

Engaging Audiences Through Proactive Policy Communications

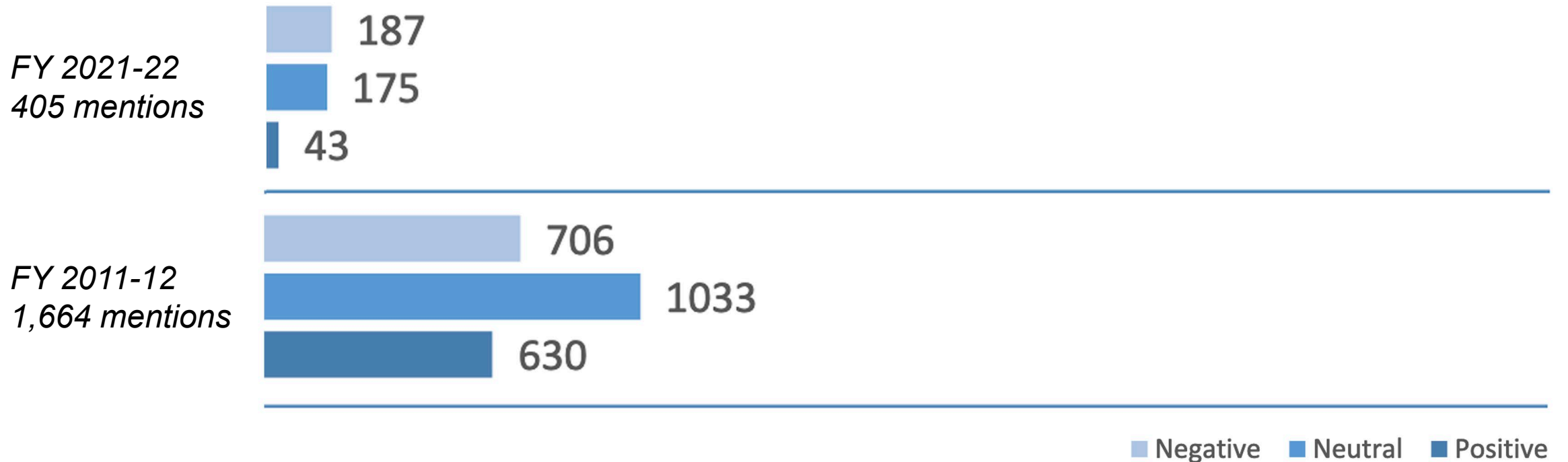
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Communications & Stakeholder Relations

Office of Public Affairs: Policy Communications

- We are expanding our efforts to communicate to CalPERS audiences about our work to provide secure retirements and quality healthcare
- These efforts come at a pivotal moment in the global evolution of information and communication
- We seek consistency in when, and how, we tell the CalPERS story

CalPERS and the current media landscape

Mentions by Fiscal Year



- Traditional communications strategies are starting to fade
- CalPERS needs new, sustained approaches that don't always rely on traditional media sources and platforms
- Our audiences are asking for the information

What do our CalPERS audiences want?

*Key takeaways from the 2023
Stakeholder Perception Survey*

- A need for information about the security of retirement benefits
- A desire to better understand the overall direction of CalPERS
- Concerns about health costs
- Some stakeholders want more retirement education for active members

- Employers seek more consistent information about the funded status of CalPERS and employer/employee contribution levels
- Stakeholders seek information on efforts toward long-term fund sustainability
- Respondents want to know about CalPERS' efforts in balancing health care costs and quality of care

Office of Public Affairs: Policy Communications

- An opportunity to expand our efforts in telling the CalPERS story more often and across more information platforms
- Spring 2023 – present: reorganizing public affairs structure with an eye toward more proactive, policy-focused content for CalPERS audiences
- New initiatives on pension sustainability, health care, investments

- Unique communications content to educate, inform, and engage CalPERS' core audiences
- New, more meaningful ways to educate CalPERS audiences about the work to ensure their access to a secure, meaningful retirement



- A decade since enactment of the Public Employees' Pension Reform Act of 2013 (PEPRA)
- New healthcare communications on health outcomes, quality of care, and health equity
- CalPERS' voice in shaping healthcare policy

- Telling the story of a CalPERS retirement and the actions taken to ensure long-term stability
- Consistent communications about benefits (\$29 billion paid to retirees in FY 2022-23) and the economic impacts across California



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Your Security Is Our Priority

CalPERS recently learned of a cybersecurity breach at our third-party provider, PBI/Bervyn Group involving the MOVEit Transfer application.

[Find Out More](#)

I Want To . . .

- Attend Training & Events
- Calculate My Retirement Estimate
- Designate a Power of Attorney
- Learn About Health Plan Open Enrollment
- Make a Payment
- Make an Appointment
- Notify CalPERS of a Death
- Purchase Service Credit
- Search for Unclaimed Property
- Update My Beneficiary
- View Health Plan Rates

Life Events

- Birth or Adoption
- Death or Terminal Illness
- Domestic Partnership
- Injury/Disability
- Leave of Absence
- Leaving CalPERS-Covered Employment
- Marriage or Divorce
- Name or Address Changes
- New CalPERS Member
- Retirement
- Returning to Work

Forms & Publications

- 2023 Health Benefit Summary (PDF)
- Planning Your Service Retirement (PUB 1) (PDF)
- Service Credit Purchase Options (PUB 12) (PDF)
- Service Retirement Election Application (PDF)
- Special Power of Attorney (PDF)

[View All](#)

News

- CalPERS Reports Preliminary 5.8% Investment Return for 2022-23 Fiscal Year
- CalPERS Announces Health Plan Premiums for 2024 Along With Expanded Cost-Saving Options for Members
- CalPERS Names Kim Malm Deputy Executive Officer of Customer Services and Support Branch

Events

- Sep 18-20 Board Meetings
- Oct 2-4 CalPERS Educational Forum

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News for CalPERS members and beneficiaries

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Retiring on the Spot at a CalPERS Benefits Education Event

1 day ago

Seventy-year-old social worker and grandmother Susan Carns spent the last 30 years working for Humboldt County's public health agency and "just wanted to set a retirement date."

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CalPERS August 2023

Your Top 10 Retirement Questions Answered

What's the best day to retire? Can I get CalPERS health benefits in retirement? And more.

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- Our new efforts seek to bridge the gap between traditional media engagement and proactive, lasting conversations with CalPERS audiences and all Californians
- Communications that tell a common story: CalPERS is focused on investments that make a difference