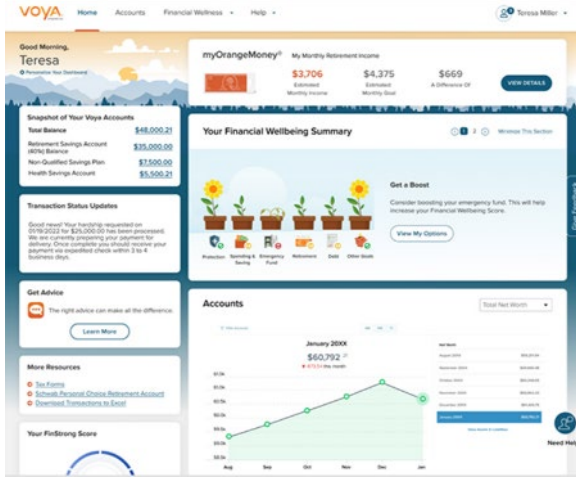
 Icon denotes that this journey is eligible for text message capabilities.

Targeted action campaigns



Q1 Targeted Action Campaign: Digital Engagement

- New Voya Account Experience (Jan)
- eDelivery (Mar)



eDelivery postcard (Mar)

New online account experience – account aggregator functionality (Jan) ?

“Available now” announcement ?

- Email deployed 1/29
- Flyer will be included with Q1 statements



Q2 Targeted Action Campaign: Preparing for Retirement & Plan Retention

Your journey to retirement

A guide to help you take specific, simple steps as you near retirement.

This information is provided by Voya for your education only. Neither Voya nor its representatives offer tax or legal advice. Please consult your tax or legal advisor before making a tax-related investment/insurance decision.

Workbook handout



Great reasons to stay at the Multnomah County 457 Deferred Compensation Plan even after you leave employment.

When you leave employment, you do not have to take your money out of the Multnomah County 457 Deferred Compensation Plan. In fact, keeping your money in the Plan may provide you with better retirement opportunities than taking your money into other investment options.

Why Stay? Did you know...

- You can leave your money in the Plan until you are age 70 when you will be required to take minimum distributions.
- You can consolidate other funds like your Deferred Compensation account. You can roll your ROTH/SEP/IRA Individual Account Program assets, as well as other eligible retirement plans or IRAs, into your deferred compensation account. Please carefully consider the benefits of rolling, and generally, new retirement accounts and any differences in features. Please note that assets rolled over from other accounts (other than an Rollover IRA/401k) a rollover IRA) may remain subject to the 10% early withdrawal distribution penalty fee.
- The County's Deferred Compensation Plan is a **three step program**. The Plan offers three withdrawal time and investment options that are customizable and each compared to many other medical funds. Lower investment fees continue to keep more of your retirement money working for you.
- The County's Deferred Compensation Plan offers a variety of withdrawal options, including partial lump sum, variable dollar amount or recurring investments. There are generally due upon withdrawal of low/deferred assets.
- The County's Deferred Compensation Plan offers a variety of investment options. This includes Target-Benefit Funds that automatically adjust as you get closer to retirement and individual mutual fund options in a variety of investment categories ranging from conservative to aggressive. Generally speaking, Target-Benefit funds target a certain rate return for retirement, in the short and/or long term, to earn retirement money. Investors can select the fund that best fits their investment goals. These are designed to outperform a more conservative approach as the date of the Target-Benefit fund is not guaranteed at any time, including on or after the target date.
- Investment strategies. The mutual funds in the plan program are selected and regularly monitored.
- Counseling Services are available after you terminate employment at no cost. You can meet with Investment Advisors for general information or get personalized advice on your situation to get help with planning decisions. Services include group educational presentations and individual meetings address your specific situation and your investment or general financial plan.

Know the facts BEFORE YOU TAKE YOUR MONEY out of the Multnomah County 457 Deferred Compensation Plan. Refer to the following checklist to compare features of the County's other retirement plan options.

Account Information & Transactions

- Individual Accounts: 503.238.2200
- Local Vopa Representatives: 800.228.0100 or 503.837.0270
- The Water Tower at John's Landing, 555 N. Multnomah Avenue, Ste 300, Portland, OR 97226

Email

Meet your local Voya service team

Through your employer's retirement program, you have access to a dedicated "Voya Financial" Advisor team available to assist you with a variety of services. You can meet with your local Voya financial professional(s) to review your retirement savings goals, investment strategies or other savings goals.

Your local Voya financial professional can help you:

- Review your plans for the future and compare them to how you're doing today.
- Design a financial analysis and follow it.
- Create action steps based on your personal goals.
- Provide ongoing assistance to help you as you seek to meet your retirement goals.
- Help you develop a budget for today's expenses and for living in retirement.

You can also learn more about your retirement distribution options, and your investment income potential, or schedule a complimentary review of your overall retirement plan.

[Learn more](#)

Mailer

Clackamas County 457 Deferred Compensation Plan

Log In

Already enrolled in your plan? Login to your retirement account.

Username*

[Forgot Username?](#)

Password*

[Forgot Password?](#)

[Log In](#) [Register Now](#)

Enrollment

View all of the information you need to Enroll.

Did You Know?

There are many resources for you to make informed decisions on investing in your future.

Ditch the debt

If you have debt, you know how it feels. While you're likely doing what you can to pay it down, learning how to ditch debt for good is a great piece to start. Consider these steps to help you reach your debt free goals.

[Managing debt tips](#)

Website messaging



Financial Wellness

Participant webinars, hosted by Wendy Stefani, will be offered on a monthly basis.

Month	Webinar topic	Month	Webinar topic
January	Save for Your Goals with Smart Budgeting	July	457 Plan Overview
February	What Does History Tell Us About the Market?	August	Evaluation of Your Investments – Beyond the Basics
March	Social Security – It Pays to Know	September	Retirement Income Planning
April	Financial Wellness	October	Preparing for Healthcare Costs
May	Digital Engagement – Voya Orange Money and PERS Online Access	November	Estate Planning for Everyone
June	Retirement Readiness	December	Small Steps, Great Strides – Reaching Your Goals

- Wendy will host monthly educational webinars on a variety of financial topics.
- Wendy will also offer monthly New Employee Orientation Zoom sessions. These meetings provide an opportunity to educate new employees on the 457(b) Plan features, automatic enrollment, automatic contribution rate increase (auto-escalate), default allocations, pre-tax vs. Roth after-tax contributions, Oregon PERS salary replacement ratios and the need to save for retirement.