



Pension & Health Benefits Committee

Agenda Item 5b

September 19, 2023

Item Name: Engaging Audiences Through Proactive Policy Communications

Programs: Pension and Health Benefits

Item Type: Information

Executive Summary

This agenda item introduces a new Business Plan Initiative for Fiscal year 2023-24 to increase communication across all digital platforms focused on California Public Employees' Retirement System (CalPERS) policy actions related to pensions, investments, and health care.

Strategic Plan

This item supports CalPERS' 2022-27 Strategic Goals of Stakeholder Engagement: Promote collaboration, support and transparency and Member Experience: Ensure member satisfaction through accuracy, responsiveness, and respect.

Background

At the July Board of Administration offsite, results of the 2023 Stakeholder Perception Survey were presented that indicated the sentiment of CalPERS members, employers, and stakeholders on a number of dimensions including overall management of CalPERS, customer service, confidence in the system and CalPERS' efforts to keep members, employers and stakeholders informed.

This agenda item discusses efforts underway by our Office of Public Affairs to bolster and expand our communications to better tell CalPERS' story across all digital platforms.

Analysis

The traditional media landscape has changed. A New York Times analysis in 2021 showed roughly 37,000 journalists had left the industry or experienced work reductions since the onset of the COVID-19 pandemic.

For example, the Board has been provided a snapshot of traditional media coverage of CalPERS for many years. In the most recent fiscal year, CalPERS was the topic of a news story

or mentioned in a news story about 400 times, compared to almost four times as many mentions a decade earlier.

Traditional ways of outreach and news coverage have changed, and as the information age evolves, CalPERS communications must also evolve with an eye toward more proactive, policy-driven content curated for CalPERS' core audiences. In short, we are aiming to more frequently craft unique content around our business lines of pensions, health care and investments that can educate, inform, and engage our membership.

Benefits and Risks

Increased and focused communications on policy issues will help expand awareness of CalPERS' policy decisions and overall mission to a wider audience and inform members, employers and stakeholders about retirement and health care benefits. This initiative will also help increase trust and confidence in the system and help members and employers make informed decisions.

Attachments

Engaging Audiences Through Proactive Policy Communications PowerPoint.

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