

# Communications Plan Timeline 2020-22

## Office of Retirement Services

4g(3)

- Complete website re-design, launch.
- Provide retirement planning webinar.
- Provide webinar for Open Enrollment.
- Produce short, “Khan-style” tutorial videos re: Open Enrollment; post.
- Publish Ret Connection.
- Expand email blasts.
- Addt’l outreach related to Open Enrollment.

- Develop contract for videography as needed.
- Plan/produce 4 new “Khans” ; post
- Launch Twitter Acct.
- Provide 2 new webinars
- Further build on Health Fair

- Assess social media pilot year; Adjust as needed.
- Continue webinars, topical & ongoing.
- Continue producing, posting short tutorials.



- Launch FB page & policy; post weekly news/events.
- Add Question Submission function to Member Direct portal.
- Post State of Ret. System address in video.
- Plan, provide and post addt’l webinars.
- Produce 2 more “Khan-style” videos.

- Continue building “Khan” video library.
- Evaluate “Member Direct” Question Sub. function.
- If viable, launch “Live Chat” function.
- Add webinars
- Revive & expand Health Fair

- Assess “Live Chat” function; adjust as needed.
- Plan for expanded “Health Fair” event.