



# NEWS TO USE

A newsletter for PERSI employers

February 2012

- New Videos/DVD
- Where to Call for Help



## NEW PERSI YOUTUBE VIDEOS & A DVD

PERSI is pleased to share exciting news with employers and members: there are several new educational videos available on DVD, the PERSI website, Facebook and YouTube. The *Cruisin' to the Beach* and *Planning for the Beach* workshops have been made into videos and segmented by topic into 2- to 13-minute long vignettes. PERSI wants to extend its educational outreach to members by making it easy to access the videos and by making the materials available in segments that won't overwhelm a financial novice or bore someone with a fair degree of knowledge. The goal is to get the word out to as many members as possible that these new videos are available now.

In the past, the workshops were only presented live and had to be scheduled during a time when the PERSI trainers were already in an area conducting a *Retirement's a Beach* day-long workshop. Now, members can learn about the same financial strategies and retirement concepts they would hear about in a workshop by watching a DVD or YouTube video.

### Planning for the Beach

This free 1.5 hour workshop focuses on how to get started on a retirement plan to ensure a more comfortable retirement. The workshop was developed because studies showed nearly 87% of Americans weren't prepared for retirement. The workshop covers the basics of both the PERSI Base Plan and the Choice 401(k) Plan to help members get the maximum benefit from each account. Topics include developing good financial discipline to avoid common pitfalls that often derail the retirement planning process including living beyond your means, improper use of credit cards, debt, and poor planning. Tools to effectively address each of these situations are provided and

attendees are introduced to the principles of the Time-Value of Money, Dollar Cost Averaging, and Asset Allocation.

The *Planning for the Beach* video includes short vignettes on:

- PERSI Basics
- PERSI Base Plan
- Rule of 80/90
- Retirement Options
- Value of PERSI Benefits Snapshot
- Debt Management
- Time Value of Money
- Diversification & the Choice 401(k) Plan

### Cruisin' to the Beach

During this free 1.5 hour workshop, members review the basics of defined contribution plans. The workshop focuses on advanced financial planning techniques to help participants fine-tune their skills so they are more likely to achieve a comfortable retirement. How to appropriately use tax and income deferral instruments and getting the right asset allocation mix are also reviewed. Participants are introduced to tools needed to make effective choices on their own.

The *Cruisin' to the Beach* video includes short vignettes on:

- Introduction to Defined Contribution Plans and Financial Planning
- Umbrella Specifics
- Mutual Funds
- Fees & Expenses
- Asset Allocation

## On DVD

The two workshops are presented on a single DVD in their entirety rather than in a vignette format. It can be ordered by calling the PERSI Answer Center at 1-800-451-8228 or 334-3365 from the Treasure Valley area. The DVDs are provided at no cost to members or employers.

## PERSI Website

The various clips will be available on the PERSI website at [www.persi.idaho.gov](http://www.persi.idaho.gov). This makes it easy for members and employers to learn about one topic at a time or to view the entire presentation at one sitting while they are already on the website. PERSI recognizes everyone learns differently so making the information available in both a long- and short-format makes it easy for anyone.

## Facebook

There will be a link to the videos on PERSI's Facebook page at <https://www.facebook.com/pages/Public-Employee-Retirement-System-of-Idaho-PERSI/186635028045231>.

## YouTube

Putting the various vignettes on YouTube will allow members and employers to learn about the different topics one at a time. Like the website, these can be viewed whenever it's convenient.

## Live Presentations Still Offered

This new educational outreach to members doesn't mean live presentations are no longer available. The

videos are just an alternative to the live presentations. To coordinate a *Cruisin' to the Beach* or a *Planning for the Beach* workshop, employers should call the education department to make the need known (208-287-9291 or 208-287-9292). The PERSI trainers will match a time and location against their existing schedule, which is set at the end of each calendar year. The main requirement for scheduling a live presentation is a **guarantee of at least 15 attendees**. Sending a trainer to educate two or three people is not the most efficient use of time when the goal is to reach as many people as possible during a single session.

Naturally, the advantage of a live presentation is the question and answer period that follows each workshop. Still, watching the videos provides members and employers the opportunity to review the materials as many times as necessary to grasp the information...and the convenience alone is a huge plus.

## Employers As Ambassadors

As PERSI ambassadors, employers are encouraged to tell their employees about the new videos. If you have an internal newsletter, you might want to include something about the videos, and you might also consider sending your staff a link to the videos via email. No matter how you choose to let your employees know about this educational tool, PERSI appreciates that employers are part of our team and recognizes that you want to educate members on their benefits and retirement strategies as much as we do. (The next member newsletter will include an article about the videos.) Thank you for getting the word out to your staff.

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## WHERE TO CALL FOR ASSISTANCE: PAC OR ESC?

The Employer Service Center (ESC) has noticed a dramatic increase in the number of calls from members. No one is exactly sure why this is happening. So to help get calls to the right location, employers (and members in their next newsletter) are being reminded where to call for answers to questions or for general assistance.

To ensure member questions are answered accurately and in a timely fashion, the PERSI Answer Center (PAC) was established back in 2005 specifically to respond to members. ESC was created about that same time to assist employers with questions and transmittals. When a member calls ESC, they are

usually redirected to PAC. PERSI strives to have the first point-of-contact answer questions, but that can be difficult when members call ESC for assistance or when employers call PAC with transmittal questions.

As an employer, if one of your staff asks who they should call at PERSI with their questions, to get information or to set up an appointment, please direct them to PAC at 1-800-451-8228 or 334-3365 from the Treasure Valley area. Employers with questions or transmittal issues should call ESC at 1-866-887-9525 or 287-9525 from the Treasure Valley area. By calling the right center, assistance can be provided accurately and quickly to both members and employers.