



# Board Meeting

December 4, 2023



MarylandSaves wins Excellence & Innovation Award from Pensions & Investments and DCIIA

**Pensions & Investments**



# Agenda

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- Approval of Minutes
- Chair Report
- Executive Director Update
- Marketing & Communications Update
- Committee Reports
- Executive Session



## DRAFT Board Meeting Minutes

September 11, 2023

2:00 p.m.

Location: Video Conference

### Board Members Participating:

Josh Gotbaum, Chair	Stu Cohen
Sec. Portia Wu	Jerry Dawson
Laura Atas (vice Treasurer Davis)	Sen. Jim Rosapepe
Phyllis Borzi	
Sen. Ben Brooks	

Staff: Glenn Simmons, Chris Cullen, Stephanie Davis, Jennifer Hammaker, Meagan Magagna.

Others in Attendance: Angela Antonelli (CRI); Courtney Eccles (Vestwell); Andrea Feirstein (AKF), Matt Golden (Vestwell); Kevin Ruiz (AON).

The meeting was called to order at 2:02 PM.

### Approval of Minutes

*The May 1, 2023, minutes were approved.*

### Chair's Report

Chair Josh Gotbaum noted that MarylandSaves will celebrate the one-year anniversary on September 15th. He reported that the program has done well and take-up rates are in line with the other state programs. He also noted that MarylandSaves has been recognized by a national organization and will receive an award for innovation next month.

### Executive Director Report

Executive Director Glenn Simmons gave a brief overview of the MarylandSaves program's one-year anniversary. He shared program metrics through August 2023. Glenn reviewed the marketing and outreach timeline for increased engagement with various state partners, different Chambers of Commerce, Comptroller Brooke Lierman, Secretary Wu, and Treasurer Davis. Lastly, Glenn reviewed messaging geared towards Saver education, financial literacy, and increasing employer enrolment. He also discussed the need for a research study and analysis to learn more about Saver withdrawals.

### Marketing Report

Chris Cullen shared 2023 Marketing activities and plans for expanding brand recognition. He reviewed the target market audiences, partnership with the Comptroller's office, continued engagement with webinars and face-to-face outreach, social/digital media, and TV and Radio spots. October and November to



include outdoor marketing and minority marketing initiatives integrated with organic social. The RF Binder/Vestwell spring campaign will focus on LinkedIn, radio, broadcast, and streaming.

#### **Committee Reports**

The Program Design Committee reviewed the fee structure of the program and has recommended moving to a flat rate and basis point fee structure (20 basis points in addition to the \$6 account fee). Board members discussed other state programs moving to similar new fee structures, public perception, and forecast models. In light of the continued strong support for MarylandSaves from the State, the Board deferred considering increasing program fees.

Kevin Ruiz, from AON, reviewed the asset allocation, credit rating, and fees as of Q2 2023. He summarized the ratings and performance of each fund in the plan.

The meeting was adjourned at 3:03 PM.

# Chair's Report

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Hon. Josh Gotbaum

# Executive Director's Update

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Glenn Simmons

# Data from Comptroller's Office Makes a Difference

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- Data files received from the Comptroller's Office on October 23.
- The first communications to the new list of employers were sent on October 30. Second notice sent mid-November.
- Largest monthly increase in Registered Employers since December 2022.



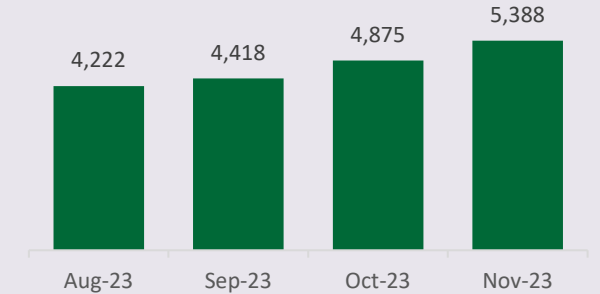
# Where we are

Savers	December 31, 2022	November 30, 2023	Change
Total Savers	578	5,388	4,810
Average Account Balance	\$365	\$800	\$435
Average Monthly Savings	\$170	\$151	-\$19
Average Saving %	5.2%	5.0%	-0.2%
Multiple Employer Accounts	435	903	468
Total Accounts with a Withdrawal	22	710	688
Average Withdrawal Amount	\$381	\$737	\$356
Opt-Out Action Rate (0-30 days)	24%	22%	-2%

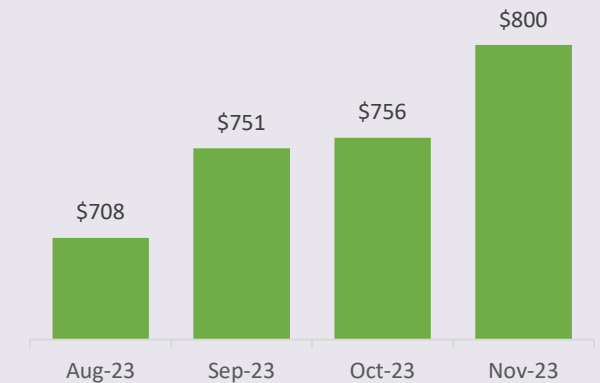
Employers	December 31, 2022	November 30, 2023	Change
Total Registered Employers	1,286	2,764	1,478
Actively Submitting Payroll (Past 90 Days)	309	721	412

Program	December 31, 2022	November 30, 2023	Change
Total Savings (in thousands)	\$211	\$4,310	\$4,099
Total Monthly Contributions (in thousands)	\$83	\$563	\$480
Total Withdrawals (% of monthly contributions)	3.7%	12.2%	8.5%

Saver Accounts



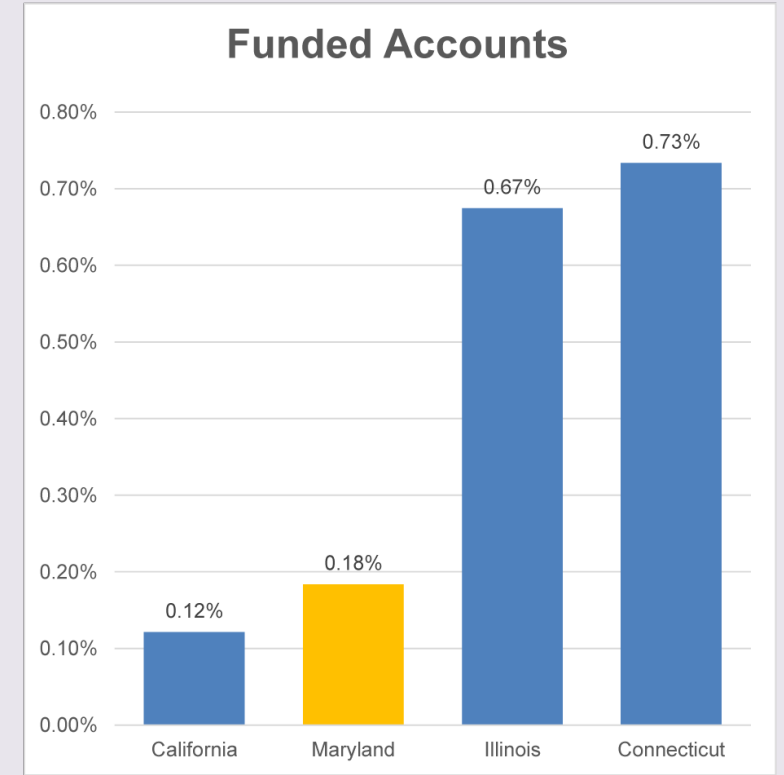
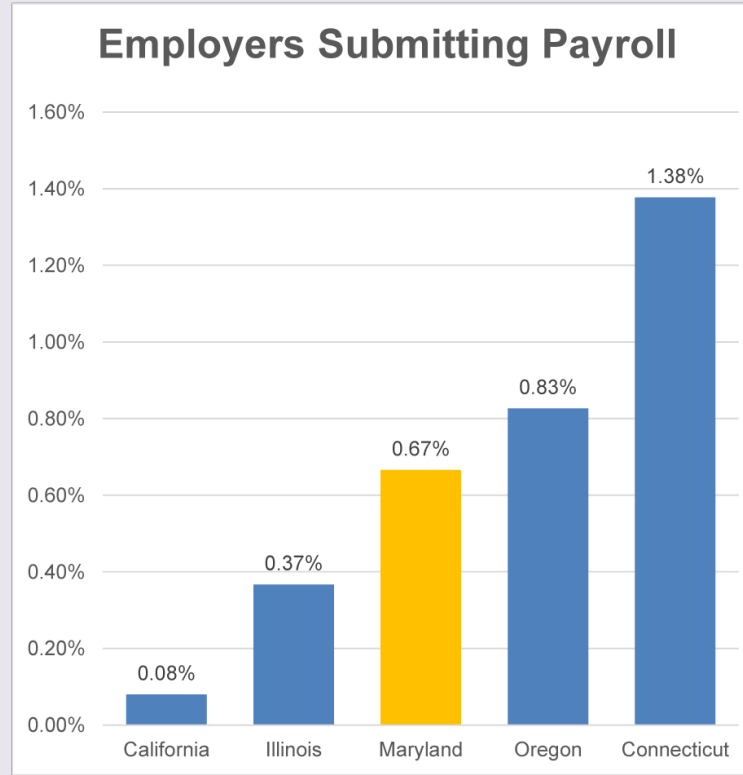
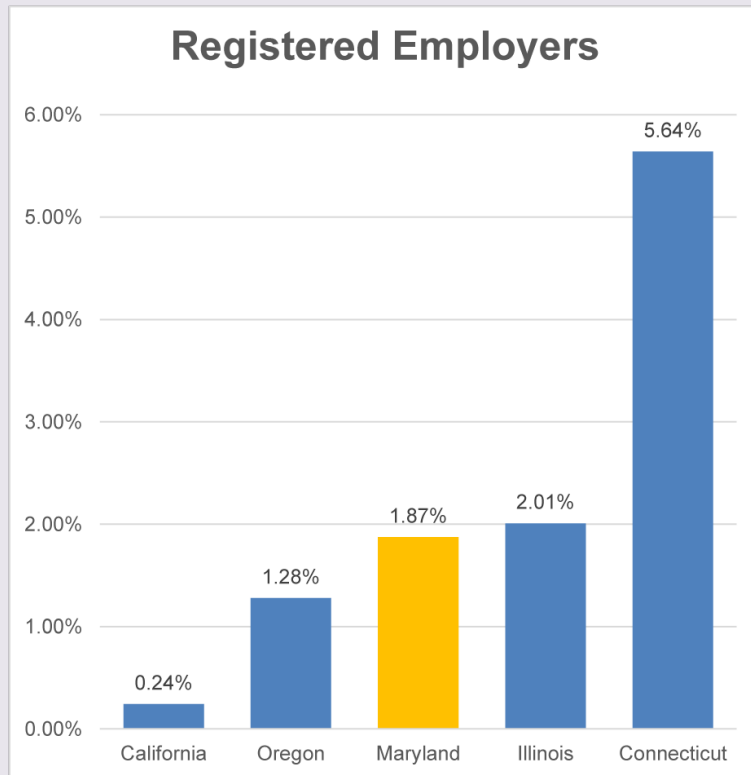
Average Saver Account Balance





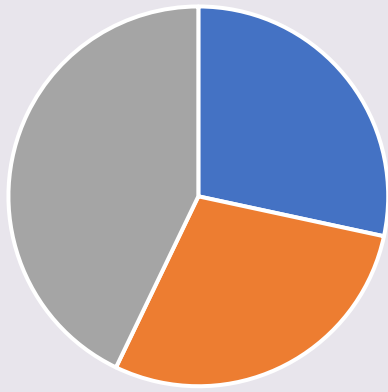
# Participation rates are comparable to other state programs

## Comparison of MarylandSaves with other Auto-IRA Programs about 1 Year after Launch

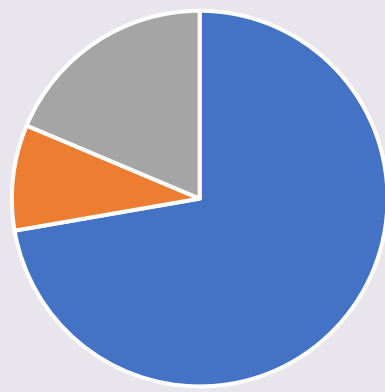


# MarylandSaves has signed up a smaller % of businesses than other states

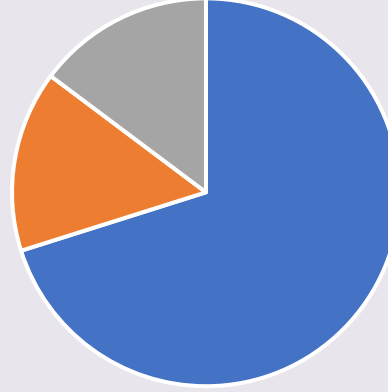
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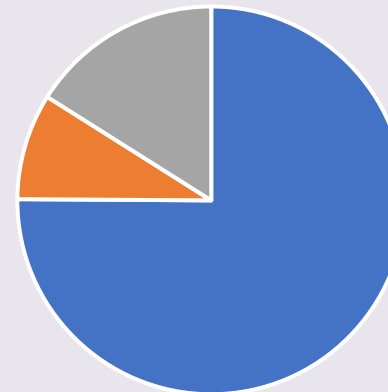
**Oregon**  
5 1/2 years



**Illinois**  
4 1/2 years



**California**  
4 1/4 years



**Connecticut**  
1 1/2 years



**Maryland**  
1 year

■ Other Businesses

■ Registered Employers

■ Exempted Employers

# New CRM System Will Improve Communications

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Data will allow us to better understand our customers and help us create more effective communications.

## Example

- In May 714 registered employers, not submitting payroll contributions received email messages to let them know that their registrations were incomplete.
- 56 started contributing payroll
- 60 certified they already offer a qualified plan (they thought they needed to register to claim the fee waiver)
- 16% response rate

# Improving MarylandSaves

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- Increase business participation/enrollment
  - Marketing plan/communications adjustments
    - **More direct marketing**
- Increase saving by saving more & and withdrawing less
  - Partnering with Pew and other states to conduct a Saver behavior study
  - Work with PDC to consider possible program design changes

# Marketing Update

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Chris Cullen

# MarylandSaves Marketing Q4/Q1 2024

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## Current

- Direct/Email
- Outdoor
- Digital Ads
- Video Ads
- Organic Social
- Newsletter/Blog/Data Analysis
- Customer Surveys

## Planned Q1

- Influencer marketing - Hispanic Outreach, Financial Advisors, Chambers
- Survey opted-out savers
- Non-respondent Survey

# MarylandSaves Q4

Print/Email

60,000 businesses first week in November



15 Outdoor boards  
October through  
November

Vestwell Cooperative Q4

Channel	Cost	Impressions	Clicks	Video Views
Summer Campaign (Complete)				
LinkedIn	\$9,863.08	68,513	337	N/A
Streaming Audio	\$2,500.00	247,367	N/A	N/A
Broadcast Radio	\$7,500.00	1,486,000	N/A	N/A
Fall Campaign (In Progress)				
Programmatic Display*	\$6,724.20	1,387,287	3,102	N/A
YouTube*	\$6,530.65	565,292	524	308,758
Hulu*	\$6,620.66	192,293	N/A	192,293
Streaming Audio**	\$2,500.00	167,410	N/A	N/A
Broadcast Radio**	\$5,000.00	814,292	N/A	N/A
<b>TOTAL</b>	<b>\$47,238.59</b>	<b>4,928,454</b>	<b>3,963</b>	<b>501,051</b>



LinkedIn

Clicks: 617

Impressions: 74,562



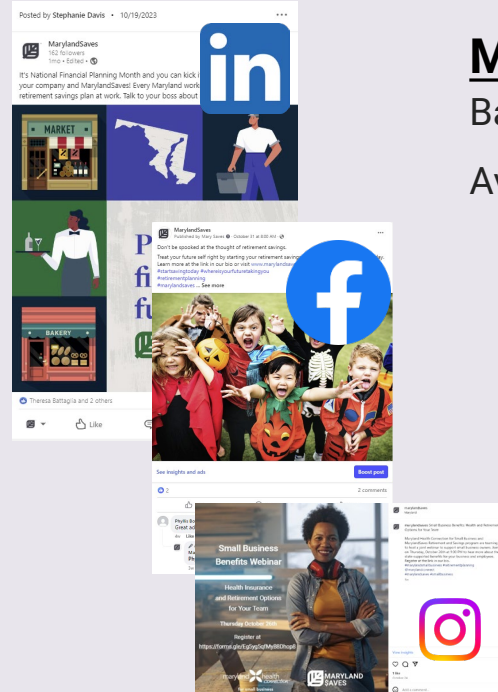
# Grassroots Earned Media

## Google Analytics

Total Visitors – 21,323

September 1 - November 29, 2023

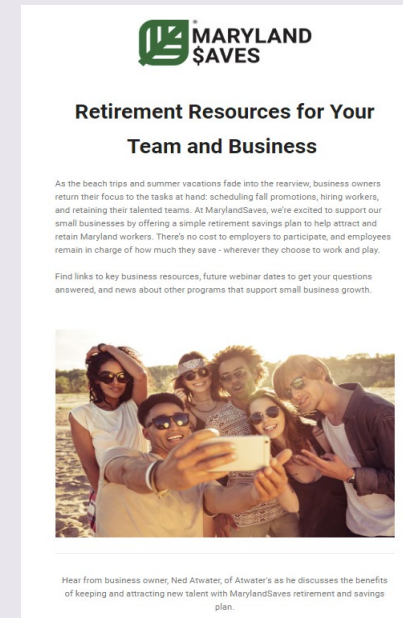
1. Direct – 9,033
2. Organic Search – 5,768
3. Referral – 4,512
4. Email – 2,188
5. Paid Digital – 1,133
6. Organic Social – 51
7. Organic Video – 39



## MarylandSaves Newsletter

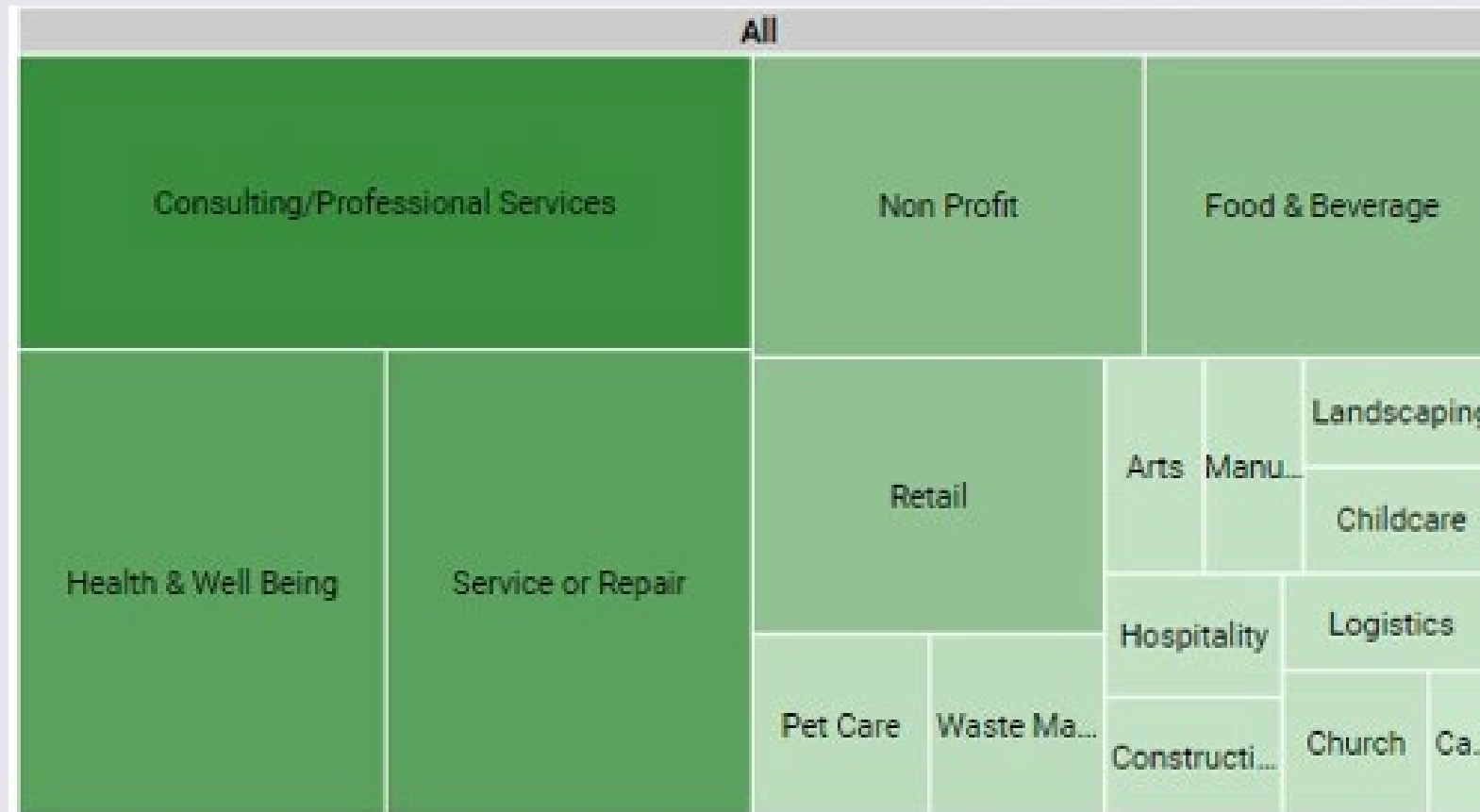
Baseline Average Open Rate: 51.5%

Average Click Rate Sep-Nov: 12.4%





# Survey of Current MarylandSaves Businesses



## Mostly very small businesses (1 – 5 employees)

1-2 employees	21.5%
3-5 employees	20%
6-10 employees	19%
11-20 employees	15.5%
20-50 employees	15%
More than 50	8%

Survey of businesses actively processing payrolls. October 2023  
113 responses to 637 surveys

# Incentive vs. Mandate: What Drives Employer Enrollment?

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More research is needed. Current data is inconclusive.

**Prospect message Testing: N= 2k each**

**Benefits-** 12.83% open rate, 1.15% click rate.



**Help Your Employees Help Themselves**

**Comply** - 14.13% open rate, 1.29% click rate.

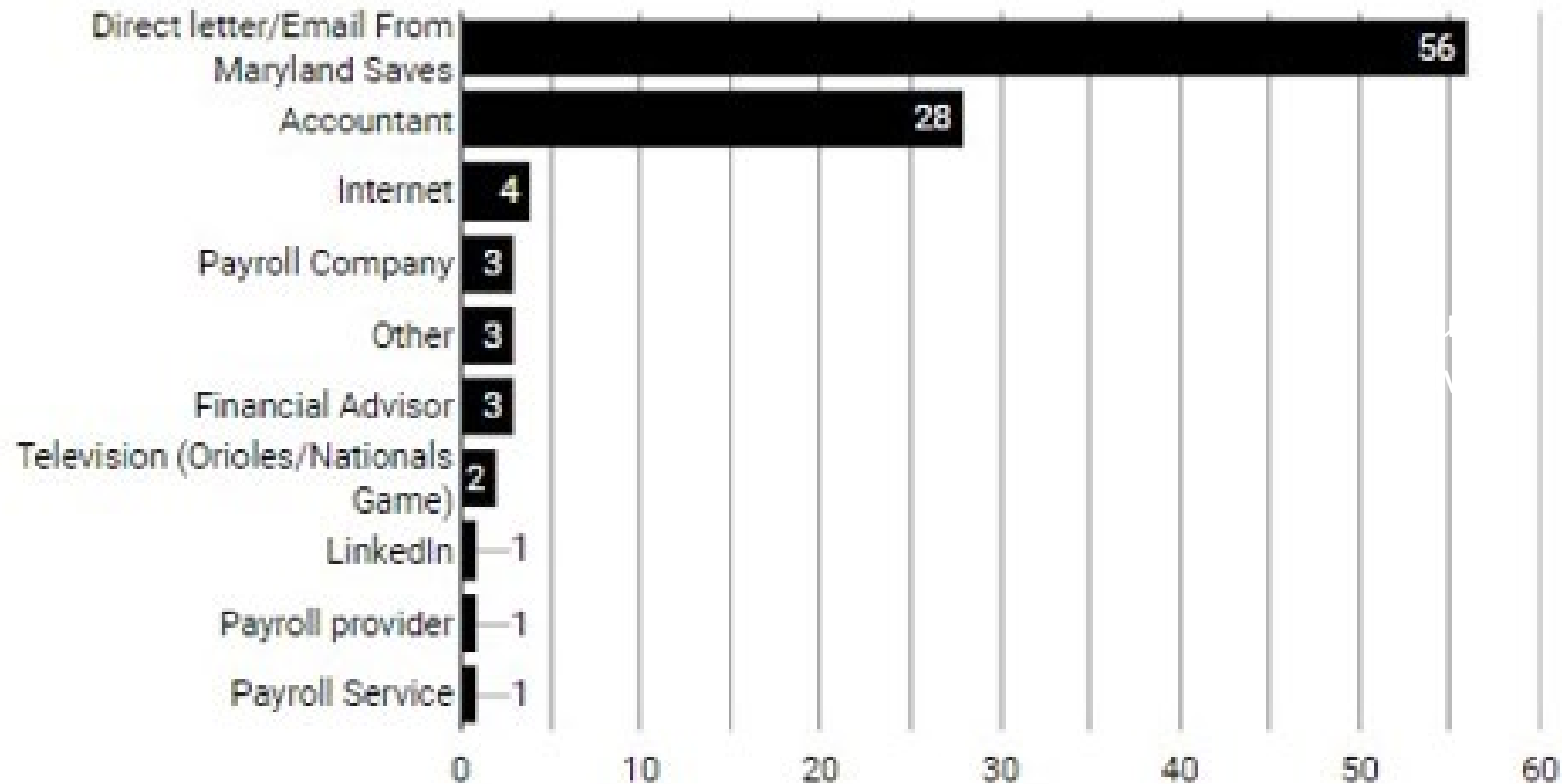


**Maryland Law Now Requires  
Most Employers to Offer  
Retirement Savings to Employees**

# Most MarylandSaves Employers come from Direct Mail & Accountant Advisers

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How Did You Hear About Us?



# Partnerships with Government & Business Associations

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# Closed Executive Session

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*This session will be closed in order to discuss personnel matters.*

*Note: Because this Regular Meeting of the MSBRS Board of Directors is being held by remote means, it is not logistically feasible to alert the public in attendance at the Open Session when the Board adjourns from the Closed Session and returns to Open Session. Therefore, the Board intends to adjourn the Regular Meeting during the conclusion of the Closed Session and will not return to Open Session following the Closed Session. The minutes of the next Open Session of the MSBRS Board of Directors will include all information required to be disclosed pursuant to GP §§3-306(c)(2) and 3-104, and such minutes will be publicly available on the MSBRS website ([www.marylandsaves.org](http://www.marylandsaves.org)) once the MSBRS Board of Directors have approved such minutes.*