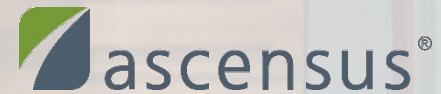




California Secure Choice Retirement Savings Investment Board

July 22, 2019

George DuCasse/Jason Gilbert



CalSavers Staff and Field Team Training



Summary

On June 11th and 12th, Carrie Horn, who is an IRA training specialist with Ascensus, held training sessions in Sacramento for the Field Team and CalSavers staff

Training topics included

- Introduction and establishing IRA's
- IRA contributions
- IRA distributions
- IRA Portability



Payroll Provider Integration

Goal

Develop an API to allow automated data flow between Ascensus and payroll providers, or implement any other type of technology to further decrease work required of employer

API Integration status

- Paychex is the first payroll provider to commit to API integration, implementation is scheduled for this November
- Ascensus is leading a working group of payroll providers to develop a standardized API format

Other payroll provider solutions

- FTP = a process that allows files to be transferred electronically, as opposed to the employer portal, seven payroll providers have established FTP with Ascensus
- Payroll providers also have the ability to submit payroll through the Employer web portal on behalf of employers



System Development and Enhancements

Mobile application

- Mobile went live on July 1st with Spanish version and biometrics

Spanish language – employee transactional portal

- Scheduled for September
- Spanish public website currently live

Employer “ease of use enhancements”

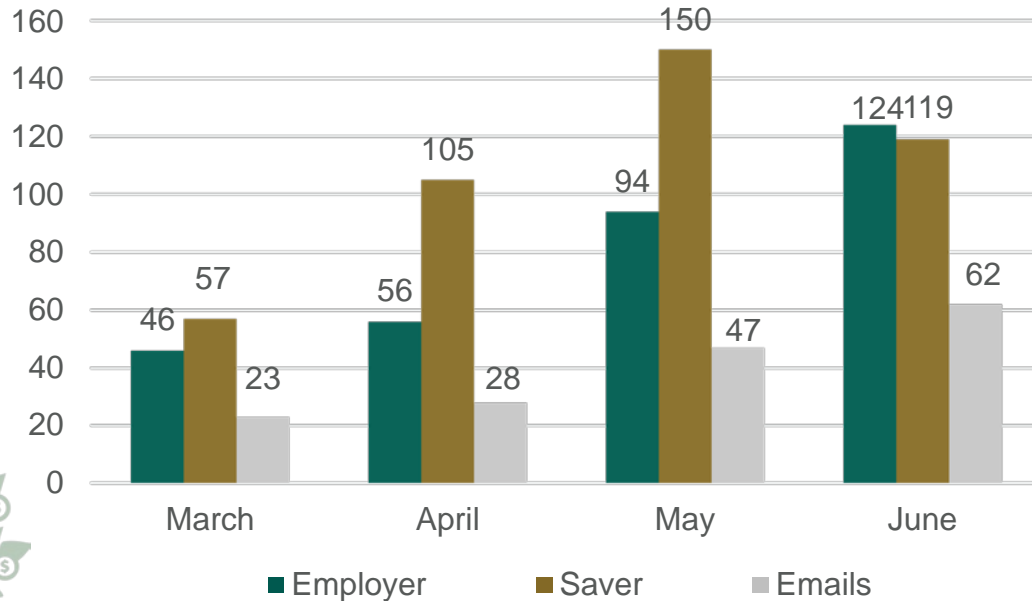
- Continued monthly releases of enhancements to make it easier for employers to register, enroll participants and facilitate payroll contributions
- Enhancements based largely on employer feedback



Client Services

Pilot Onboarding

CalSavers Call Center Volume



Employer Trends

| | |
|-----------------------------------|-----|
| Registration inquiries | 26% |
| Payroll submission inquiries | 15% |
| Plan facilitation inquiries | 12% |
| General portal assistance | 10% |
| Exemption inquiries | 9% |
| Adding/Editing payroll assistance | 8% |
| Program overview inquiries | 7% |
| Other | 7% |
| Opt out inquiries | 5% |
| IRA specific inquiries | 1% |

Saver Trends

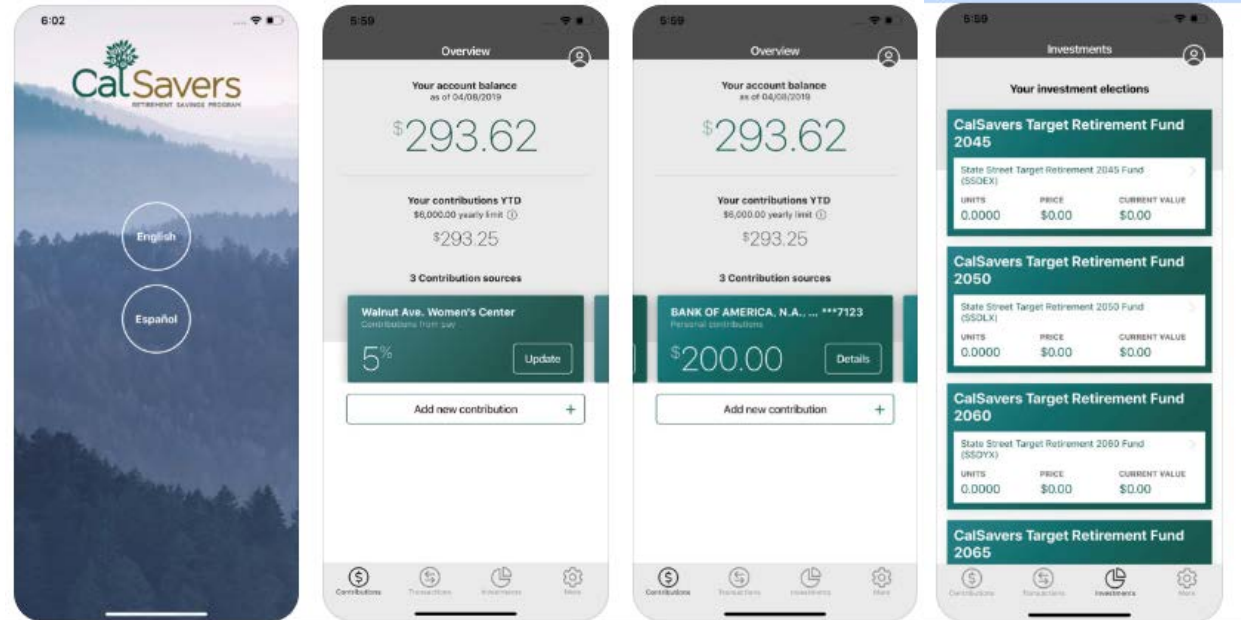
| | |
|-----------------------------|-----|
| Participation inquiries | 66% |
| Distribution requests | 11% |
| Balance inquiries | 5% |
| Maintenance updates | 5% |
| Other | 5% |
| Contribution rate inquiries | 3% |
| Password resets | 2% |
| Web registration assistance | 2% |
| Program overview inquiries | 1% |
| IRA specific inquiries | 1% |



Marketing Activity

Mobile App

- Launched 7/1
- English and Spanish
- Apple iOS and Google Android



Getting to 7/1

Operations

- Website optimization
 - Content revisions
 - Update all forms, documents
- Revisions to all invitations, notifications and operations communications
- Creating a registration (intake) process for Employers (7/1-9/1)

Media

Coordinating activities for 7/1 Open Date

- Top-Tier (national) and regional media outreach (interviews)
- Press Release
- Press Conference
- Quote Sheet

Marketing program

- Product Brochures - English, Spanish and Chinese
- Field Team
 - Event attendance
 - Presentation development
 - Employer registration tutorials/aids

Films



Paid campaigns

 CalSavers @CalSavers · Jul 2
CalSavers is now open! Eligible employers of all sizes can register their business today: bit.ly/erregop07 #california #retirementsavings



Employer registration is now

 CalSavers @CalSavers · Jul 1
CalSavers will help shape the way that Californians think about their future. calsavers.com/?utm_source=Twitter #california #retirement



 CalSavers @CalSavers · Jul 2
How can @CalSavers help your small business #employees save for #retirement? Begin by requesting your registration access code today: bit.ly/erregop07 #california



Employer registration is now open.

Twitter/Facebook Campaigns

Three goals:

- Generate awareness of CalSavers and shape perception
- Engage with stakeholders
- Encourage action (participation)

Audience Targeting

- Segment audience by interest, gender, language, platforms, demographic area, age
- Allows for efficient spend of budget

Steps

- July 8: Begin to run test campaigns to ensure program and operational applications are working
- Week of July 22: Assess current data/spend to make adjustments
- End of July: Add Paid Search (Advertising)
- August: Keyword and Paid Search optimization

September Board Meeting - Preview



- Marketing Plan for Oct 1 2019-Sept 30, 2020
- Advertising/Social Media Plan
- Employer Launch Communications
- Field Team Efforts



CalSavers Institutional Relationship Management Team “Field Team”

Field team on boarding activities and hiring update

- 4 - Field team representatives have been on boarded
 - Sacramento (1)
 - Los Angeles (2 bilingual)
 - Orange County (1)
- June and July have focused on program trainings
 - Employer and Employee Website training
 - CalSavers Program and features training
 - IRA Product training (including the CalSavers Team)
- Obtaining necessary licensing and appointments
- Relationship building with CalSavers Outreach team and Business partners
- Actively recruiting for positions in San Francisco Bay Area and San Diego, final selection of candidates scheduled for end of July



CalSavers Institutional Relationship Management Team “Field Team”



Field Outreach Activities

- Actively conducting outreach to registered employers in Pilot 2 and Pilot 3 in their regions, offering support and scheduling meetings
- Working closely with Business partners and CalSavers Outreach team to schedule outreach events and help build working groups
- Attending Small Business events in Northern and Southern California including bilingual focused events





California Secure Choice Retirement Savings Investment Board

July 22, 2019

George DuCasse/Jason Gilbert

