Memorandum

CITY OF SAN JOSE
CAPITAL OF SILICON VALLEY

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: August 5, 2021

APPROVED: *Roberto L. Pena*   **DATE:** July 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 timeline. 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. Staff provided an update on the strategic communication plan to the Boards at the February 2021 Board meetings and agreed to provide the Boards an update on the plan every 6 months.

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

The activities planned up to June 2020 included:
- Complete website redesign launch.
- Develop contract for videography as needed
- Plan produce 4 Khan video
- Launch Twitter Account
- Provide additional webinars
- Further build on Health Fair
- Launch Facebook page; provide weekly news/events.

The pace of progress has been impacted due to vacancies in the Benefits division and training of new staff, in addition to the launch of the newly redesigned ORS website. The update for each of these activities are described below:

Website redesign
The newly redesigned Office of Retirement Services (ORS) website was launched on June 17, 2021.

Develop contract for videography as needed
The Office of Retirement Services is considering using an outside contractor for producing the webinars and videos, as it is proving very time consuming to produce them in-house. A contract has not yet been developed, however, staff have researched and identified possible vendors.

Plan to produce 4 'Khan' video
ORS is currently working on reviewing and approving scripts for videos. If possible the videos will be produced in-house, however the use of an outside contractor is also being considered.

Launch Facebook and Twitter Accounts
ORS launched their Facebook and Twitter accounts on May 5, 2021. Multiple posts are scheduled every week for each of the sites.

Provide Additional webinars
ORS has held a series of webinars including the Retirement Group counselling in addition to Retirement Planning workshops. ORS plans to develop a recorded version of these sessions to be available on the website. The webinars currently available on the website cover insurance topics; Open Enrollment, Vision Insurance, Delta Dental Insurance,

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, Divorce, and Reciprocity. The webinars have not yet been created, but will be made available on the website as they are completed.

Post State of Retirement System address video.
ORS has not completed this yet. ORS plans to create a state of the Retirement System video early in 2022.

Other communication activities completed during this period include:
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 October 2021.

Email blasts
ORS sent notification via email to members announcing the launch of the newly redesigned website. 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

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