



THE UNIVERSITY OF BRITISH COLUMBIA

UBC Staff Pension Plan Communication Strategy

Introduction

The UBC Staff Pension Plan (SPP) 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 is designed to achieve. It is also to ensure that the SPP 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.

Our Main Objectives

- Through a comprehensive communication and education program, our main objectives are to help our key stakeholders understand the main features and benefits of the SPP and to ensure that they are well informed of and understand any changes to the SPP, including those required by pension legislation. Our communication and education program is designed to support key stakeholders throughout their membership in the SPP, whether they are a current or former UBC employee or an employee of a related employer.

Our Key Stakeholders

- Members (Active, Deferred and Retired)

Our Key Principles

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

How do we communicate?

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 confirms their enrolment 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 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 a few key brochures and publications that we offer:

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

Pension Newsletters

We offer a pension newsletter that is published at least once a year. The newsletter is available to all members by email and posted on the SPP website.

A retiree focused newsletter is also provided once a year with retiree annual statements.

Other Newsletters

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

- HR Networks
- Healthy UBC
- UBC Today
- Benefits FYI
- UBC Exchange (Okanagan)
- 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.

Paper Correspondence

When there are Plan changes, members who are impacted by the change will receive a paper letter from the SPP notifying them of the change and how it affects them.

Email Campaigns

From time to time, we will send emails to our membership inviting them to pension events, to remind/notify them of various member services, timely communication, or to remind them of any Plan or administrative changes.

Social Media & Digital Signage

When appropriate, 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 Board elections.

Annual Member Statements

Member statements are provided to Active and Deferred members each year, which include 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, the SPP website, and/or by email.

Annual Update Presentation

We invite members to attend an annual update presentation where they can learn more about the SPP, and ask questions of staff and management.

Workshops and Seminars

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

Facilitated by a representative from the Pension Administration Office, we also offer *Get Educated* 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.

Workshops are delivered online and *Get Educated* seminars are delivered in person.

Retirement Information Sessions

Members who are approaching retirement can schedule a one-on-one meeting with a senior Pension Administrator to review their retirement options in detail. Members are encouraged to bring their spouse, if they have one. These sessions are available in person and online.

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 and printed materials when appropriate to union offices to help us promote events or distribute information to members who do not have access to a computer.

Pension Airwaves Podcast

Members can listen to the Plan's podcast, which talks about all things related to the SPP, including pensions in general, retirement considerations, and important Plan information. The podcast library is available on the Plan website. Members can subscribe to receive email notifications of when new episodes are available.

Videos & Webcasts

There are videos and webcasts available on the Plan website to help members learn about different aspects of the SPP.

Member Feedback Surveys

Members have the opportunity to provide feedback to the Plan on a regular basis. These may take form as emailed post-event feedback surveys, as well as surveys through our newsletters or on our website.

Publications Matrix

Communication Material	Print	Electronic (PDF/Email)	Website	Publication Frequency	Review Frequency
Staff Pension Plan Update newsletter	No	Email	Yes	At least once a year	As needed
The SPP Pensioner - Retiree newsletter	Yes	PDF	Yes	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 Details: 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
SPP Details Info Sheet: Canada Pension Plan Retirement Income	Yes	PDF	Yes	Always available	At least annually
Annual Statement Guide for Active & Deferred Members	No	PDF	Yes	Always available	Annually
Annual Report	No	Yes	Yes	Annually	Annually
Annual Statements	Yes	Yes (notifications only)	Yes (through myPension)	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 Pension 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>