



Telling the CalPERS Story

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Change... But Also, Consistency

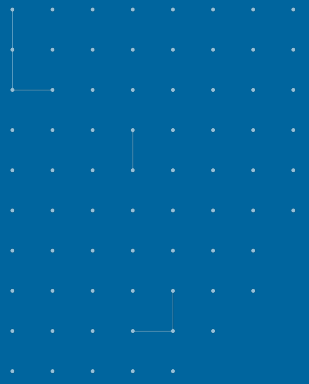
- The information landscape continues to change and evolve, with a challenging lack of consensus on what's a “trusted” source of information
- These challenges require CalPERS to take more proactive steps to share information on its mission and its priorities.
- We are focused on information with clear expectations and context.
- For a member-focused organization, communication requires education.

A Roadmap for 2025 and Beyond

- Improved email communications with members and stakeholders
- New, quarterly email on CalPERS topics related to the state of the system
- CalPERS website: small changes now, bigger changes in 2026
- Changes for PERSpective
- New communication ideas by language, audience, and platform

Stakeholders Can Help Tell the Story

- Sharing what you know and what CalPERS is doing
- New ways to communicate about retirees and their retirement journey
- Helping combat misinformation and disinformation



Questions

