

MINUTES

COMMUNICATIONS AND MEMBER SERVICES COMMITTEE MEETING MARIN COUNTY EMPLOYEES' RETIREMENT ASSOCIATION

Retirement Board Conference Room
One McInnis Parkway, 1st Floor
San Rafael, CA

January 3, 2012 - 9:00 A.M.

CALL TO ORDER Chair McFarland called the meeting to order at 9:01A.M.

ROLL CALL PRESENT: Brenk, McFarland, Webb

ABSENT: Gladstern

MINUTES

It was M/S Webb/Brenk to approve the October 4, 2011, Communications and Member Services Committee Meeting Minutes as submitted. The motion was approved by unanimous vote.

A. OPEN TIME FOR PUBLIC EXPRESSION

Note: The public may also address the Committee regarding any agenda item when the Committee considers the item.

No public comment.

B. OLD BUSINESS

1. Public Information Team

Update on MCERA involvement with Marin County's Public Information Team

Lead communicators in Marin County departments meet regularly as the Public Information Team to consider strategies and opportunities to enhance county communications. MCERA representative Syd Fowler will provide an update at the next Committee meeting.

2. Workload Analysis

Discussion of workload indicators

Retirement Administrator Jeff Wickman discussed the impact the new benefit system (CPAS) would have on MCERA's workload. Mr. Wickman stated that the automated processes in CPAS will be used to conduct daily business but there will still be occasions that will require manual intervention by staff. This will be driven by issues with the data converted from the old systems. CPAS is expected to function properly but in certain cases the data will need to be addressed in order to produce the correct result. As staff gets familiar with the new system efficiencies will be realized. In the interim there may be some short-term backlogs created. Members and retirees were made aware of the transition to the new system in the Winter Newsletter.

With the implementation of the new system MCERA will have a unified database that is a single system of record. This will allow for the regular tracking and reporting of workload statistics so staff can identify ways to improve our business processes. In addressing Trustee Webb's query about planning for potential obsolescence, the Retirement Administrator stated that any future evolutions either within or beyond CPAS would be more easily managed as a result of the current system conversion.

3. Communication and Education Initiatives

Discuss use of different media to deliver communications and education

Mr. Wickman discussed the potential of social media for communications deliverables. Current priorities, he indicated, are to focus resources on updating MCERA's website and publishing an updated Member Handbook. The Committee agreed with staff's assessment that maintaining one consistent communications method is the first priority.

Mr. Wickman also discussed Ms. Fowler's work on a Popular (Summary) Annual Financial Report (PAFR).

C. NEW BUSINESS

1. Winter MCERA newsletter (Action)

Discuss and potentially approve topics and copy to recommend to Board

The Committee engaged in a thorough review of newsletter topics and copy. Potential edits were considered on matters including what members should expect from the new benefit system implementation, the County's medical plan changes, and how retirement benefits are calculated. For members who use the retirement calculator, the importance of accurate data input was emphasized.

The Committee discussed improving members' understanding of alternative savings vehicles like the deferred compensation program. Mr. Wickman suggested that broadening the scope of the retirement planning concept to include a presentation on other savings vehicles would be appropriate.

It was M/S Webb/Brenk to recommend that the Board approve the newsletter topics and copy as amended per discussions. The motion was approved by unanimous vote.

2. Communication Priorities

Report on upcoming communication priorities

Communications priorities include updating the Member Handbook. Other priorities include a summary and revisions of the pre-retirement seminar, the PAFR, and website updates. The newsletter will focus on introducing members to the new benefit management system.

3. CPAS

Project Status Update

Mr. Wickman expressed confidence that CPAS will produce the January retirement payroll, based on several months of successful parallel processing. New retirement inceptions will

occur more quickly with the new system, according to Mr. Wickman. Change control procedures are in place, and MCERA has increased the hours of vendor support available during the first year.

4. Future agenda topics
Discuss agenda topics for next meeting

Possible topics for future agendas include a beta website, the County's new website, deferred compensation, and interactive communications.

There being no further business, Chair McFarland adjourned the meeting at 10:56 A.M.

Howard McFarland, Chair

Attest: Jeff Wickman, Retirement Administrator