



## 2016 Signature Award Categories

### **Asset Allocation**

Asset Allocation involves educating employees about investing, choosing from available investment options, and how to properly diversify savings.

### **Conversion**

Plan Conversion involves a comprehensive campaign that addresses the many issues employees need to know regarding a new provider, such as deadlines, blackout periods, investment mapping, changing plan provisions, new forms, and new employee internet- and telephone-based tools. This category also includes changes due to mergers and acquisitions.

### **Digital Innovations**

Today's participants are looking for interactive communications, increased speed of communications, and a way to be part of the message. This is particularly true for Gen X and Y participants, who access and integrate information differently than their parents and grandparents. This category recognizes the use of emerging technologies that will likely have a significant impact on participant education. Campaigns should include new, cutting edge electronic processes, going beyond just using email for communications.

### **Events and Workshops**

A lot of effort is required to schedule, promote, and implement successful benefits fairs, events, workshops, and employee meetings. Entries in this category should describe what you did to make the meetings successful and provide the results of the event on retirement plan metrics or participant behaviors.

**Examples:** 401(k) Day events, Train-the-Trainer programs, marketing promotions, and other special events.

### **Fiduciary and Plan Decision Resources**

Today's retirement plan committees must consider and make decisions about a broad range of investment, plan design, and fiduciary issues. Entries in this category are communications designed to provide retirement plan committees with the information they need to act with care, skill, and prudence as they manage their retirement plans.

**Examples:** Plan decision resources, white papers, strategic research, executive and fiduciary guides.

### **Financial Wellness**

Financial wellness programs consider all aspects of peoples' financial lives, not just investing in their retirement plans. These programs help employees deal with their everyday financial issues, including saving and debt. This category showcases complete education programs and campaigns offered by providers to a broad base of plan sponsors, or by specific plan sponsors

to their participants.

**Examples:** Campaigns with multiple touch-points, programs that provide solutions for the different needs of diverse employees groups, on-going targeted campaigns covering various participant behaviors. Please ensure that campaign involves general financial education on financial topics such as balancing financial needs, saving for college, budgeting, debt management, etc.

### **Increasing Participation and Savings Rates**

This category includes all education campaigns and communications that help employees start to save or to save more for retirement. Entries can be complete campaigns or singular one-time communications efforts. Results across the whole plan or within targeted employee groups should be provided. Make sure your entry includes information on the improved participant rates, average saving rates, or effective savings rates after your campaign.

### **Plan Administration and Design Changes**

Plan Administration and Design Changes involve announcing changes in a way that is easy to understand, educational, and engaging to employees. These communications will explain how the change benefits the employee or effectively handle changes that may not be improvements to the participant.

**Examples:** Adding automatic enrollment or savings increases, changes to investments and default funds, changes to matching/employer contributions, adding features like Roth contributions, etc.

### **Plan Publications – for Participants**

This category is for publications created by a provider or plan sponsor designed to educate plan participants about any aspect of retirement planning and saving.

**Examples:** Newsletters, magazines, brochures, etc.

### **Plan Publications – for Plan Sponsors or Advisors**

This category is for general publications created by a provider designed to educate multiple plan sponsors and/or their advisors about any aspect of retirement planning and saving.

**Examples:** Newsletters, magazines, brochures, etc.

### **Retirement Readiness**

Retirement readiness, or participants having enough money to last throughout their retirement, is an objective of most retirement plans. However, saving is only the first step. Retirement readiness measures and tracks how prepared the participants in the retirement plan are for their retirement. Analyses by age or income group, or individual projections may be some ways to determine retirement readiness. These may include projections of income from defined contribution plans, defined benefit plans, social security, other household income and any other information pertinent to a participant's ability to have enough money at retirement.

**Examples:** Gap analysis communications, retirement projections, general retirement planning programs, etc. Also includes campaigns that promote/explain resources for participants nearing retirement (Social Security, Medicare, healthcare resources), and communications and services that focus on retirement income distribution or the "de-accumulation" phase.