



County of Los Angeles 457(b) Horizons and 401(k) Savings Plans



Retirement Planning Webinar Campaign

County pivots to online webinars to keep employees informed throughout pandemic

Objective

In-person seminars are a critical way for the County of Los Angeles to educate employees on a variety of topics related to their 457(b) Horizons and 401(k) Savings Plan account(s). When the global pandemic hit, the County of Los Angeles quickly pivoted and transitioned all in-person seminars to *online webinars*.

Starting in late spring 2020, monthly emails were generated and distributed to more than 100,000 County employees to inform them about various upcoming webinar topics, as well as provide them with links that allow for on-the-spot registration.

The County's ability to stay nimble in the face of adversity ensured that employees would continue to have access to informative seminars and events, while providing a new model for online communications that will continue to be utilized going forward.

Results

Email results demonstrated a high level of engagement from participants, with the majority of open rates double the industry average. Website and webinar metrics also showed an increase level of engagement. Overall, the campaign proved successful in engaging participants and keeping them well informed.

- Email metrics

Date of email	Open rate	Click-thru percentage
March	60%	4%
June	38%	2%
July	41%	2%
August	42%	4%
September	42%	4%
October	40%	2%

- Website tile clicks: 8,630
- Number of webinars conducted: 63
- Number of webinar attendees across all sessions: 7,651



We're Here For You!

An update from the County of Los Angeles:
COVID-19 resources | Market volatility | Retirement
planning seminar update

Dear participant:

As the world continues to respond to these unprecedented times, the County of Los Angeles 457(b) Horizons and 401(k) Savings Plans and Empower Retirement are taking proactive measures to help ensure the well being of our community. Please see below for important updates:

Pasadena office:

The local office is operational, but will not be accepting outside visitors until further notice. If you have an existing in-person appointment, it will continue as scheduled via phone or WebEx. An Empower representative will contact you.

Market volatility:

It's only natural to be concerned with the economy and how it affects your personal financial circumstances. In a volatile market there is value in being a long-term investor. To learn more, access resources in our [market volatility center](#).

Retirement planning seminars:

Through the end of March, all in-person seminars will now be webinars. [Click here](#) for the updated schedule with registration links.

Please continue to visit [countyla.com](#) regularly for additional updates. **Please stay safe, be well and know that we are here for you!**



COUNTY OF LOS ANGELES
Deferred Compensation and Thrift Plan & 401(k) Savings Plan



Securities offered by GWFS Equities, Inc., Member FINRA/SIPC, marketed under the Empower brand. GWFS is affiliated with Great-West Funds, Inc.; Great-West Trust Company, LLC; and registered investment advisers Advised Assets Group, LLC and Great-West Capital Management, LLC, marketed under the Great-West Investments™ brand. This material has been prepared for informational and educational purposes only and is not intended to provide investment, legal or tax advice.

Core investment options are offered through mutual funds; separately managed accounts; collective trust funds; a group fixed only and/or a fixed and variable deferred annuity issued by GWL&A or, in New York, by GWL&A of NY.

Investing involves risk, including possible loss of principal.

Retirement Planning Seminars | 2020



1 How to Make the Most of Your Horizons and Savings Plans

- ✓ **MARCH 10:**
Hall of Administration
- ✓ **MARCH 11:**
Department of Public Works
- ✓ **MARCH 17:**
11:00 a.m. and 12:00 p.m.
- ✓ **MARCH 18:**
11:00 a.m. and 12:00 p.m.
- ✓ **MARCH 25:**
11:00 a.m. and 12:00 p.m.

Please see location details below.

2 Investments 101

- ✓ **JUNE 2:**
Department of Public Works
- ✓ **JUNE 8:**
Hall of Administration
- ✓ **JUNE 10:**
High Desert Regional Health Center
- ✓ **JUNE 16:**
Rancho Los Amigos National Rehabilitation Center
- ✓ **JUNE 23:**
Zev Yaroslavsky Family Support Center

3 Getting Ready to Retire 101

- ✓ **AUGUST 4:**
Hall of Administration
- ✓ **AUGUST 5:**
Department of Public Works
- ✓ **AUGUST 12:**
High Desert Regional Health Center
- ✓ **AUGUST 13:**
Zev Yaroslavsky Family Support Center
- ✓ **AUGUST 25:**
Rancho Los Amigos National Rehabilitation Center



In-Person Seminar Times: 11 a.m. - 11:50 a.m. & 12 p.m. - 12:50 p.m.
No registration required for in-person seminars. First come, first serve.



Additional webinar sessions will be added for participants who missed the in-person seminars.
The dates for the webinars are as follows:

Register for webinars here: ➔

Session 1

MARCH 12:
9 a.m. & 11 a.m.

Session 2

JUNE 22: 9 a.m. | **JUNE 25:** 9 a.m.

Session 3

AUGUST 26: 9 a.m. | **AUGUST 27:** 9 a.m.

Location Details

Department of Public Works
900 S. Fremont Ave
Alhambra, CA 91803
Room C

Hall of Administration
500 W. Temple Street
Los Angeles, CA 90012
Room 743

High Desert Regional Health Center
335 East Avenue I
Lancaster, CA 93535
Conference Room 11B/11C

Rancho Los Amigos National Rehabilitation Center
7601 E. Imperial Highway
Downey, CA 90242
Auditorium

Zev Yaroslavsky Family Support Center
7555 Van Nuys Blvd.
Van Nuys, CA 91405-1949
Conference Room - Sequoia



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457(b) Horizons & 401(k) Savings Plans

Retirement Planning Webinars | 2020

Summer Webinar Schedule Open for Registration

Through at least the end of August, all in-person seminars will now be webinars. Register NOW for the summer selection of Retirement Planning Webinars.

Click here to register.



Or visit countyla.com for more information.



COUNTY OF LOS ANGELES

Deferred Compensation and Thrift Plan & 401(k) Savings Plan



Carefully consider the investment option's objectives, risks, fees and expenses. Contact us for a disclosure document containing this information. Read each carefully before investing.

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Core investment options are offered through mutual funds; separately managed accounts; collective trust funds; a group fixed only and/or a fixed and variable deferred annuity issued by GWL&A or, in New York, by GWL&A of NY.

Investing involves risk, including possible loss of principal.

Separately managed accounts are not registered investment products but separate accounts created specifically for the plan. Separately managed funds are not required to file a prospectus or registration statement with the SEC and, accordingly, neither is available.

Retirement Planning Webinars | 2020



457(b) Horizons & 401(k) Savings Plans

Through at least the end of August, all in-person seminars will now be webinars. See below for the updated schedule with registration links. **Select the desired webinar to register (Password: Retirement).**

Pre-Retirement

Retiring within a few years? Join an online Pre-Retirement webinar.

CO-HOSTED BY:

→ **Wednesday, June 10**

9:00am to 12:00pm

→ **Friday, June 19**

11:00am to 2:00pm Retire Health

→ **Tuesday, June 23**

9:00am to 12:00pm

→ **Thursday, June 25**

12:00pm to 3:00pm Retire Health

Make the Most of Your Plans

Want to make the most of your retirement? Join our online webinar Make the Most of Your 457(b) Horizons, 401(k) Savings and LACERA Pension Plans.

CO-HOSTED BY:

→ **Tuesday, June 2**

10:00am to 12:00pm

→ **Tuesday, June 16**

12:00pm to 2:00pm

Market Volatility

Learn the importance of staying the course and riding out market volatility.

HOSTED BY:

→ **Monday, June 8**

12:00pm to 1:00pm

→ **Tuesday, June 16**

9:00am to 10:00am

→ **Monday, June 22**

12:00pm to 1:00pm

Investments 101

How you choose to invest the money you save through the 457(b) Horizons and 401(k) Savings Plans is an important component of your overall retirement strategy. Attend this webinar to learn more.

HOSTED BY:

→ **Monday, June 22**

9:00am to 10:00am

→ **Thursday, June 25**

9:00am to 10:00am



COUNTY OF LOS ANGELES

Deferred Compensation and Thrift Plan & 401(k) Savings Plan



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Retirement Planning Webinars | August 2020



Through at least the end of August, all in-person seminars will now be webinars. See below for the updated schedule with registration links. *Select the desired webinar to register (Password: Retirement).*

Pre-Retirement

Retiring within a few years? Join an online Pre-Retirement webinar.

CO-HOSTED BY:  

➔ Monday, August 3

9:00am to 12:00pm

[Click here to register.](#)

Password: Retirement

➔ Friday, August 7

9:00am to 11:30am

Retiree Health

[Click here to register.](#)

Password: Retirement

➔ Friday, August 14

12:00pm to 3:00pm

[Click here to register.](#)

Password: Retirement

➔ Tuesday, August 25

11:00am to 1:30pm

Retiree Health

[Click here to register.](#)

Password: Retirement

Make the Most of Your Plans

Want to make the most of your retirement? Join our online seminar

Make the Most of Your 457(b) Horizons and 401(k) Savings & LACERA Pension Plans

CO-HOSTED BY:  

➔ Monday, August 3

1:00pm to 3:00pm

[Click here to register.](#)

Password: Retirement

➔ Friday, August 7

1:00pm to 3:00pm

[Click here to register.](#)

Password: Retirement

➔ Tuesday, August 11

12:00pm to 2:00pm

[Click here to register.](#)

Password: Retirement

➔ Friday, August 14

9:00am to 11:00am

[Click here to register.](#)

Password: Retirement

Financial Fitness and Your Retirement Savings

This seminar will help you understand financial fitness and provide actionable steps to help you achieve it, while addressing some of the challenges you may face when juggling multiple financial priorities.

HOSTED BY: 

➔ Tuesday, August 11

10:00am to 11:00am

[Click here to register.](#)

Password: Retirement

➔ Wednesday, August 26

12:00pm to 1:00pm

[Click here to register.](#)

Password: Retirement

➔ Thursday, August 27

12:00pm to 1:00pm

[Click here to register.](#)

Password: Retirement

Getting Ready to Retire 101

During this seminar, we will talk about your 457(b) Horizons and 401(k) Savings Plans and the process of separating from employment and starting retirement.

HOSTED BY: 

➔ Wednesday, August 26

9:00am to 10:00am

[Click here to register.](#)

Password: Retirement

➔ Thursday, August 27

9:00am to 10:00am

[Click here to register.](#)

Password: Retirement



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Retirement Planning Webinars

September 2020



457(b) Horizons & 401(k) Savings Plans

Through at least the end of December, all in-person seminars will now be webinars. See below for the updated schedule with registration links. **Select the desired webinar to register (Password: Retirement).**

Pre-Retirement Seminars

Retiring within a few years? Join an online Pre-Retirement Seminar.

CO-HOSTED BY:  

- ➔ **Wednesday, September 9**
1:00pm to 3:30pm **Retiree Health**
[Click here to register.](#) Password: Retirement
- ➔ **Thursday, September 10**
9:00am to 12:00pm
[Click here to register.](#) Password: Retirement
- ➔ **Tuesday, September 15**
12:00pm to 3:00pm
[Click here to register.](#) Password: Retirement
- ➔ **Thursday, September 17**
9:00am to 11:30am **Retiree Health**
[Click here to register.](#) Password: Retirement
- ➔ **Tuesday, September 22**
9:00am to 12:00pm
[Click here to register.](#) Password: Retirement

Make the Most of Your Plans

Want to make the most of your retirement? Join our online seminar.

Make the Most of Your 457(b) Horizons and 401(k) Savings & LACERA Pension Plans.

CO-HOSTED BY:  

- ➔ **Wednesday, September 9**
9:00am to 11:30am
[Click here to register.](#) Password: Retirement
- ➔ **Tuesday, September 15**
9:00am to 11:30am
[Click here to register.](#) Password: Retirement
- ➔ **Tuesday, September 22**
12:00pm to 2:30pm
[Click here to register.](#) Password: Retirement
- ➔ **Wednesday, September 23**
9:00am to 11:30am
[Click here to register.](#) Password: Retirement

Financial Fitness and Your Retirement Savings

This seminar will help you understand financial fitness and provide actionable steps to help you achieve it, while addressing some of the challenges you may face when juggling multiple financial priorities.

HOSTED BY: 

- ➔ **Thursday, September 10**
1:00pm to 2:00pm
[Click here to register.](#) Password: Retirement
- ➔ **Thursday, September 17**
1:00pm to 2:00pm
[Click here to register.](#) Password: Retirement
- ➔ **Tuesday, September 22**
2:00pm to 3:00pm
[Click here to register.](#) Password: Retirement
- ➔ **Wednesday, September 23**
1:00pm to 2:00pm
[Click here to register.](#) Password: Retirement



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See below for the updated schedule with registration links.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
28	29	30	1	2

Welcome to **National Retirement Security Month** – October 2020!

<p>5</p> <p>✓ <i>Don't have time to attend a full-length webinar? Check out our new 20-minute mini webinars!</i></p>	6	<p>7</p> <p>TO ATTEND A WEBINAR, CLICK REGISTER <i>(Password: Retirement)</i></p>	8	9
<p>12</p> <p>✓ <i>Attending next week's website navigation webinar? Make sure you have your user ID and password set up on countyla.com and have access to your account in advance.</i></p>	13	14	15	16
<p>19</p> <p>✓ <i>Have you scheduled a one-on-one Comprehensive Account Review? Click here to schedule one.</i></p>	20	21	22	23
26	27	28	29	30

Webinar Quick Glance

PRE-RETIREMENT

Retiring within a few years? We'll help put you on the path to retirement readiness.

CO-HOSTED BY: EMPOWER RETIREMENT AND LACERA

MAKE THE MOST OF YOUR RETIREMENT PLANS

Want to make the most of your 457(b) Horizons, 401(k) Savings, and LACERA plans? Join our webinar to learn more about how you can maximize your plans.

CO-HOSTED BY: EMPOWER RETIREMENT AND LACERA

FINANCIAL FITNESS AND YOUR RETIREMENT SAVINGS

This seminar will help you understand financial fitness and provide actionable steps to help you achieve it, while addressing some of the challenges you may face when juggling multiple financial priorities.

HOSTED BY: EMPOWER RETIREMENT

20-Minute Mini-Webinar Quick Glance

HOSTED BY: EMPOWER RETIREMENT

COMPREHENSIVE ACCOUNT REVIEW

We will discuss the importance of a customized and personal review of your retirement and why it is important to check in on a regular basis.

TOOLS TO CLOSE YOUR RETIREMENT INCOME GAP

Learn how a three-year catch-up, termination pay contribution, age-50+ catch-up and auto escalation can help you close the gap.

WEBSITE NAVIGATION

We will take a look at the tools available on countyla.com to help enhance your retirement readiness.