



THE UNIVERSITY OF BRITISH COLUMBIA

# **UBC Staff Pension Plan Communication Strategy**

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## Introduction

The UBC Staff Pension Plan has published this Communication Strategy document to provide an overview of the approaches used by the SPP to meet the communication needs of its stakeholders as well as the main objectives and principles that the communication program strives to achieve. It is also to ensure that the Plan communicates clearly, effectively and in a timely manner with its members.

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## Review

This Communication Strategy will be monitored for effective implementation and the content of this document will be reviewed annually. The document will be subject to revision if new initiatives or changes are made to plan communications. Revisions will be reviewed and approved by the Communications Subcommittee.

## Our Main Objectives

- To communicate the main features and benefits of the Staff Pension Plan (SPP) to key stakeholders and to ensure that they are well informed about any changes to the SPP, including those required by pension legislation.

## Our Key Stakeholders

- Eligible Staff
- Members (Active, Deferred and Retired)

## Our Key Principles

- To use simple and plain language when communicating to key stakeholders, where possible.
- To communicate changes affecting the SPP in a timely manner.
- To engage key stakeholders using a variety of communication methods (print, digital, and face-to-face) that take into consideration the varying needs of key stakeholders (such as computer access and communication preferences).
- To evaluate the effectiveness of our communication through direct feedback from key stakeholders, surveys, and metrics.

## How do we communicate?

### Eligible Staff

We communicate with eligible staff in a variety of ways so that they are aware of their eligibility to join the SPP as well as the benefits of enrolling before their compulsory date. The following are ways that we communicate with eligible staff:

#### **Online Benefits Enrolment System**

Our enrolment form is provided to eligible staff through the online benefits enrolment system.

#### **Personalized Correspondence**

When an employee becomes eligible to join the SPP, a letter is mailed to their home informing them of their eligibility date and the date it will become compulsory for them to join the SPP.

Each year, we send an email to eligible staff to remind them of their eligibility to join the SPP. If we do not have an email address for the employee, we send them a letter to their home.

#### **UBC Orientations**

Pension information is provided as part of the orientation package given to new employees in their first year of employment.

#### **Pension Fair**

We invite eligible staff to attend the annual Pension Fair where they can learn more about the SPP, and ask questions of staff and pension board members.

#### **Website**

Our website provides a wealth of information about the pension plan. There are also menu items on the main navigation called *Overview* and *Joining the SPP* to make it easy for eligible staff to learn about the SPP and how they can join.

#### **Workshops**

Eligible staff can attend our in-depth Understanding your Staff Pension Plan workshops, which covers a wide range of information about the pension plan as well as other retirement considerations. These workshops are offered at all UBC campuses.

### Members

We communicate with our members through a variety of ways:

#### **Welcome Email**

We send an email to members upon enrolment to welcome them to the SPP. The email also confirms their enrolment date and informs them of ways to learn more about the SPP such as our website, workshops, and online brochures and publications.

#### **Website**

Our website at [staff.pensions.ubc.ca](http://staff.pensions.ubc.ca) contains comprehensive information about the SPP. The website has been organized so that members can easily find information based on key categories or by their membership status.

## Brochures and Publications

We offer a variety of brochures and publications to help members learn about their benefits and how the pension plan works. These brochures and publications are available in print and online format (through our website). The following are some key brochures and publications we offer:

- Member Guide
- SPP Details Information Sheets
- Getting Started brochure
- Countdown to Retirement brochure

## Pension Newsletter

We offer a pension newsletter that is published semi-annually, fall and spring. Members receive the newsletter by email or paper, based on their communication preference.

## Other Newsletters

We also provide pension information and promote events through other newsletters, such as:

- HR Networks
- Healthy UBC
- Health Contacts
- UBC Today
- Benefits FYI
- Employee group newsletters (CUPE 116, CUPE 2950, and AAPS)

## myPension

Members have access to a secure online website called myPension, which contains their personal pension and beneficiary information, allows them to calculate their contributions, estimate their pension for retirement planning, and update their communication preferences.

## Email Campaign

From time to time, we will send emails to our membership inviting them to pension events or to remind/notify them of various member services.

## Social Media & Digital Signage

From time to time, we use the UBC Human Resources Twitter account to promote pension events or distribute information. We also utilize digital signage across the Vancouver campus to promote events such as the Pension Fair and Pension Board elections.

## Annual Member Statements

We mail a member statement to Active and Deferred members each year, which provides a summary of information such as their contributions, benefits and personal pension data. Retirees also receive an annual retiree statement, which includes their Cost of Living Adjustment information.

## Annual Report & Financial Statements

Each year, we post the annual report and financial statements under the Plan Governance section on our website. Members are notified of these documents through their pension newsletter.

## Pension Fair

We invite members to attend the annual Pension Fair where they can learn more about the SPP, and ask questions of staff and pension board members.

## Workshops

We offer in-depth workshops called Understanding your Staff Pension Plan, which covers comprehensive information about the pension plan as well as other retirement considerations.

Facilitated by a representative from the Pension Administration Office, we also offer **geteducated** seminars for UBC staff to learn more about their SPP and ask pension-related questions in a group setting. Specific topics can be covered if requested in advance. We also may be able to accommodate a variety of group sizes and session times during the day. One-on-one meetings

Both workshops are offered at all UBC campuses.

### **Presentations**

From time to time, we will make special presentations about the pension plan or on a specific topic such as plan changes. These presentations may be one off presentations hosted by the Pension Administration Office or if requested, to a specific employee group.

### **Posters**

We distribute posters to union offices to help us promote events or distribute information to members who do not have access to a computer.

## Publications Matrix

Communication Material	Print	Electronic (PDF/Email)	Website	Publication Frequency	Review Frequency
Staff Pension Plan Update newsletter	Yes	Email	Yes	Semi-annually	As needed
Welcome Email to new members	No	Email	No	Monthly	As needed
Member Guide	Yes	PDF	Yes	Always available	At least annually
UBC SPP: Getting Started	Yes	PDF	Yes	Always available	At least annually
UBC SPP: Countdown to Retirement	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Buying back past service	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Leaves of Absence	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Leaving the Plan before Retirement	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Marriage Separation and Divorce	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Naming a Beneficiary	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Retirement Ages & Early Retirement Considerations	Yes	PDF	Yes	Always available	At least annually
SPP Details Info Sheet: Retirement Options	Yes	PDF	Yes	Always available	At least annually
Annual Statement Guide for Active & Deferred Members	No	PDF	Yes	Always available	Annually
myPension Card	Yes	No	No	Always available	Annually
Workshops Advertisements	Yes	No	No	Always available	As needed
Member Services Contacts Sheet	Yes	No	No	Always available	As needed
Annual Report	No	Yes	Yes	Annually	Annually
Annual Statements	Yes	Yes	No	Annually	Annually
Yearly Eligibility Letter	No	Yes	No	Annually	Annually

## Privacy and Security

### Privacy

The Staff Pension Plan is required to comply with the *Freedom of Information and Protection of Privacy Act, RSBC 1996, c165 (FIPPA)*, in respect of the personal information in its custody and control.

### Website and my Sun Life Security

Industry best practices are used in regards to security of the Plan's website and myPension. UBC also has its own Information Security Policies and Standards as per: <http://cio.ubc.ca/security-standards-home/information-security-policy-standards-and-resources>