

# Signature Awards

## 2022 PSCA Signature Award Winners

Retirement plan education campaigns honored in 8 categories.

By Tobi Davis

A second year of the COVID-19 pandemic proved to remain challenging for retirement plan sponsors for many reasons, including how to communicate and what messages to give to participants. But plan sponsors stepped up and continued to reach their audiences and get them to take action with planning for retirement. This year's Signature Awards celebrate retirement education programs that not only rose to meet the continued communications challenges, but achieved outstanding results.

PSCA's Signature Awards recognize outstanding retirement plan education

and communications, with a focus on creativity, unique themes, and tangible outcomes. While education continues to be an essential element in helping American workers save for retirement, these programs are even more critical today as participants tackle rising inflation and other issues related to the start of a third year of the pandemic and much upheaval in the world.

Despite the pandemic-related issues, and the always present challenges in communicating to people whose main focus may not be their retirement plans or even their finances, plan sponsors maintained their commitment to high

quality communications for their employees. This year's winners, some of them repeats from prior years, were able to keep their employees informed, engaged, and on track to achieve their retirement goals.

A panel of 20 business leaders evaluated and selected the winners of the 2022 Signature Awards from 68 entries in eight categories. Winners were announced at PSCA's 2022 National Conference in April.

Congratulations to the 2022 winners!

*Tobi Davis is the Director of Operations for the Plan Sponsor Council of America.*

### Signature Awards 2022 Full Winners List

#### COVID-19 Communications

1st Place **NYC Health + Hospitals** with Prudential Retirement

#### Emphasizing Diversity and Inclusion

1st Place **Danone** with Transamerica

#### Events and Workshops

1st Place **The University of Texas at Dallas** with Lincoln Financial Group

2nd Place **Polaris Inc.** with Compass Financial Partners A Marsh McLennan Agency LLC Company

3rd Place **Michigan Office of Retirement Services** with Voya Financial

#### Financial Wellness

1st Place **DTE Energy Company** with Empower

2nd Place **Northwell Health** with Transamerica

3rd Place **Bechtel Global Corporation** with Empower

#### Investment Education

1st Place **ADP TotalSource** with Voya Financial

2nd Place **Wells Fargo & Company** with Empower

#### Overcoming Obstacles

1st Place **Kwik Trip** with Principal Financial Group

2nd Place **RWJBarnabas Health** with Capital Group

3rd Place **Danone** with Transamerica

#### Plan Changes

1st Place **Oshkosh Corporation** with Empower

2nd Place **AutoNation** with Voya Financial

3rd Place **The Coca-Cola Company** with Transamerica

#### Promoting Participation

1st Place **RWJBarnabas Health** with Capital Group

2nd Place **Hormel Foods** with Empower

3rd Place **Saddle Creek Logistics** with Empower and OneDigital

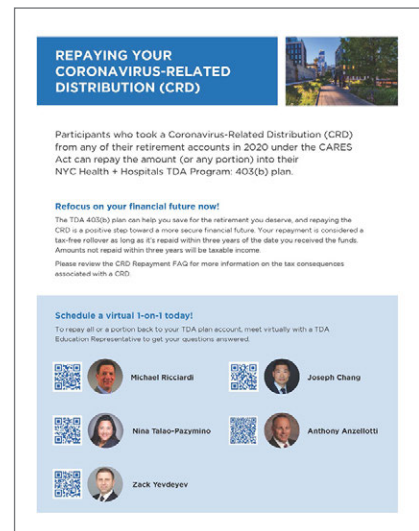
## COVID-19 Communications

This category is for companies that adapted their communications approach in light of the Covid-19 pandemic. Entries included campaigns focused on communicating how the pandemic affected the retirement plan, plan changes due to the CARES Act, investing in a volatile environment, and/or creating an emergency fund.

[https://www.psc.org/2022Siggys\\_covid19](https://www.psc.org/2022Siggys_covid19)

### 1st Place | NYC Health + Hospitals with Prudential Retirement

NYC Health + Hospitals is the largest public healthcare system in the nation with a workforce of more than 38,000 employees. 2021 was an extremely challenging year for their employees who were solely focused on patient care and didn't have time to think about saving for retirement. The goal of the communications campaign was to reach those who took a Coronavirus-Related Distribution payment to make sure they knew they had options to repay the money into their plan account. The materials emphasized the importance of saving and encouraged people to start contributing again. The methods used were email, a printed flyer and FAQ document, phone calls, and virtual meetings with the plan provider's representatives. More than 50 percent of the people who either stopped or decreased their contributions met with a representative. Other results showed that 26 percent of the targeted group either reinstated or increased their contributions with an average increase of 7.5 percent. This campaign was a winner because participants were encouraged to pay back what they took out during the pandemic and the materials used photos of the reps that participants could speak with. Also, communications included a link to schedule appointments quickly and easily and a QR code for ease of access. The language was short and simple to grab participants' attention. As a past Signature Award winner, NYC Health + Hospitals once again delivered a successful campaign even with the challenge of an ongoing pandemic.



## Emphasizing Diversity and Inclusion

Greater focus is being placed on diversity, equity, and inclusion in the workplace and in all aspects of life. Companies are highlighting individual differences, providing equal opportunities for growth and development, and treating each other with dignity and respect. This category showcases examples of how retirement plan communications are embracing these individual differences by using more inclusive language, imagery, and other creative methods.

### 1st Place | Danone with Transamerica

Danone North America is an industry leader in the food and beverage category with recognizable brands such as Dannon, Evian, Silk, and more. They have 6,000 employees in the U.S. and Canada. Danone needed to move people that were in a recently acquired retirement plan into the Danone U.S. 401(k) Plan and they knew that complex information needed to be clearly communicated in both English and Spanish. It was decided that all materials be translated into Spanish to accommodate all employees' needs. A consistent look based on the existing Danone plan was used throughout the campaign. Messaging welcomed the new employees and images used included people of many ages, races, and genders. To reach everyone impacted, both print and digital communications were provided. These included letters, posters, mailers, flyers, emails, and a webinar that was recorded for later viewing. QR codes were placed wherever possible. The results show that the campaign was a success. Within 90 days of the transition 7 percent of the 238 impacted employees adopted Managed Advice®, 37 percent registered for an online account, 9.7 percent increased their deferral rate, 15 percent watched webinars, and 17 percent designated a beneficiary. By making sure that non-English speakers received everything they needed in their native language, Danone ensured that they were setting up their newly acquired employees for success.



# Signature Awards | 2022 PSCA Signature Award Winners

## Events and Workshops

Some think that “if you build it, they will come”—but plan sponsors know it takes more. Entries in this category described actions to maximize participation/attendance at a live or virtual meeting, event, webinar, benefit fair, etc., along with results of the event in retirement plan metrics, participant behaviors, or any other measurement used to evaluate the impact and success of the program. [https://www.psc.org/2022siggy\\_events](https://www.psc.org/2022siggy_events)

### 1st Place | University of Texas at Dallas with Lincoln Financial Group

The University of Texas at Dallas is a rising public research powerhouse with more than 28,000 students in eight schools and more than 140 academic degrees. The university provides benefits to more than 6,800 employees. Each year UT Dallas holds a benefits fair. However, in 2020 they had to pivot and hold the fair virtually. They achieved great success that year with their creative approach, including winning a 1st Place Signature Award in 2020. In 2021 UT Dallas chose to continue with a virtual offering. They once again developed a fun theme and method for their employees to connect with their benefits. For 2021 a puzzle theme with recognizable campus imagery was used with a goal to make the fair as engaging, interactive, and easy to access as possible. UT Dallas worked with 30 vendors so that all benefits were represented. The campaign used the following to get the message across: emails, interactive map, live and recorded meetings, websites, live games and talent show, mobile app, welcome and closing videos, prizes for collecting puzzle pieces with a status bar to track collection progress, and a virtual benefits bag to collect pdf materials to “take home” to review later. QR codes were included to provide easy access. The results indicate that the creative, thorough approach was well received. Time spent at the fair increased 300 percent over the prior year. Engagement with each benefit section increased from 2020. Mobile app usage was up 95.3 percent over the prior year. The feedback received was positive with 96 percent rating the fair as good or excellent. For the second year in a row UT Dallas wins 1st Place in this category with a fun, creative, and engaging event to reach employees. What a great way to showcase all the benefits offerings!



### 2nd Place | Polaris Inc. with Compass Financial Partners A Marsh McLennan Agency LLC Company

Polaris Inc., the global leader in powersports, is a pioneer of product breakthroughs and enriching experiences and services that have led people to experience the joy of being outdoors since its founding in 1954. They have 6,700 employees. In 2021 Polaris Inc. wanted to increase the retirement readiness of its employees and promote the match and ESOP contribution. They also wanted to retain their skilled workforce and chose to try different communication methods to determine future strategies. They held live presentations, offered recorded presentations, sent emails, and used flyers and posters to promote attendance. To reach people whose jobs are not at computers they provided QR codes on the materials. Polaris product images were included in presentation materials to make employees feel they were represented. As a result of the presentations, the participation rate increased 2.24 percent in less than a year and the average deferral rate went up 0.34 percent in the same time frame. In addition, participants maximizing the match increased 4 percent since the end of the preceding year. Polaris won this award for their well-planned campaign that had engaging graphics and an effective strong call to action. The presentations were clear and concise and educational for their participants.



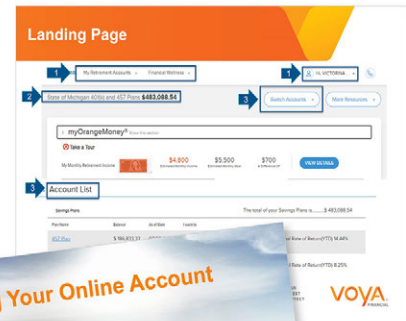


# Signature Awards | 2022 PSCA Signature Award Winners

## Events and Workshops (continued)

### 3rd Place | Michigan Office of Retirement Services with Voya Financial

The Michigan Office of Retirement Services (ORS) administers retirement programs for Michigan's state employees, public school employees, judges, state police, and National Guard members. ORS serves more than 550,000 active and retired people representing approximately one out of every nine Michigan households. In 2021 ORS chose to engage with all Michigan participants during National Retirement Security Month using an "It's your future, retire well" campaign. They wanted employees to learn about their provider's new website and to complete a one-on-one account review with the provider's representatives. To accomplish these objectives they used emails, an online scavenger hunt, information on the website's landing page, a live and recorded webinar, and virtual individual meetings. The email campaign elicited 22–25 percent open rates. Registrations for one-on-one account reviews increased by 214 percent with attendance up by 365 percent compared to 2020. The Michigan ORS, a previous Signature Award winner, won this year's award for the many different ways employees were given to engage and for the use of diverse and engaging graphics. The materials had a clear call to action in each piece. The scavenger hunt was a creative and fun way for employees to learn how to navigate the new web site.



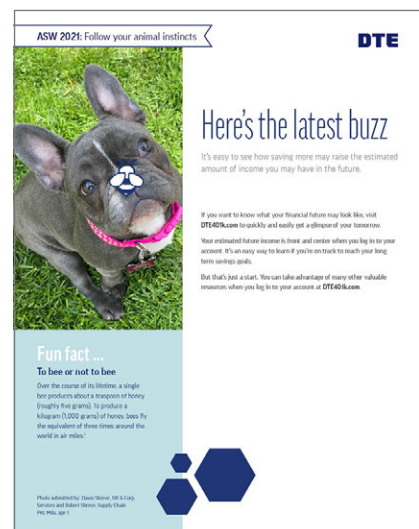
## Financial Wellness

Financial wellness programs strive to address employees' total financial circumstances, rather than focusing solely on retirement. These programs can help employees with cash management, debt reduction strategies, saving for college, home buying, and other financial life events that people face throughout their careers. This category highlights financial wellness programs offered by plan sponsors that achieved significant results.

[https://www.psc.org/2022Siggys\\_financial-wellness](https://www.psc.org/2022Siggys_financial-wellness)

### 1st Place | DTE Energy Company with Empower Retirement

DTE Energy is a leading provider of electric and natural gas in the Detroit, Michigan area. Many of the 10,500 employees are members of families who have worked for the company for generations. As a past Signature Award winner, DTE knows how to create successful retirement campaigns. For 2021, the company chose to leverage "America Saves Week" as the catalyst to increasing overall engagement with the retirement plan. They created an "Amazing Animals" week-long campaign featuring employees' pets. It began with a pet photo contest and the winners were featured in the communications. The animal images inspired copy editing for financial wellness topics such as, "Whether you're a cat person, dog person or any kind of animal person, the elephant in the room is your financial future," and, "Don't just sit or stay where you are," which had a photo of an employee's dog. The tools used were daily emails including a kick-off from the Director that featured DTE mascot Nora, an interactive game to test what employees learned during the week for a chance to earn prizes, electronic articles on the intranet and in the company newsletter and fun animal facts throughout. Email open rates ranged from 25.79 percent to 37.63 percent, 5,387 unique participants visited the plan website starting with America Saves Week through the following month-end, and 7.72 percent of the target audience increased deferrals in just one month starting with the week of the campaign with increases ranging from 1.75 percent to 4.89 percent. The judges felt that this was a fun, engaging campaign. Incentives to earn stock was a great way to capture employees' attention. They loved the use of animals and their characteristics, with lots of great catchy phrases which made the campaign fun. Their communication was on target and once again DTE comes out a winner!

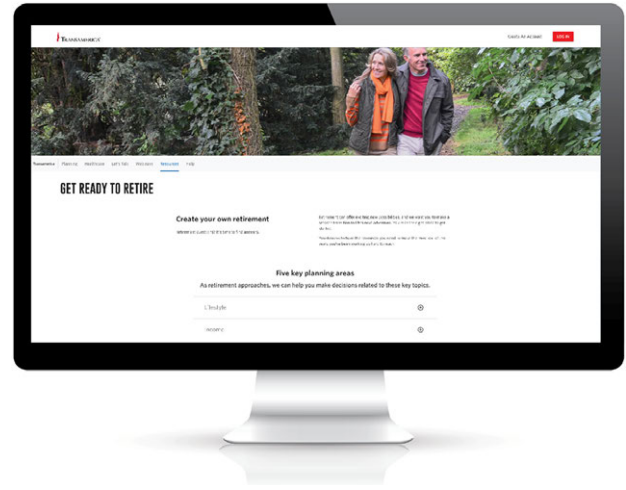


# Signature Awards | 2022 PSCA Signature Award Winners

## Financial Wellness (continued)

### 2nd Place | Northwell Health with Transamerica

Northwell Health is New York's largest private employer and healthcare provider, with 22 hospitals, more than 830 outpatient facilities, and 74,000 employees. They chose to enhance their benefits programs to ensure financial wellbeing at all levels of the organization. Multiple wellness programs are offered: "Ready to Retire" for people aged 60 and older to prepare for retirement; "Stocktoberfest" which provided webinars held during "National Financial Planning Month" in October; a discount program and various employee giving programs; plus other benefit programs. To promote all these resources they used emails, the company intranet, their provider's retirement website, and virtual and phone meetings. The results show that 78.6 percent now have a positive financial wellness outlook. The retirement readiness workshops connected with 5 percent of the target audience. Since inception the Well-being Credit Program had a 104 percent increase in interactions and a 49 percent increase in action rates. They won because they developed a program that takes into account not only financial wellness but how other dimensions of wellness (and life) can impact a person's financial wellbeing. They conducted surveys to understand the needs of each individual. Plus, the program continued all year long to support an individual's need to focus on their financial well-being more than once a year.



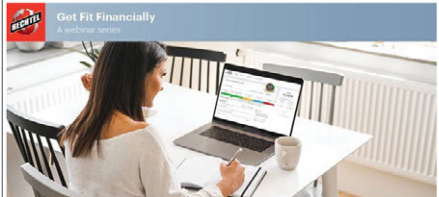
### 3rd Place | Bechtel Global Corporation with Empower

Bechtel Global Corporation has been an engineering, construction, and project management partner to industry and government since 1898. The company's 6,500 employees serve multiple markets: Infrastructure; Nuclear, Security and Environmental; Oil, Gas and Chemicals; and Mining and Metals. After successfully moving to virtual education in 2020, the company chose to continue with a virtual approach in 2021. The goal was to try a new approach by first engaging with their business resources groups and HR managers to share a new webinar series, "Get Fit Financially." The feedback from these groups, coupled with feedback from the prior year's webinar series, shaped the new campaign's tactics. To promote the webinars a series of emails were sent, messages and a scheduler for the webinars were posted on the website and post-webinar surveys were provided to attendees. The campaign resulted in an average email open rate of 40–75% with read rates of 18–28%. There were 1,163 webinar attendees with 97.5% of them satisfied with the presentations. Over 200 survey responses were gathered to be used as a guide for future campaigns. Bechtel came out a winner because the campaign has a focused message and the communication pieces are simple, clear and easy to follow, with great graphics. Also, the campaign yielded great results.

Reminder: Take time for you. Register to attend these live webinars this week.

Bechtel T&T Plan Announcements <tandt@Bechtel.com>  
To: Gutterud, Tracy

**Get Fit Financially**  
A webinar series



Don't forget: Join us for week two of the "Get Fit Financially" live webinar series. You will have an opportunity to spend just 60 minutes per session helping you be more confident about your financial well being. The path to financial well being is different for everyone so make sure it's leading to where you want. Register for one or both webinars being presented this week by [clicking here \[mailto:ipoll@mail.becpsn.com\]](#)

**Early financial planning, May 11<sup>th</sup>, 9 a.m. PT/12 p.m. ET**  
We will discuss how to set financial goals, create a budget, benefit from early investing, make debt payoff a priority and build a safety net, and we will highlight available resources. The goal is to help you get on a path to financial wellness. A replay of this session will be made available.

**Women and investing, May 13<sup>th</sup>, 9 a.m. PT/12 p.m. ET**  
We will discuss obstacles women face in saving and preparing for retirement despite the increased impact they have in the workforce. The goal is for you to leave with planning strategies to overcome such obstacles. A replay of this session will be made available.

**If you can't make the "live" session, a replay of the webinars will be made available and sent on May 13<sup>th</sup>.**

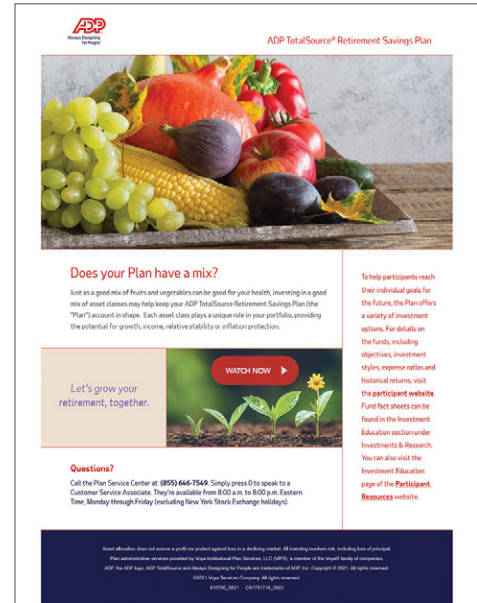
**Can't wait to get fit financially? Let's talk.**  
If you want assistance with getting fit financially now, please contact the Empower Retirement Service Center at **800-477-6221** or log in to your account at [www.trustand@rifi.com](#) [[ipoll@mail.becpsn.com](#)]. For those with a hearing impairment, the TTY number is 800-345-1833. If you are outside the United States, call 303-737-7249 (collect) to speak with a representative. The call center hours are Monday to Friday, 8:00 AM to 10:00 PM EST.

## Investment Education

This category is for communications to plan participants regarding investments, investment diversification, or investment changes, including programs that were successful in encouraging employees to take action on investments in their accounts, introducing new investment options, campaigns targeting pre-retirees who may have too much risk, or younger workers who may be too risk averse in their portfolios, etc.  
[https://www.psc.org/2022Siggys\\_investment-education](https://www.psc.org/2022Siggys_investment-education)

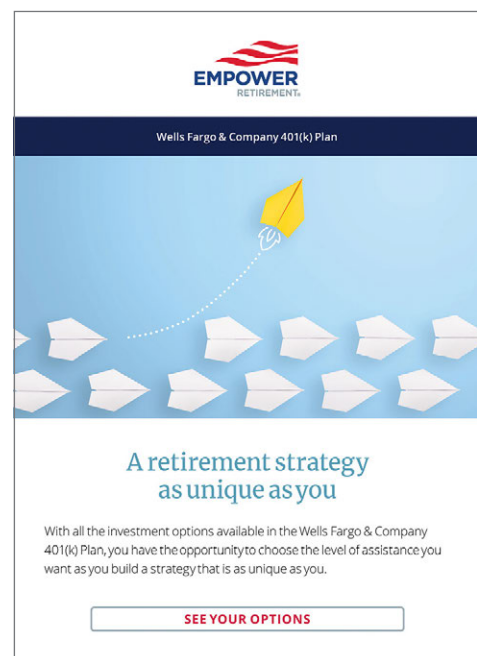
### 1st Place | ADP TotalSource with Voya Financial

ADP TotalSource is a Professional Employer Organization (PEO) and offers the ADP TotalSource Retirement Savings Plan (“Plan”), a multiple employer plan. More than 5,700 employers have adopted the Plan for their approximately 146,000 participants. An analysis of how participants were investing in the Plan showed many were using the investment options incorrectly. The objectives of the campaign were to educate participants on investment basics and the Plan’s investment options, as well as educate those who are using three or more target date funds. Using a theme of “Let’s grow your retirement, together,” the campaign featured various gardening/growing images and taglines such as “Does your Plan have a mix?,” “Nurture your Retirement Savings Plan,” and “That’s a bit mulch!” A kickoff email was sent to the employers to learn what their participants were going to receive. Messages to participants were sent in a series of emails and in print as a mailer and postcard — all with a QR code. Videos were available on a microsite. The results were good: emails to more than 170,000 participants had an average open rate of 20 percent, more than 9,900 or 5.8 percent of participants watched a video after receiving the email series, and from 12/7/2021 to 2/11/2022 815 people made changes to their investment allocations. Even though the campaign occurred late in the year, the action rate shows that it has been effective. This campaign won because of these solid results and because the consistent theme and clever play on that was very engaging and creative. Additionally, varied types of communications were used to address participants of all levels.



### 2nd Place | Wells Fargo & Company with Empower

Wells Fargo & Company has more than 269,000 active and terminated deferred participants in its 401(k) plan. The investment education campaign focused on educating participants on the new advisory services made available to them, engaging participants to choose the level of assistance needed to build their investment strategy and education on the broad range of investment options within the 401(k) plan. Live webinars with Q&A that were recorded as a Brainshark for later viewing were used to deliver the information. To promote the webinars, emails, a brochure, and a flyer comparing the do-it-myself and do-it-for me investment approaches were used. A tag line of “A retirement strategy as unique as you,” with an image of a paper airplane taking off drove the message of the personalization of the investment education. The results showed that meeting attendance by those who registered was high. The campaign was a winner because the Brainshark recording had different sections that could be referenced separately, making it a good way to not overwhelm employees, and the style of the campaign was consistent with the culture of a financial services company.





# Signature Awards | 2022 PSCA Signature Award Winners

## Overcoming Obstacles

Workplace communication programs must address, and potentially overcome, a wide range of perception biases, environmental constraints, and informational barriers in conveying complex, and yet important issues. Overcoming these obstacles – whether it be in communicating retirement plan issues, or in trying to change contribution/investment behaviors – can be considered a success even if only a small percent of the population acts. [https://www.psc.org/2022Siggys\\_overcoming-obstacles](https://www.psc.org/2022Siggys_overcoming-obstacles)

### 1st Place | Kwik Trip with Principal Financial Group

Kwik Trip is a privately held company headquartered in La Crosse, WI that manages convenience stores. They operate their own bakery, dairy, and kitchens and have 18,000 employees. The goal of their 2021 communications was simple – increase the number of beneficiary designations on file. They faced some obstacles that many companies face, such as a young participant base and high turnover. Additionally, due to automatic enrollment, participants were not actively engaged with the retirement plan. Kwik Trip chose to create a campaign that would resonate with their employees. It had a theme of “Your Retirement Your Way,” with an image of Kwik Trip coffee drinks. Using a company branded image helped participants connect with the message. People were incented to take action with a drawing to win a prize. Materials used were emails, flyers, messaging in the employee newsletter, and a postcard with a QR code. Email open rates were 32–41 percent and 77 percent of those that took action to name a beneficiary had not previously designated one. The campaign led to a 19 percent overall increase in beneficiaries on file. This campaign won because Kwik Trip executed a well-developed campaign with a fun factor. Plus, integrating QR Codes as an education/enrollment tool in reaching out to the target audience of Gen X, Y, and Z-ers made this campaign stand out.



### 2nd Place | RWJBarnabas Health with Capital Group

RWJBarnabas Health is New Jersey's largest integrated health care delivery system and largest employer, with 34,000 employees. After a successful merger in 2016 and subsequent combination of retirement plans, the company wanted to design an employee engagement program that would improve retirement outcomes, in particular for underserved groups, by making retirement planning accessible to everyone at the organization. They faced the obstacles of an employee population comprised of nurses and hospital staff whose jobs were not tied to a mobile-phone or computer screen. Communications not directly related to their job or patient care were mostly deleted or ignored. In addition, many employees did not use their employer-provided email account. To meet employees where they were, three personas were identified: avoider, late bloomer, and motivated Millennial/Gen X. The “MyRetirement” program was created and included animal images for employees to determine their financial personality. Messages were provided via an intranet site promotion, in-person interviews and survey distribution, emails, QR code, giveaways, and Money Minute Videos – a company-produced video series addressing a variety of topics aimed to boost retirement knowledge. The campaign elicited an average contribution rate increase from 9.2 percent to 13.5 percent. Black participants who made a change increased their contribution rates by 44.3 percent and this was 1.8 times the rate of their peers who did not engage with the program. Hispanic participants increased their contribution rate by 50 percent – two times the rate of their peers who did not engage. RWJBarnabas won because great efforts were made in overall marketing and materials from inception to the end that were well written, clear, concise, and audience centered. Additionally, they used a variety of taglines to attract different audiences.



## Overcoming Obstacles (continued)

### 3rd Place | Danone with Transamerica

Danone North America is an industry leader in the food and beverage category with recognizable brands such as Dannon, Evian, Silk, and more. They have 6,000 employees in the U.S. and Canada. For this initiative they wanted to provide good news about the match true-up and communicate that Danone didn't reduce or remove the match during the pandemic. Additionally, they chose to remind employees about the importance of a beneficiary designation. The "Always True to You" campaign theme had a multi-generational family image and included Danone's font and color branding. The messaging had a positive tone. The materials used were an email, an FAQ flyer, and a self-mailer — each with a QR code for account access. The email had a 48 percent open rate and a 15 percent click-through rate. \$4.5 million in undesignated assets were assigned to beneficiaries. This campaign was a winner because it made a good effort to clarify match true-up complexities, plus the extra request to designate beneficiaries was a clever way to maximize outreach efforts.



## Plan Changes

Change — even change for the better — can be difficult for workers to absorb and embrace. Plan Changes involve announcing and facilitating changes in a way that is easy to understand, educational, and engaging to employees. These communications effectively explain how the change benefits the employee or effectively handle changes that may not be improvements to the participant. [https://www.psc.org/2022Siggys\\_plan-changes](https://www.psc.org/2022Siggys_plan-changes)

### 1st Place | Oshkosh Corporation with Empower

Oshkosh Corporation builds some of the industry's toughest specialty trucks and access equipment and employs 12,400 people. The company was transitioning to a new plan provider and they wanted to get their participants excited about the new recordkeeper and re-engage them in the 401(k) plan. Because the plan was with the prior recordkeeper for a very long time, focus groups were held and "change champions" were used for feedback before the transition. Sixty percent of the employees are manufacturing without access to email at work and although they request education, they have a tough time accessing it. A variety of communication materials were used such as an announcement email and mailer, a brochure, a vanity URL, FAQs, digital boards, table tents, a go live email and postcard, an Empower magnet and multi-tool, a microsite, and a raffle. The efforts resulted in the following: in the corporate plan three months after transition, the average deferral rate went from 9.50 percent to 10 percent, and beneficiary capture went from 46 percent to 49 percent; in the two union plans, the average deferral rate went from 8.2 percent to 9 percent and from 7.61 percent to 8 percent, and beneficiary capture went from 35 percent to 57 percent. Using multiple touch-points and consistent communications for a tentative audience, a language other than English (Mandarin), plus a fun component with the raffle, they created great results, which made them a winner.





# Signature Awards | 2022 PSCA Signature Award Winners

## Plan Changes (continued)

### 2nd Place | AutoNation with Voya Financial

AutoNation is a Fortune 500 company with more than 21,000 Associates and 300+ locations across 18 states. After a successful recordkeeper change in 2020 and the addition of Roth contributions to the 401(k) plan, in 2021 the company wanted to increase overall awareness of the Roth option. AutoNation knows its brand and creatively taps into it each year for plan communications. In fact, they often win a Signature Award for their campaigns. This year was no exception. A tagline of “Flying cars? Not Yet. Tax-free income? You bet!” with an image of a flying car as an attention-grabber. The theme continued through mobile-responsive emails for a young audience and a message of “You could soar into retirement with tax-free income” to promote a downloadable and printable Roth 401(k) guide. A microsite with an animated video was added to the main website. Participants related to the messaging with an email open rate of 20 percent. Following the initial e-mail, Roth usage doubled and by the end of 2021 usage tripled. Overall, the plan’s participation rate rose by two percent. This company won because they did a great job reaching their targeted participants at all the locations and engaging them. The materials were clear, educational, creative, and provided nice resources.



### 3rd Place | The Coca-Cola Company with Transamerica

The Coca-Cola Company, one of the world’s most iconic and respected brands, has 9,000 U.S. employees. Their goal was to inform, educate, and encourage employee action on several enhancements being made to the 401(k) plan, which has a 96 percent participation rate. The changes being made included adding Roth, increasing the maximum deferral limit, increasing the auto-enrollment rate, removal of vesting, and the addition of separate bonus deferrals. A theme of “Retirement Refreshed” was chosen and used on materials that included a custom website, a video, and how-to info. They created print communications in the form of postcards mailed to homes and posters with a QR code for plant locations. Digital communications of an email with a calendar link to take action, a one-on-one



meeting scheduler, and updates to the new hire guide were provided. The initial email had an open rate of 41.58 percent. Nearly a thousand participants increased their pretax contribution rate with an average deferral of 3.93 percent, 384 elected Roth contributions with an average deferral of 8.65 percent, 209 added a Roth bonus contribution, and 356 named or updated their beneficiary including 187 first-time elections. This entry won because it was a multi-faceted campaign with a fun title that was relevant to the participants, the initiative to hold focus groups was impressive for such a large target audience, and the higher than standard open rates elicited a high action rate.

## Promoting Participation

This category includes education campaigns and communications that promote employee participation to save—or to save more—for retirement. Entries were either complete campaigns or singular one-time communications efforts focused on overall participation, increasing savings rates, or both.

[https://www.pscs.org/2022Siggys\\_promoting-participation](https://www.pscs.org/2022Siggys_promoting-participation)

### 1st Place | RWJBarnabas Health with Capital Group

RWJBarnabas determined that they needed to increase participation in the retirement plan by their employees who previously were not engaged. Per the Chief Human Resources Officer: “Our goal was to put retirement within everyone’s grasp and help them become the boss of their own plan – and future.” They chose to attempt to reach people on their timing when they would be the most receptive: pre-shift, mid-afternoon, or on the weekend. By identifying three groups – Avoider, Late Bloomer, and Motivated Millennial/GenX – the messages were specifically targeted to each person’s life stage. The “MyRetirement” program was made to be personal and used animal images to determine an employee’s financial personality. The company provided testimonials by plan participants to make the messaging more relatable. The campaign used the company intranet, interviews, a survey, email, a QR code, a giveaway, and Money Minute Videos. The results were that participants who visited the ICanRetire website increased their contributions at nearly two times the rate of those who did not visit the site (16.2 vs. 8.4 percent). The Avoider group, the most difficult to reach, increased their contributions at nearly three times the rate of those who did not engage (7.9 vs. 2.8 percent). This campaign won because the creative use of financial wellness animal personalities was fun, unique, and engaging, and the testimonials were a great part of a visually exciting multimedia campaign.



### 2nd Place | Hormel Foods with Empower

For more than 125 years, Hormel Foods has brought innovation, beloved brands, and outstanding value to their consumers, customers, communities, and shareholders. There are 20,000 employees worldwide with more than 13,000 of them in the U.S. The company wanted to encourage employees saving less than 12 percent to increase their contributions, with a goal of 3–5 percent of the targeted population taking action. Many of the Hormel retirement plans have implemented plan design features like automatic enrollment, Roth contributions, and automatic annual deferral increase to drive higher enrollment and deferral rates. This has also helped increase the number of participants who have been able to receive the company match. The average participation rate across all of Hormel Foods Retirement plans is between 75–95 percent with a 4–9 percent average contribution rate. However, they strived to ensure more of their employees were set up for a successful financial future. The campaign leveraged the company’s purpose statement “Inspired People. Inspired Food.” with employee testimonials to inspire others to save more. The materials used languages other than English, such as Spanish and Somali. The following communications were provided: a video of retirees and employees allowing preferred language closed captioning, a postcard with QR code, email, a website, and social media (Facebook, Instagram). The results were good. They exceeded their goal by achieving a 15 percent response rate. The average contribution rate increased by 3.6 percent. Of those who previously opted-out of auto-enrollment, 2.5 percent contributed at an average of 6 percent. The company won because the campaign had a powerful use of testimonials from retirees, the use of three different languages reflected their diverse employee population, there was a great tag line, and the use of QR codes to easily access the videos and the social media use of Facebook and Instagram was smart.





# Signature Awards | 2022 PSCA Signature Award Winners

## 3rd Place | Saddle Creek Logistics with Empower and OneDigital

Saddle Creek Logistics has built customized supply chain solutions for thousands of clients. Services include fulfillment, warehousing, and transportation. They have 3,700 employees. The company's objective was to increase awareness of their provider's app and online tools, especially because no phones are allowed in warehouses. They also wanted to increase the number of beneficiaries on file and increase views of recorded Brainshark presentations made exclusively for the company. To entice engagement with the campaign, they held a "Retirement Readiness Raffle" where taking action resulted in potential raffle entries. QR codes for each Brainshark presentation were provided. Flyers doubling as web content were mailed to people without an email on file. The results were that 236 people accessed the Retirement Readiness Brainshark, 90 accessed the Budgeting recording, 79 the Financial Wellness recording in English, and 21 accessed the Financial Wellness recording in Spanish. Nearly 200 different users added or updated their beneficiaries and 228 people accessed the My Financial Path section of the website. This campaign won because the use of gamification, raffles, and QR codes was engaging for their population.

**Win today while planning for tomorrow**

Over the next two months, you'll have three chances to win! During June and July, you can enter Saddle Creek's 401(k) Retirement Readiness Raffle. All you need to do is complete any one of three retirement readiness steps — or complete all three to triple your chances of winning — and you may get a reward now and be better prepared for your financial future!

**1. Watch any one of the following on-demand education seminars to enhance your retirement strategy:**

- Retirement Readiness
- Budgeting
- Financial Wellness (English)
- Financial Wellness (Spanish)

**2. Review and update your beneficiary information to take care of those who matter most:**

- Go to [empowermyretirement.com](https://empowermyretirement.com).
- Select the 7 icon to drop-down menu.
- Choose the View/Edit beneficiary information option.
- Update your information.

**3. Explore My Financial Path, which you can access from your account home page at [empowermyretirement.com](https://empowermyretirement.com), to get personalized, actionable solutions that may help you take control of your finances and stay on track to meet your goals.**

You will receive one raffle entry for each retirement readiness step you complete and can win one of the many valuable prizes available:

- Grand prize - \$150 from Saddle Creek
- Second runner-up prize - \$100 from Saddle Creek
- 30 \$25 gift cards courtesy of OneDigital
- Two \$50 gift cards courtesy of Allan & Company
- 10 mobile phone charging banks and 10 mini Bluetooth speakers

**Saddle Creek LOGISTICS SERVICES**

