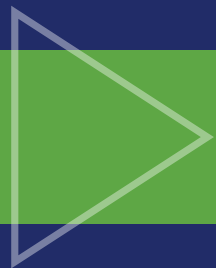




Elevate Your Practice With Effective Education Strategies



Helping Participants Thrive and Plan Sponsors Stand Out

Bradley Bonno
VP, National Sales
Manager & Signature
Services
BPAS

Education is Essential

Employers are faced with the challenge of helping employees who are often struggling with day-to-day expenses take full advantage of the retirement plan

33%

of American workers have less than \$50,000 in Retirement Assets



68%

of workers say their finances are a source of stress



70%

of workers say they would be willing to switch jobs for better benefits

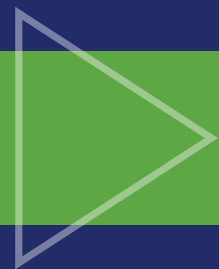


\$1,962

is the cost of financial stress per employee, per year on an organization in lost productivity and absenteeism



Best Practices



In Participant Education



Start With Listening

Participant Surveys

Drive higher engagement by using employee feedback to drive educational topics and preferred delivery methods...

Participant Surveys can help:

- ▶ Gauge participant understanding of the plan
- ▶ Find out how participant investment decisions are being made
- ▶ Pinpoint specific topics of interest for each audience
- ▶ Determine the preferred delivery method



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Participant Survey

Are you currently contributing to your employer's retirement plan?

☐ Yes

☐ No

Which of the following adequately describes your age range?

☐ Age 60 or over

☐ Ages 45-59

☐ Ages 30-44

☐ Ages 18-29

How confident are you that you have a good understanding of how the retirement plan works?

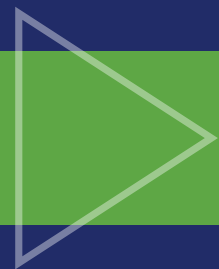
☐ Very Confident

☐ Somewhat Confident

☐ Not Confident



BPAS Trends



Survey Results



Understanding and Importance of Plan

*Approx. **1,500** individual survey responses between February and May 2025 across numerous companies and industries*

***68.9%** of respondents identified as only Somewhat Confident or Not Confident in their understanding of their retirement plan*

***85%** of those questioned see their retirement plan as an important or the most important factor in their decision to stay with their employer*

Preferred Topics and Delivery Method



Top 3 Topics of Interest:

1. Life Stages Sessions: Early Career, Mid-Career, Nearing Retirement (25.6%)
2. Budgeting/ Debt Management (24.8%)
3. Basics of Investing (24.0%)

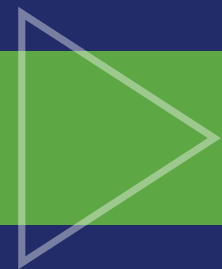


Top 3 Preferred Contact Methods:

1. Targeted Emails (24.0%)
2. Live Webinars (22.8%)
3. Recorded Videos (20.1%)



Data-Driven Strategy



Analyze Participant Behavior

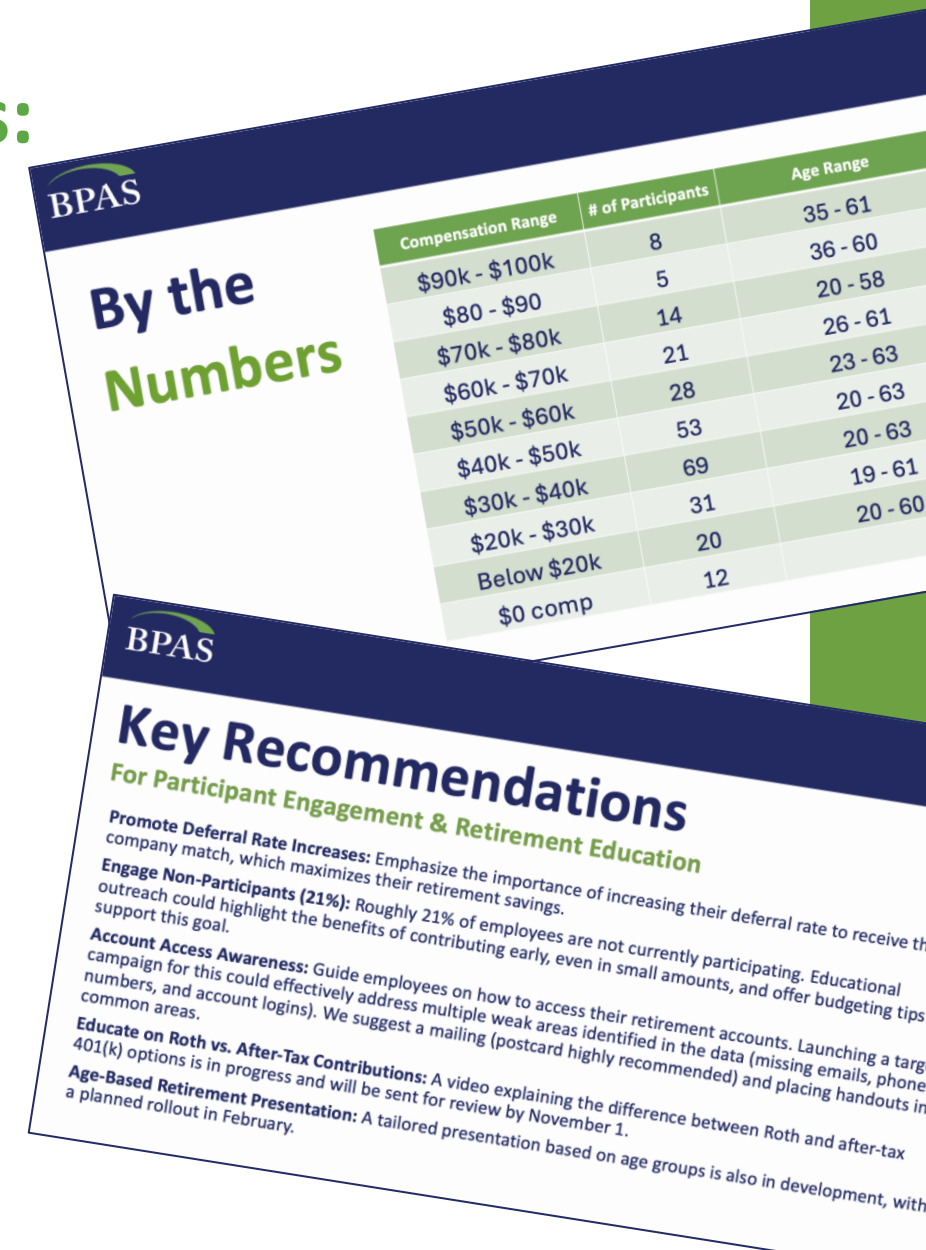


Insight to Action

See the Story Behind the Numbers, then Help Change the Ending .

Review the data to identify targets:

- ▷ Participation
- ▷ Average Deferral Rates
 - Percentage contributing below the match
- ▷ Retirement Readiness
 - Percentage On Track
- ▷ Plan Engagement
 - Percentage with recent web activity
- ▷ Beneficiary Updates
- ▷ Review By Location



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By the Numbers

Compensation Range	# of Participants	Age Range
\$90k - \$100k	8	35 - 61
\$80 - \$90	5	36 - 60
\$70k - \$80k	14	20 - 58
\$60k - \$70k	21	26 - 61
\$50k - \$60k	28	23 - 63
\$40k - \$50k	53	20 - 63
\$30k - \$40k	69	20 - 63
\$20k - \$30k	31	19 - 61
Below \$20k	20	20 - 60
\$0 comp	12	

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Key Recommendations

For Participant Engagement & Retirement Education

Promote Deferral Rate Increases: Emphasize the importance of increasing their deferral rate to receive the company match, which maximizes their retirement savings.

Engage Non-Participants (21%): Roughly 21% of employees are not currently participating. Educational outreach could highlight the benefits of contributing early, even in small amounts, and offer budgeting tips to support this goal.

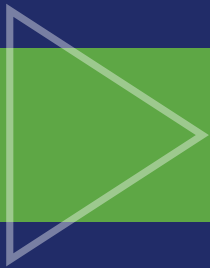
Account Access Awareness: Guide employees on how to access their retirement accounts. Launching a targeted campaign for this could effectively address multiple weak areas identified in the data (missing emails, phone numbers, and account logins). We suggest a mailing (postcard highly recommended) and placing handouts in common areas.

Educate on Roth vs. After-Tax Contributions: A video explaining the difference between Roth and after-tax 401(k) options is in progress and will be sent for review by November 1.

Age-Based Retirement Presentation: A tailored presentation based on age groups is also in development, with a planned rollout in February.



Plan Champion Training



Create Benefit Champions across the organization to convey the quality of the benefits provided to employees

Plan Champion Training

- ▶ Train internal champions (Beyond HR – Managers, Supervisors, Influential employees, etc)
- ▶ Don't need to make them experts
- ▶ Helps drive retention and attraction of talent

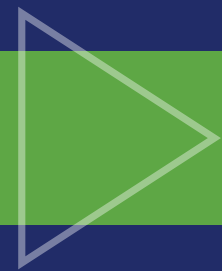
What to include in your training deck:

- Why it's important “Education is essential”
- Key Plan Features
- Support available for participants
- Upcoming education opportunities to share
- **Short reference guide to use in conversations**





Participant Education Sessions



Leading an Effective Seminar



Get to the Point

People are much more likely to stay tuned in for a 20-30 minute presentation than they are for an hour.



Watch your time!

Aim for 20-25 minutes with 5-10 minutes for questions at the end.



Don't bombard your audience!

Be engaging and interactive to the extent possible: include polls, QR codes, etc.



Champion the Plan!

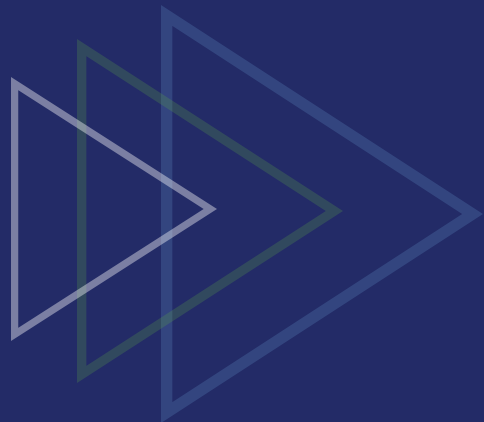
Remind your audience about the quality and value of this great benefit their employer is providing them.



Encourage action!

Participants want to know what to do next. Make sure to include your action items.

Financial Wellness Beyond the 401(k)



Include topics like budgeting, debt, emergency savings in the curriculum



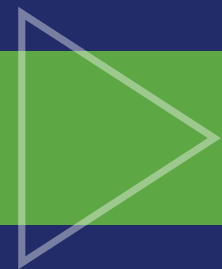
Support Financial Wellness technology offering with webinars / group or individual meetings



Partner with Total Rewards Program to assign points / rewards for your activities with participants



Proving Impact



How to Measure Success



What Gets Measured Gets Managed



Metrics Drive Momentum

1. Track the metrics

- Changes in participation and deferral rates (by location)
- Engagement with education campaigns (meeting attendance, email opens, etc.)
- Portal login and tool usage
- Activity uptick post session
- Beneficiary updates
- Changes to investments

2. Tie results to plan sponsor business goals

- Lower turnover among engaged employees
- Improved perception of benefits package
- Evidence of improved financial well-being among workforce



The **Advisor** Opportunity

Your next advantage starts with Education



**Education =
competitive
advantage**



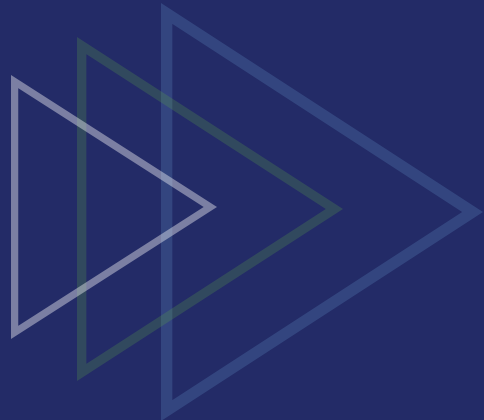
**Support
participant
outcomes and
employer goals**



**Position yourself
as a strategic
partner, not just a
service provider**

Start small, measure, repeat – Elevate your practice!

Differentiate your practice's education offerings



Five Easy Takeaways



Create your own sample participant survey to share with clients and prospects



Review the plan data for an existing plan and identify 2-3 metrics in the next plan committee meeting to focus on improving in 2025-2026



Create a short Plan Champion Training deck and offer to a few key clients



Make the topic(s) of your next education webinar or meeting based on participant feedback



Measure the results of targeting certain plan metrics or behaviors and review with the committee.



2025 Regional Partner Conference

Thank You!

