

Western Pension & Benefits Conference

Los Angeles Chapter

Mary Felkner, FLMI

Developing

Communication

Plans

Developing a Customized Communication Program

Discovery Process

- **Gather Relevant Information**
- **Understand the Client's Culture**
- **Discuss Past Communication and Education Efforts**

Objectives and Goals

- **Define Plan Goals and Objectives**
- **Determine the Most Effective Way to Accomplish the Objectives**
- **Develop the Action Plan**

Gather Relevant Information

Basic Plan Statistics

Number of Eligible Employees _____

Number of Current Participants _____

Average Contribution _____

Plan Entry Dates _____

Average Account Balance _____

Number of Newly Eligible per year _____

Number of Outstanding Loans _____

Average Number of Investments _____

* Specific Plan Statistics

Discrimination Test Results – Mid Year/Yearly Pass/Fail

Percentage Failed By _____

Safe Harbor Plan _____

Automatic Enrollment _____

Employee Demographics

Number of Locations _____

Number of Shifts _____

Age Distribution _____

Average Salary _____

Male/Female Ratio _____

*Language Needs _____

Investment Sophistication _____

Annual Turnover _____

Mergers/Acquisitions _____

Media Preferences

U.S. Mail	_____
Internal Mail	_____
Internal E-mail	_____
Onsite/Regional Meetings	_____
Web conference/Conference Calls	_____
Intranet	_____
Payroll	Internal/External
Payroll Statements or Direct Deposit	
Company Newsletters	_____
Break Room/Cafeteria	_____
Bulletin Boards	_____

Culture

What are the employees' perception of the plan?

Do they understand the plan?

Are they happy with it?

Do you have key supervisory staff that could benefit from a train the trainer session?

Are there events occurring at the company that could interfere with any messages we are trying to impart?

Are there sensitivities we should be mindful of?

Past Communication Efforts

How do you communicate your other benefits?

What do you think your participants want?

What are participant concerns?

How are participants learning about the plan?

What types of communication materials are currently being used to promote the plan?

What is the last type of meeting/seminar that was presented to your employees?

Define Plan Goals and Objectives

- **Increase plan participation**
- **Increase average employee deferral**
- **Encourage diversification**
- **Increase employee satisfaction/understanding**
- **Increase or promote specific services/features (i.e., website, Advice Solutions)**
- **Correct specific behaviors – (i.e., excessive loans)**

Determine the Most Effective Way to Accomplish the Objectives

1. **Plan Enhancements – Discuss the plan enhancements that would motivate employees to take desired actions.**
2. **Employee Communications –
Are objectives reasonable and achievable?
Are employees reachable?**

Develop the Action Plan

1. **Identify all communication pieces aimed towards meeting the objectives**
2. **Determine the most effective way of delivering all messages**
3. **Determine the timeline, targeted audience, and responsibilities**
4. **Get “buy in” with the plan sponsor**

