

## MINUTES

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

Retirement Board Conference Room  
One McInnis Parkway, 1<sup>st</sup> Floor  
San Rafael, CA

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

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**CALL TO ORDER** Chair McFarland called the meeting to order at 9:03 A.M.

**ROLL CALL** PRESENT: McFarland, Piombo, Webb

ABSENT: Cooper, Gladstern

#### **MINUTES**

It was M/S Webb/Piombo to approve the January 3, 2012, 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

Retirement Administrator Jeff Wickman stated that the Public Information Team (PIT) provides an avenue for MCERA and other County of Marin departments to share agency-specific communications within the County. Staff is monitoring the County's development of a social media policy that departments may use as a template to determine how they might use social media as a communication tool. The use of social media by peer systems was discussed. Mr. Wickman indicated that MCERA could use tools like Twitter to announce when new information is available through the MCERA website.

##### 2. Workload Analysis

Discussion of workload indicators

Administrator Wickman discussed the importance of using data to measure how well MCERA is meeting customer expectations. Now that the new benefit system has been implemented enhancing customer service is an important priority. Achieving this goal requires an understanding of the barriers that impeded service delivery. A new workflow

report that measures work processes was developed by Assistant Retirement Administrator Michelle Hardesty. The report tracks the number of incoming and completed customer service processes like retirement setups, service purchases, and retirement estimates by month, showing the outstanding requests over an aging period.

Ms. Hardesty analyzed the compiled data in the workflow report and found that much of the “aged” work was more complex and required additional time to resolve. She also found that the historical workflow process caused a lengthy delay for many requests. To improve this process new incoming requests will be analyzed for complexity and prioritized so that members receive more timely service. This is a fundamental shift in the way employees view their work according to the Retirement Administrator. Ms. Hardesty stated that she is encouraging staff to identify ways to enhance and improve customer service.

One of the top priorities of MCERA is to provide members with their first retirement checks within 30-45 days of their last date of employment. Other priorities will be to establish measures for when members can expect a response to emails and phone calls, and partnering with the County in advance to communicate with potential retirees. Since January staff has made significant achievements and will continue to focus on the challenges that remain with regard to customer service.

### C. NEW BUSINESS

1. Spring MCERA newsletter (Action)

Discuss and potentially approve topics and copy to recommend to Board

Committee Chair McFarland led a review of the newsletter copy and Committee members discussed revisions to the draft text. Discussions included suggested future topics for the Investment Insights article such as general information on investments and the broader economic impacts, and defining investment categories and the types of investments in the portfolio.

It was M/S Webb/Piombo 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

Staff is prioritizing completion of the new Member Handbook. Other priorities include new MCERA web site features under development.

3. CPAS

Project Status Update

Mr. Wickman expressed satisfaction with the performance of CPAS, the new benefit management system, which has produced three months of successful retiree payrolls. The next tasks are quarterly taxes and the annual Cost Of Living Adjustment (COLA) calculations for retirees. Ms. Hardesty stated that the system is being modified so that all benefit options will be listed on retirement estimates and contracts. Mr. Wickman reported that staff is adapting well to the new tool without significant problems.

4. MCERA Website  
Presentation on new design features

Committee Chair McFarland tabled the discussion for the next meeting.

5. Future agenda topics  
Discuss agenda topics for next meeting

Committee Chair McFarland expressed interest in where MCERA retirees are located. Mr. Wickman replied that he would be producing a report for the Board that shows the breakdown of where retirees receive their benefit payments.

There being no further business, Chair McFarland adjourned the meeting at 11:05 A.M.

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Howard McFarland, Chair

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Attest: Jeff Wickman, Retirement Administrator