



CalSavers Retirement Savings Board Meeting

## Update on Outreach and Education

June 22, 2021

Jonathan Herrera, Outreach Manager

CalSavers Retirement Savings Board



# Outreach Under COVID



## Paradigm Shift

### Shift to Virtual

Quickly adapted model and scaled up volume and reach

### Stakeholder Orgs Shifted Focus

Chambers, industry associations, non-profits shifted their focus to emergency pandemic response

### Employer Challenges

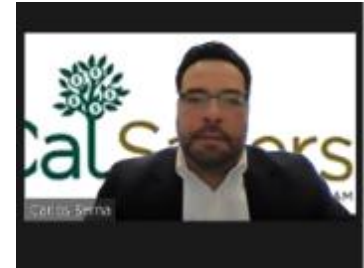
Offer employers additional support and flexibility



# Webinar Focus

Over 313 virtual education events since COVID onset

- 6,226 total registrations (and growing) through June 23
- 209 public webinars since April 2020
  - 28 Spanish
  - 3 Mandarin
  - 3 Cantonese
- 104 web education events organized by our team, or the Treasurer's team, with various stakeholders



# Continue to execute employer education webinars



- For wave 3, early education is so important, as awareness has varied amongst the employer groups.
- Meet them where they are, when they are ready. Prepare them with knowledge from the source and not a third party.

6	7	8	9	10	11
2pm CalSavers Employer We		10am Español CalSavers -Se	2pm CalSavers Employer We	10am How to Submit Contrib	
13	14	15	16	17	18
	10am CalSavers Employer W	2pm CalSavers Employer We	2pm CalSavers 雇主网络研讨	10am How to Add Employee	
20	21	22	23	24	25
2pm CalSavers Employer We	2pm CalSavers 雇主网络研讨会	2pm Español CalSavers -Se	2pm CalSavers Employer We	10am How to Submit Contrib	



# Saver education



- Begin saver webinar series and post on public event calendar
- Carolina to begin organizing Spanish language stakeholders on both the Employer side and the saver side
  - Partner with engaged community organizations
- Identify labor and other stakeholder and community partners with desire to focus on saver outreach



# Stakeholder outreach



## Chambers

Actively communicating with 496 chambers throughout the state including local and identity chambers

## Industry Assoc.

Actively communicating with 150+ Industry and business associations

## Legislators

Actively communicating with legislative district offices to explore outreach partnerships

## Stakeholder Organizations

Leverage existing relationships and create new ones to identify local orgs and leaders to serve as trusted messengers



# Recruiting spokespeople and generating content

