



DELAWARE RETIREMENT SAVINGS PLAN

DEFER

For a brighter tomorrow™

State of Delaware 457b, 401a, and 403b

1Q20 PROGRAM REVIEW

March 3, 2020

Voya Financial



Topics for Review

1

2019 Annual Recap

Discuss full year 2019 results

2

Participant Profile

Share key statistics about those participating in the plan

3

2020 Goals and Communication Strategy

Review 2020 Goals and Communication Strategy



2019 Annual Recap

2019 Annual Recap

- ✓ Enrollment Trends
 - 1,426 new enrollments in 2019
 - 18% increase in enrollment compared to full year 2018
 - 40% increase in enrollment compared to full year 2017
- ✓ Consolidation Efforts - consolidating assets into the plan from other providers
 - Consolidated \$11.7 Million in 2019
 - 24% increase in consolidations from 2018
- ✓ Key Drivers
 - Multi channel actionable strategy and partnership
 - Participants see the value of plan features and benefits
 - Advisor activity continues to trend upward

2019 Annual Recap - Onsite Advisors

- ✓ Total Number of Scheduled Appointments Via the Scheduler - 1,460
- ✓ 38% Increase in appointments compared to 2018
 - 60% Current participants
 - 40% Not in the plan

- ✓ Reason For Meeting With Onsite Advisor
 - 51% - Review Account
 - 33% - Enroll
 - 11% - Consolidate
 - 5% - Other
- ✓ Age Demographic
 - 18 to 29 9%
 - 30 to 39 19%
 - 40 to 49 25%
 - 50 to 59 31%
 - 60+ 16%

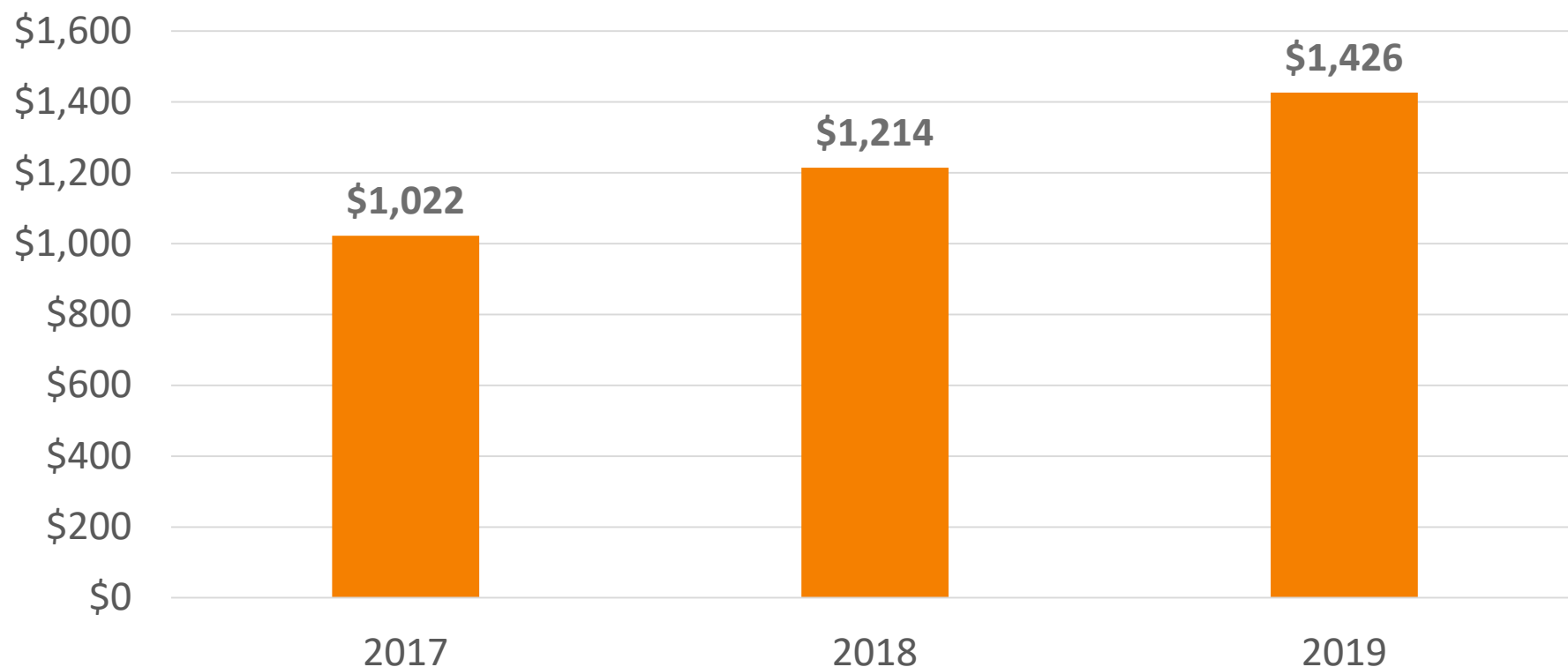
*results are as of the end of October 2019

New Participant Enrollment by Year

Since 2017 Enrollments have increased by 40%

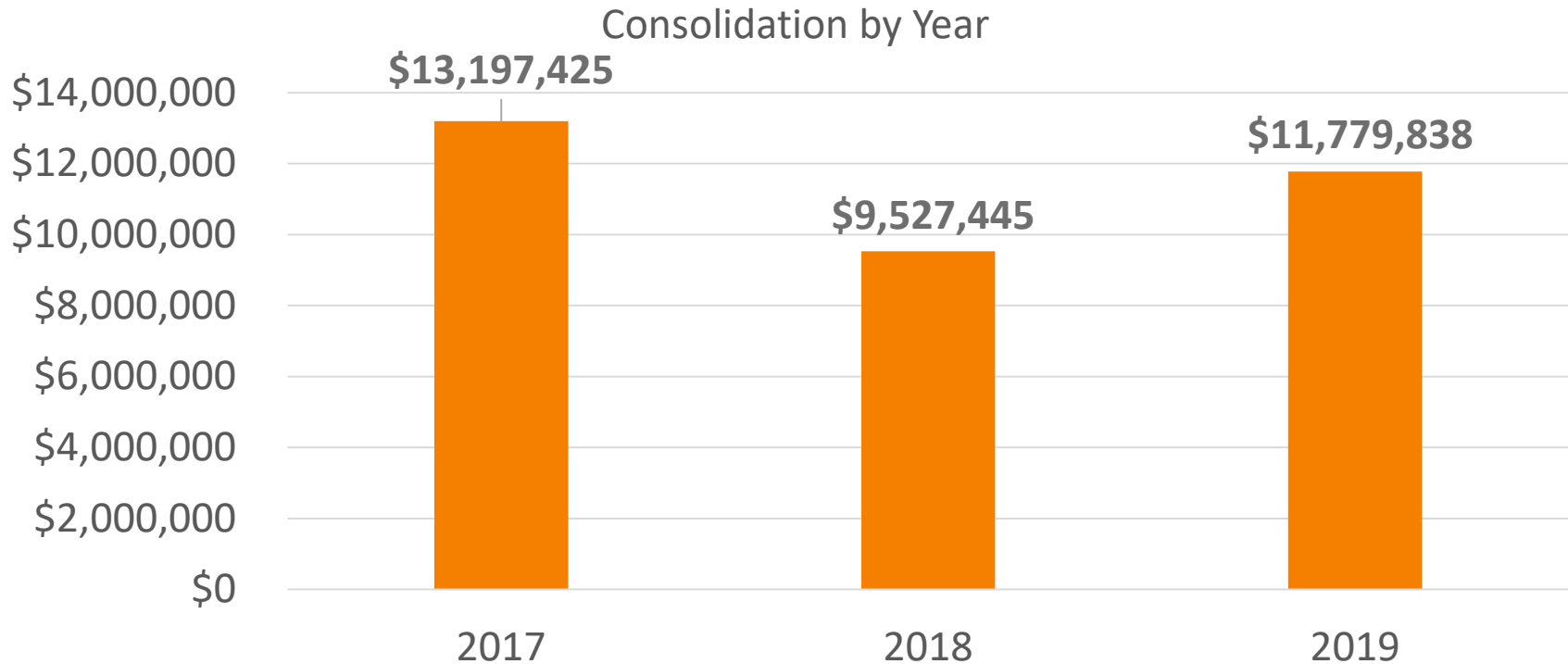


New Enrollments by Year



Consolidation Efforts

Data reflect assets from a previous carrier or IRA consolidation to Voya.



2

Participant Profile

Participant Profile

Data	457	403b	Combined
Average Age	48	45	47
Male Participants	38%	26%	34%
Female Participants	62%	74%	66%
Salary	\$64,749	\$71,508	\$67,046
Contribution Amount	\$181	\$173	\$178
Average Balance	\$45,096	\$21,658	\$37,132



2020 Goals and Communication Strategy

2020 Goals and Objectives

Continue to Increase Enrollment Into the Plan

- Provide information and education to promote the benefits of the plan
 - Utilize data target specific locations to improve enrollment
-

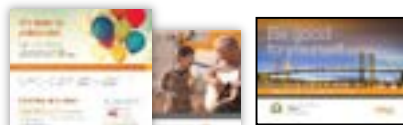




Promote the benefits of plan consolidation

- Leverage successful campaign from last year
 - Create targeted approach utilizing data
-

Promote Local support and other educational tools

- Continued promotion of local Voya Advisors
 - Continue Onsite Engagement In Schools
 - Increase Visibility In Agencies
 - Use new hire data to determine on site visits

2020 Engagement Calendar

			Q1	Q2	Q3	Q4
	Targeted campaigns	<ul style="list-style-type: none"><input type="checkbox"/> e.g. Beneficiary Designation<input type="checkbox"/> e.g. Contribution Increase<input type="checkbox"/> e.g. Digital Engagement<input type="checkbox"/> e.g. Diversification	Enrollment mailing	Rollover mailing	Pay increase mailing	Beneficiary mailing
	Email blasts	<ul style="list-style-type: none"><input type="checkbox"/> Up to 6 per year<input type="checkbox"/> Enrollment fairs, workshops<input type="checkbox"/> Events	On	On	On	On
	Always On Strategy	Personalized Financial Wellness Messaging <ul style="list-style-type: none">- Diversification- Restart- Save More- Beneficiary- Financial Wellness Engagement	On	On	On	On
		Participant web messages	On	On	On	On
		America Saves Week	2/24 – 2/29	-	-	-
		National Save For Retirement Week	-	-	-	10/18-10/24
		Quarterly Statement Content	Tax time	Market volatility	TBD	TBD
	Always On Digital Resources	 myOrangeMoney® Web experience	 Participant Content Hub Blog.voya.com	 Personal Financial Dashboard		
		 Voya Retire mobile app	 Financial Wellness Experience	 IRS Limits Microsite		
		 Voya Learn: Live and On Demand	 Voya Cares®	 Roth Microsite		