

PSPRS Local Board & Employer Seminar

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Before we get started

- Thank you from PSPRS
 - For your patience
 - For your positive attitude
 - For your perseverance
 - For working through shared challenges
 - For helping us improve



The big picture

- Goals and challenges for communications
 - Improve communications with everyone
 - Build faith and establish confidence in PSPRS
 - Identify, foresee, respond to stakeholder issues
 - members, boards employers
 - Improve services and educational resources



The big picture

- Goals and challenges for communications
 - Establish PSPRS as the subject matter experts
 - not media or political critics
 - Allow time for reforms and internal improvements to revive system - not haphazard policy changes



Getting started

- Build PSPRS communication infrastructure
 - Construct a segregated email contact database
 - Existing but old PSPRS data
 - Get help from stakeholders
 - Municipalities, ADOA, League of Cities, County Supervisors Association
 - Email registration drives – “please forward to a...”



Getting started

- Create/improve communications tools
 - New and improved website
 - Email system with analytic capabilities
 - Who are we reaching?
 - Introduction of PSPRS video
 - Benefit education flyers, etc.
 - Benefit, code “matrix,” online “toolkits” and instruction packets



Getting started

- Identifying communications challenges
 - Complex or intricate subject matter
 - Three plans, three tiers, different benefits, 100s of employers and boards, thousands of members and retirees... and on and on and on
 - Legally and/or operationally complex
 - Wide variety of stakeholders



Challenges and issues

- Practical challenges for communications
 - Reaching the right people
 - Attrition, “bouncebacks,” keeping up
 - Timing: When we know a little or a lot?
 - Information overload
 - Tier 3 benefits PS and CO, IT, *Hall-Parker*, PBI reforms, EORP employer contribution rates
 - About 200 mass emails in last two years!



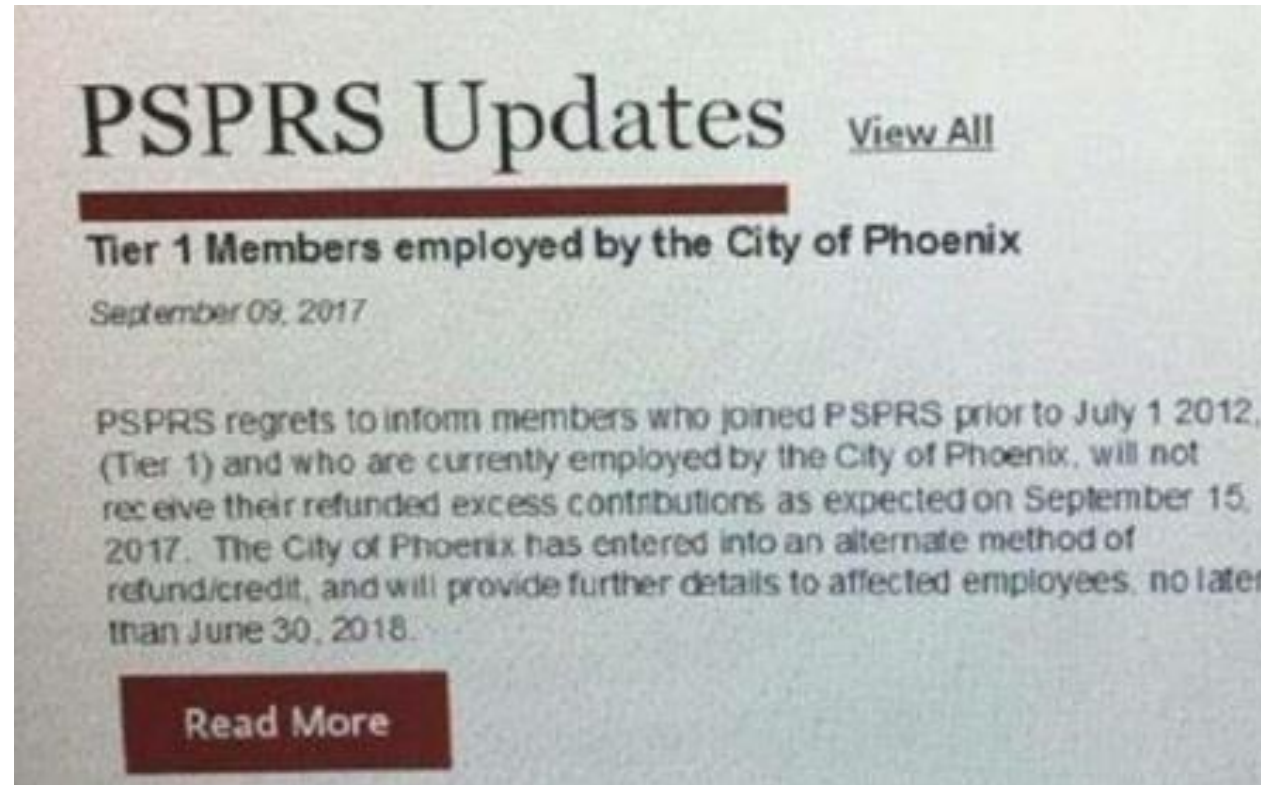
Challenges and issues

- Mis – or dis – information
 - Misinformation – Usually rumor starting from “DIY” pension experts; examples:
 - *Hall-Parker* refund – Cash or credited service?
 - PSPRS should just invest in index funds
 - Prop 125 gives member contributions to the Legislature



Challenges and issues

- Mis – or dis – information
 - Disinformation – consists of intentional distortions



Resources

-  @ArizonaPSPRS
-  Twitter @PSPRSAZ
-  Facebook @arizonapsprs
-  Online news update sign-up
- Text PSPRS to 22828 – News update sign-up

Notes



Notes

