

# **OREGON RETIREMENT SAVINGS BOARD**

## **FINANCIAL LITERACY WORKING GROUP**

### **Notes of discussion from 4/12/2016 meeting**

After introductions, a brief review of Meeting 1, and the Literacy Education Work Group's purpose, the group discussed the **knowledge essentials for plan-eligible employees** - what workers need to know to engage with the Plan effectively.

High level concepts suggested include:

- What is it – program basics
- Is it OK – why?
- Is it good for me – how?
- What should I do
- FAQs / Likely questions, such as 'is an IRA an account or an investment' and 'who owns this account'
- *Focus on visuals when communicating key concepts*

Discussion focused briefly the link between financial knowledge and the plan, including for participants to connect the plan to other financial activities in their lives:

- Budgeting and saving
- Goals and planning
- Long term planning and income replacement
- Returns and risk associated with investing
- Other savings- and investment-related topics such as,
  - Social Security and why it is not enough
  - Consider risk in a broader sense (NEDCO materials, page 5)
  - Retirement vs. Emergency Fund
  - Compounding – How it works

#### **Content Review.**

The group discussed materials and programs currently used by or available from private and public sector providers and reviewed samples of several curriculums, as well as materials published by local and national organizations. General consensus was that there are currently many materials in the market, many of which include important aspects savers in order to be knowledgeably engaged with the Oregon Retirement Savings Plan. At the same time, no one set of materials stood out as capable of being a standalone 'retirement readiness resource' for the ORSP – a more thorough review is needed to confirm this is true. Further, although many good materials already exist in the market, information regarding the specifics of the Oregon Retirement Savings program needs to be developed.

Recommended approaches proposed include:

1. Specific messaging regarding Oregon's retirement program to be created by the ORSP working with retained providers
2. Develop an 'ORSP Plug-in' to fit into existing programs and services
3. Develop a "train the trainer" module
  - o Example - 5 minute webinar/s that could be used with the Financial Literacy Network and with Employers
4. Create/use generic, open content which can be customized by providers at the local level to meet needs of diverse populations
5. Conduct participant focus groups to better define the message
  - o Note that members of the FLWG have the ability to help bring groups like this together
6. Use professional marketing experts to develop the message
7. Use a mix of media to deliver
8. Use creative media and approaches – example Oldify / superhero superpower quiz
9. Target messages by context – i.e. at tax time with Savers Credit information
10. Look at larger new launches, including communication around auto-enroll
11. Messaging should be consistent, but customized at the local/program level

Additional discussion during this period included these questions and comments:

- Technical assistance – what level of support will be provided
- Agency-based support: DCBS has support funded by Lending Work (is this correctly captured)
- The state-wide financial literacy network is important to this effort
- Employers will be 'first responders' – 'they're going to need a toolkit'
- State deductions are a big 'hey' factor for employees – could be viewed negatively if surprising

### **Engagement Timing and Approach.**

The group then turned to a discussion of when and how to begin moving forward, with these suggestions:

1. Credit Union employer engagement – Q4 2016 / Q1-2 2017
2. Neighborhood Partnerships – RE: Conference – November 13 & 14, 2016
3. Identify and pursue additional opportunities across the Literacy/Asset Building network

### **Statewide Reach in Oregon.**

The group discussed additional opportunities for engaging more broadly and suggested additional groups to be included in this process, such as Portland Housing Center, Self-Enhancement Inc, and the Urban League. The group observed that a number of other priority groups had been invited to participate but have not yet become engaged; additional outreach to these is needed.

### **Other Ideas.**

- Establish a shared drive with common message – will facilitate curriculum sharing