

Signature Awards

2016 PSCA Signature Award Winners

Winners were announced at PSCA's Annual Conference in May.

PSCA's Signature Awards, recognizing excellence in retirement plan communications, were announced in a presentation May 2, 2016 at the 69th Annual National Conference. 27 winners in 10 categories were honored. 145 entries were submitted and judged by people from the retirement industry, mostly plan sponsors. Below is a complete listing of the winners and, on the following pages, a more detailed summary of each of the winners.

Signature Awards 2016 Full Winners List

Conversion

- 1st Place: **Carroll County Public Schools**
Sponsored by Lincoln Financial Group
- 2nd Place: **DePauw University**
Sponsored by TIAA
- 3rd Place: **Yale University**
Sponsored by TIAA

Digital Innovations

- 1st Place: **Wells Fargo Institutional Retirement and Trust**
- 2nd Place: **MassMutual Retirement Services**
- 3rd Place: **MGM Resorts International**
Sponsored by Prudential Retirement

Events and Workshops

- 1st Place: **NYC Health + Hospitals**
Sponsored by Prudential Retirement
- 2nd Place: **PVH Corp. Sponsored**
Sponsored by Milliman, Inc.
- 3rd Place: **MGM Resorts International**
Sponsored by Prudential Retirement

Fiduciary and Plan Decision Resources

- 1st Place: **MassMutual Retirement Services**
- 2nd Place: **Federated Investors**

Financial Wellness

- 1st Place: **Hilton Worldwide**
Sponsored by T. Rowe Price
- 2nd Place: **National Public Radio**
Sponsored by TIAA
- 3rd Place: **University of Rochester**
Sponsored by TIAA

Increasing Plan Participation and Savings Rates

- 1st Place: **MGM Resorts International**
Sponsored by Prudential Retirement
- 2nd Place: **Red Bull North America, Inc.**
Sponsored by Transamerica Retirement Solutions
- 3rd Place: **PPD**
Sponsored by MassMutual Retirement Services

Plan Administration and Design Changes

- 1st Place: **National Multiple Sclerosis Society**
Sponsored by MassMutual Retirement Services
- 2nd Place: **Tulane University**
Sponsored by Aon Hewitt
- 3rd Place: **Fluor Corporation**
Sponsored by Aon Hewitt

Plan Publications — for Participants

- 1st Place: **Iron Workers of Western Pennsylvania**
Sponsored by PNC Retirement Solutions
- 2nd Place: **State of Michigan**
Sponsored by Voya Financial

Plan Publications — for Plan Sponsors or Advisors

- 1st Place: **BNY Mellon**
- 2nd Place: **Wells Fargo Institutional Retirement and Trust**

Retirement Readiness

- 1st Place: **The State of North Carolina**
Sponsored by Prudential Retirement
- 2nd Place: **International Union of Operating Engineers Local 4**
Sponsored by MassMutual Retirement Services
- 3rd Place: **EMC Corporation**
Sponsored by Aon Hewitt and Fidelity Investments

Signature Awards | 2016 PSCA Signature Award Winners

Conversion

1st Place

Carroll County Public Schools

Sponsored by Lincoln Financial Group



Objective

- Clearly communicate conversion of plan to new provider with the goal of providing participants with enough information to understand what the conversion would mean for them and to increase participation.

Method

- Multiple touchpoints using FAQs, transition website, newsletter, group meetings, and private/on-site appointments with a financial representative.
- Carefully-managed communications.

Results

- 5.5 percent increase in active participants.
- 5.8 percent of participants increased their contributions.
- 27.3 percent of participants met with a retirement consultant.

Why Did They Win?

- Achieved main objective and increased contribution rates.
- New assets converted as well.
- Communications tied well to brand.

Conversion — 2nd Place

DePauw University

Sponsored by TIAA



Objective

- Communicate clearly and timely information on the conversion to single recordkeeper, energize and excite employees to re-enroll and select investments from the new menu.

Method

- Multi-point campaign beginning with DePauw-branded announcement followed by transition guide, in-person meetings, e-mail reminders, and HR calling anyone who had not taken any action.

Results

- Increased participation from 65.9 percent to 73.8 percent.
- First-time access of online account increased from 61.4 percent to 94.3 percent.
- 125 (up from 22) changed their deferral rate.

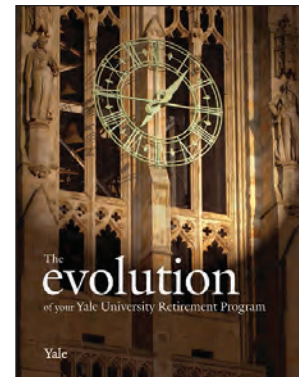
Why Did They Win?

- Communications were engaging.
- Focus on retirees and extra follow up effort on the non-responders was above and beyond the norm.

Conversion — 3rd Place

Yale University

Sponsored by TIAA



Objective

- Engage and motivate its diverse participant base, streamline plan administration with a single service provider without disruption to employees, and enhance the value of Yale's retirement benefits.

Method

- Multiple touch-points including direct mail, e-mail, online advice and retirement modeling tools, interactive Financial IQ Challenge, and in-person workshops.

Results

- 1,464 participants attended meetings.
- 1,146 in-person advice sessions.
- 817 participants took IQ Challenge.
- 73 percent average score on IQ Challenge.

Why Did They Win?

- Creative and engaging materials that were succinct and very easy to follow.

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Digital Innovations

1st Place

Wells Fargo Institutional Retirement and Trust



Objective

- Purpose of the Retirement City game pilot was to gather feedback from sponsors and participants on a prototype game.

Method

- Game concept inspired by Monopoly and Life where the player has to accomplish 60 tasks over the course of their virtual career.
- Player earns points and badges while getting closer to the end goal — retirement.
- Content in the game ran the spectrum of financial health topics and was progressive.

Results

- 70 percent rated game positively.
- 72 percent of players not actively saving said they'd be more likely to enroll as a result of playing.
- 62 percent of players who were enrolled in the plan said they'd be more likely to make a change to their account as a result of playing.

Why Did They Win?

- Utilized games to motivate learning and speak to generations X and Y.
- Impressive results and feedback from participants.
- High fun factor with great graphics.

Digital Innovations — 2nd Place

MassMutual Retirement Services



Objective

- Develop a tool to help participants determine how many weeks (how many Mondays) they have until they reach full retirement age, since knowing how much time you have to save can be helpful.

Method

- Participants received postcards and e-mails leading them to the tool.
- Campaign consisted of a web interface tool and six videos.

Results

- Exceeded goal of 25,000 unique visits to the tool with 44,393 unique visits.

Why Did They Win?

- Creative tool.
- Generated a call to action.

Digital Innovations — 3rd Place

MGM Resorts International

Sponsored by Prudential Retirement



Objective

- Encourage participants and eligible employees to switch from paper to electronic delivery of plan-related communications.

Method

- Poster/postcards using pop culture icons and language to employees in a particular decade/era. Encouraged employees to be more current and earth-friendly by electing paperless statements.
- Focused on reducing paper waste — postcards used environmentally friendly seed paper which could be planted.

Results

- 586 participants — a 6 percent increase — went paperless.

Why Did They Win?

- Creative way to help participants use on-line resources.
- Scope designed to cover multiple generations.

Signature Awards | 2016 PSCA Signature Award Winners

Events and Workshops

1st Place

NYC Health + Hospitals

Sponsored by Prudential Retirement



Objective

- Assist employees in planning for their retirement using behavioral finance techniques.

Method

- Online quiz, preceded by a special video, to help assess participant's particular challenges.
- Workshops ("Retirement Labs") including compelling videos of behavioral retirement-planning challenges, a "procrastination personality test" and a captivating "Aging Booth" mobile app.

Results

- Almost 6 percent took the quiz and nearly 2 percent attended workshop.
- 19.4 percent increase in participant contributions in one location.

Why Did They Win?

- Unique approach to the needs assessment through a quiz designed by a psychologist.

Events and Workshops — 2nd Place

PVH Corp.

Sponsored by Milliman, Inc.



Objective

- Create a fun environment for employees to learn about 401(k) topics.

Method

- At the event were various stations, representing the different stages in the Game of Life.
- Employees advanced through each of the stations and were provided with activities and games, while learning how the 401(k) Plan's features can help them assume responsibility and plan for their financial future.

Results

- 29 percent increase in attendance from previous year.
- 35 percent increase in average employee sessions on website.

Why Did They Win?

- Fun "Life" game theme that got employees to react to the basics of their plan and their life stages.
- Very well thought out.

Events and Workshops — 3rd Place

MGM Resorts International

Sponsored by Prudential Retirement



Objective

- Encourage attendance at annual enrollment event.

Method

- Road to Retirement Challenge, a slot-car racetrack that allowed employees to experience the ups, downs, and unexpected twists and turns that come as we plan for our financial future.
- "Ready, Set, Vroom" theme to engage and encourage a sense of retirement-savings urgency among eligible employees.

Results

- 66 percent of 1,359 attendees took positive action by increasing their deferral rate, using real-time gap-analysis tool, updating beneficiaries, signing up for automatic contribution increases, and/or adjusted their investment allocation.

Why Did They Win?

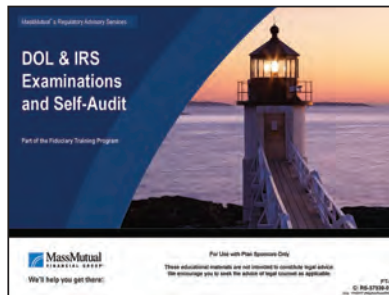
- Unique and fun approach.
- Needs assessment geared toward their demographic was successful.
- Solid measurements given the different employee base.

Signature Awards | 2016 PSCA Signature Award Winners

Fiduciary and Plan Decision Resources

1st Place

MassMutual Retirement Services



Objective

- Develop multi-media approach to communicating and educating plan sponsors on important 401(k) topics.

Method

- Multiple touch points including whitepapers, webinars, and guides to provide information on a broad number of relevant 401(k) topics.

Results

- Effective and easy to follow communications to support plan sponsors.

Why Did They Win?

- Professional and effective look.
- Breadth of topics.

Fiduciary and Plan Decision Resources

2nd Place

Federated Investors



Objective

- Develop all-encompassing campaign guiding plan advisors through a decision-making process to help determine if a custom target-date approach is right for a given plan sponsor.

Method

- Provide tools that are action-oriented educational pieces and checklists for the advisor.

Results

- From a fiduciary standpoint, this program represents a clear, well thought-out process that would support the end decision.

Why Did They Win?

- "No Two Alike" theme and look was compelling and engaging.
- Evidence of a lot of work in development of this program.

Financial Wellness

1st Place

Hilton Worldwide

Sponsored by T. Rowe Price



Objective

- Increase participant engagement with benefit providers and financial IQ for participants and their families.

Method

- Used MoneySense, an engaging interactive education tool.
- Wide range of communication channels to present bi-monthly wellness topics ranging from managing debt after the holidays to purchasing a home.
- Multiple touchpoints including webinars, onsite meetings, digital and print materials.

Results

- 1,302 employees registered for MoneySense.
- 1,047 employees attended on-site meetings.
- 448 employees attended webinars.

Why Did They Win?

- Attractive, consistently branded, and easy to understand.
- Support by onsite advocates to help drive engagement.
- High levels of engagement.

Signature Awards | 2016 PSCA Signature Award Winners

Financial Wellness — 2nd Place

National Public Radio

Sponsored by TIAA



Objective

- Use an interactive financial wellness learning tool to engage all employees.

Method

- 15-day Financial IQ Quiz “blitz” touching on a wide range of financial wellness topics.
- 5-question daily quiz promoted through various communication channels including TV screens in elevators throughout offices.
- Results were posted to a leader-board each day.

Results

- Engagement rate increased to 22 percent compared to an average of 14 percent in prior years.

Why Did They Win?

- Quiz was short, sweet, and informative.
- Encouraged friendly competition and group participation.
- Engagement increased.

Financial Wellness — 3rd Place

University of Rochester

Sponsored by TIAA



Objective

- Use Financial Fitness Challenge to educate their employees on a wide range of financial wellness topics.

Method

- Six tangible and actionable challenges to complete during the 30-day period, like reviewing beneficiaries, attending an educational session, or completing a budget worksheet.

Results

- 311 attended in person sessions, 79 attended webinars.
- 369 participants completed a budget checklist.
- 447 participants reviewed their life insurance and retirement beneficiaries.

Why Did They Win?

- Creative and colorful, including a unifying logo.
- Great levels of engagement.

Increasing Plan Participation and Savings Rates

1st Place

MGM Resorts International

Sponsored by Prudential Retirement



Objective

- Help employees with the challenge of navigating the unexpected twists, turns, ups, and downs of their financial futures.

Method

- Leveraged annual enrollment event to encourage thinking about retirement.
- Racing game with thematic messaging.
- “Pit stop” with counselor crew for one-on-one discussions using iPads for hands-on help.

Results

- 66 percent of event attendees who visited the plan’s booth during the event enrolled or increased savings rates.

Why Did They Win?

- Components designed for audience.
- Fun factor was included.
- Results were impressive.
- Race track idea very effective.

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Increasing Plan Participation and Savings Rates — 2nd Place

Red Bull North America, Inc.

Sponsored by Transamerica Retirement Solutions



Objective

- Encourage plan participants to save more, strive for contributing 10 percent or more, but at least contribute enough to “max out” on the company match.

Method

- Chad Saverson animated video.
- “Hang 10” e-mails were targeted to participants contributing less than 10 percent to the plan.

Results

- 76 percent increase in those “maxing out” to company match by end of year.
- 75 percent increase in those using auto increase feature.

Why Did They Win?

- Leveraged social media.
- Fun factor included.
- Engaging, appropriate, and simple.
- Results were impressive for younger demographic.

Increasing Plan Participation and Savings Rates — 3rd Place

PPD

Sponsored by MassMutual Retirement Services



Objective

- Increase participation rates for those under 30 and contribution rates for those under the company match.

Method

- Save Campaign — targeting those who were contributing under the company match of 6 percent.
- Sign-Up Campaign — getting those who are not enrolled in the plan to start thinking/contributing, focusing on those who were under the age of 30.

Results

- 5.3 percent increased deferral rate to average of 5.83 percent.
- 5.7 percent enrolled with average deferral rate of 8 percent.
- 14.67 percent enrolled under age 30.

Why Did They Win?

- Impressive multiple touch-point strategy.
- Mailers and references to social media were very clever.

Plan Administration and Design Changes

1st Place

National Multiple Sclerosis Society

Sponsored by MassMutual Retirement Services



Objective

- Simplify the retirement program structure and plan design to make it easier for employees to understand.

Method

- Multiple touch points including transition brochure, FAQ's, enrollment book, 16 webinars, and onsite group employee presentations around the U.S. at all chapters with more than 15 employees.

Results

- Enrollment increased from 43 percent to 82 percent.

Why Did They Win?

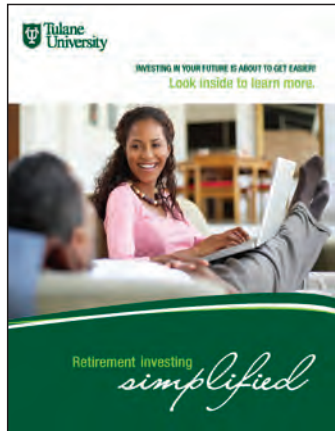
- Incredible increase in plan participation.
- Great campaign slogan: “Retirement. A Worthy Cause”

Signature Awards | 2016 PSCA Signature Award Winners

Plan Administration and Design Changes 2nd Place

Tulane University

Sponsored by Aon Hewitt



Objective

- Clearly communicate the changes to the retirement plan investment structure.

Method

- Change-management campaign including a video with an innovative investor-profile quiz delivering targeted content for the viewer, based on his or her investment savvy, in-person and virtual group meetings, e-mails, transition guide.
- "Retirement investing simplified" — framed the change in an approachable, straightforward, and positive manner.

Results

- Attendance was strong at outreach events.
- Increase in broadly-diversified investment options.

Why Did They Win?

- Clear presentation of alternatives.
- Self-evaluation quiz in the video.
- Beautiful graphic quality; use of photography tied to the audience.

Plan Administration and Design Changes 3rd Place

Fluor Corporation

Sponsored by Aon Hewitt



Objective

- Educate participants about the plan termination, personal implications, and important actions they needed to take.

Method

- Included print and e-mail communications, personalized brochures, personalized statements, a customized online election site, call center support, and employee meetings conducted at Fluor locations, at remote work-site locations, and online through live web sessions.

Results

- Election rate of 84 percent.
- Based on assets, over 90 percent made an active election.

Why Did They Win?

- Clear explanations of a difficult, stressful, event.
- Use of positive themes — "You've Got the Power" and "It's Time to Decide"

Plan Publications — for Participants

1st Place

Iron Workers of Western Pennsylvania

Sponsored by PNC Retirement Solutions



Objective

- Introduce and encourage use of online tools.

Method

- Multiple focused messages to reinforce action steps.
- Magnet reminder with pertinent information.

Results

- Call volume decreased on questions received regarding access to online tools.

Why Did They Win?

- Focused effort and great result on small participant base.
- Creative multiple messages — "No Hard Hat Required."
- Magnet reminder.

Signature Awards | 2016 PSCA Signature Award Winners

Plan Publications — for Participants 2nd Place

State of Michigan

Sponsored by Voya Financial



Objective

- Get participants to understand the steps necessary to retire and what resources are available.

Method

- Created a comprehensive guide balancing financial and health wellness.
- Broken into 5 simple steps.
- Clear call to action in checklist at the end.

Results

- 300 employees signed up for income payout service which was rolled out a month after this guide was issued.

Why Did They Win?

- Creative appeal.
- Comprehensive content broken down in 5 easily digestible steps.
- Checklist is great call to action.

Plan Publications — for Plan Sponsors or Advisors

1st Place

BNY Mellon



Objective

- Create a contemporary best in class bi-annual DC publication.

Method

- Developed Planet DC, a comprehensive magazine, with four key pillars of information.
- Utilized multi-media approach with website, e-zine, blog, social media.

Results

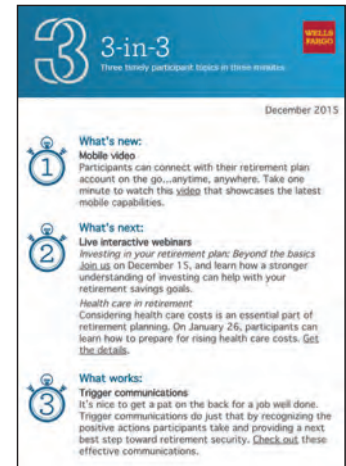
- 593 opportunities for wholesalers.
- High engagement rates (30 percent LinkedIn and 62 percent Twitter).
- Click-through rate above industry average of 1.5 percent at 2.61 percent.

Why Did They Win?

- High-end design and readability.
- Four pillars of information.
- Language brave/bold.
- Action steps included.

Plan Publications — for Plan Sponsors or Advisors 2nd Place

Wells Fargo Institutional Retirement and Trust



Objective

- Increase plan sponsor awareness of participant education efforts to increase client satisfaction by 3 percent.

Method

- Send bi-monthly e-mail with three timely communications that plan sponsors could read in 3 minutes or less.
- Used themes of What's New, What's Next, and What Works

Results

- Survey results showed increased plan sponsor awareness of 3 percent.
- 96 percent of sponsors found the communications valuable.
- 92 percent said it increased their awareness.

Why Did They Win?

- Creative themes to engage.
- Simple and frequent basis.
- Easy to read with good summary information.

Signature Awards | 2016 PSCA Signature Award Winners

Retirement Readiness

1st Place

The State of North Carolina

Sponsored by Prudential Retirement



Objective

- Help participants determine whether or not they are saving enough for retirement and encourage them to take action if necessary.

Method

- Provided a personalized annual snapshot.
- Multiple touch points including 3 quarterly newsletters, user guide, employee flyer, e-mails, and a video explaining the contents of the annual benefit statement.
- Followed up with personalized communication to those with a gap.

Results

- Retirement readiness improved to 64 percent from 55 percent in 2011.

Why Did They Win?

- Very low-cost campaign (\$0.69/participant).
- Large number of participants — 390,000
- Effective combination of DB and DC plans.
- Provided a video explanation.

Retirement Readiness — 2nd Place

International Union of Operating Engineers Local 4

Sponsored by MassMutual Retirement Services



Objective

- Drive increased attendance to the Health and Retirement Benefit Fair to encourage increased participation and savings in the 401(k) plan, review of allocation, and increase use of available tools.

Method

- Fair held at Gillette Stadium, in the union's jurisdiction, to provide exciting location. Multiple touch points including save-the-date, formal invitation, digital communication, and custom kit for each attendee with a playbook check list

Results

- Increase in attendance of 150 percent from prior year's meeting, 20 one-on-one meetings with an action rate of 12.9 percent.

Why Did They Win?

- Creative idea to increase attendance.
- Incorporated wellness.
- Theme of "Work Hard, Play Hard."

Retirement Readiness — 3rd Place

EMC Corporation

Sponsored by Aon Hewitt and Fidelity Investments



Objective

- Foster awareness of EMC retirement benefits, increase plan enrollments, and engage employees in activities to improve financial wellbeing.

Method

- Provided personalized retirement statement with tailored recommendations for appropriate learning track to focus on employees' specific challenges with engaged vendors ready to advise.

Results

- 5.5 percent of participants improved their saving habits

Why Did They Win?

- Great use of segmentation in terms of the populations.
- Video and site were excellent.
- Very creative.
- Survey use was creative.