



Memorandum

**TO: Board of Administration for the
Police and Fire Department Retirement
Plan and the FCERS.**

FROM: Barbara Hayman

SUBJECT: Update on Strategic Communication Plan

Date: January 25, 2021

APPROVED: *Roberto L. Peña*

DATE: January 29, 2021

BACKGROUND

At the May 2020 Board meeting, the board approved a Strategic Communications Plan, which was developed to meet their goal of increasing communication and engagement with active and retired members using a variety of traditional and new media tools. The trustees also directed staff to establish a tentative timeline for the Boards to review.

The timeline was developed and was presented to the Boards; the FCERS August 2020 Board meeting and the Police and Fire Retirement Department September 2020 Board meeting.

The timeline showed the planned strategic communication activities through June 30, 2022.

The activities planned up to December 2020 included:

- Complete website redesign launch.
- Provide retirement planning webinar.
- Provide webinar for Open Enrollment.
- Produce short tutorial videos re Open Enrollment; post.
- Publish Ret Connection.
- Expand email blasts.
- Additional outreach related to Open Enrollment.
- Launch Facebook page; provide weekly news/events.
- Add Question Submission function to Member Direct portal.
- Post State of Retirement System address video.
- Plan, provide and post additional webinars/videos.

The pace of progress was slowed due to impact of vacancies experienced in the Benefits Division including the Senior Health Benefit Analyst, this position was vacated in September

2020, in addition to the Benefits Division Manager position. The update for each of these activities are described below:

Website redesign

To address the immediate needs of the membership the portion of the website redesign project that related to Open Enrollment was prioritized. The new Open Enrollment website was launched at the end of October, this provided a central resource for information on Open Enrollment and Health.

ORS are continuing to work on the website redesign for the remainder of the non Open Enrollment pages, with a view to launching the new website in April 2021,

Provide retirement planning webinar.

ORS has a Retirement presentation that is posted on the website to provide prospective Retirees information on the Retirement process. There is also a series of Retirement Planning ZOOM meetings scheduled throughout the year.

Provide webinar for Open Enrollment.

This was completed in October 2020. ORS produced a webinar for Open Enrollment that was posted on the newly design Open Enrollment website. In addition, the Health Vendors hosted a series of Open Enrollment webinars in October and November 2020, as well as one-on-one virtual meetings.

Tutorial videos for Open Enrollment

This was completed in October 2020. ORS produced a tutorial video for Open Enrollment to help Retirees navigate the Open Enrollment process that was posted on the newly design Open Enrollment website.

Publish Retirement Connection Newsletter

ORS has published and distributed the Retirement Connection newsletter via multiple channels including posting a link to the newsletter on the Retirement website, mail, and email. The next Newsletter will be published in April 2021.

Expand email blasts.

ORS sent a series of emails to Retirees to disburse information for Open Enrollment, including dates, times and links to webinar sessions and virtual office hours. In addition, ORS is distributing the Newsletter via email, in addition to hardcopy. ORS will continue to identify opportunities to distribute information via email to Retirees.

Additional outreach related to Open Enrollment

In addition to the outreach related to Open Enrollment described above, ORS mailed Open Enrollment information to Retirees. ORS also attended and presented Open Enrollment information at the Retiree association meetings.

Add Question Submission function to Member Direct portal

This was completed in September 2020, ORS enabled a feature within the member portal, MemberDirect, that allows users to submit their questions to ORS.

Launch FB page & policy/post weekly news/events.

ORS has not completed this yet, we anticipate this will be ready by Q4 of FY 2021 (April - June 2021).

Post State of Retirement System address video.

ORS is planning to create a state of the Retirement System video once we have a better understanding of the impact of COVID-19 on our operations and we anticipate the new timeline to be Q2 of FY 2022 (October - December 2021).

Plan, provide and post additional webinars/videos

ORS has identified several topics for webinars, including Transitioning to Medicare, Thinking of Retirement, Change of Address, Reporting a Death, and Reciprocity. The webinars have not yet been created, but will be made available on the website as they are completed, starting Q1 of FY 2022 (July 2021-September 2021).



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