



Dale R. Folwell, CPA
STATE TREASURER OF NORTH CAROLINA
DALE R. FOLWELL, CPA



Open Enrollment Communications Update

Board of Trustees Meeting

June 2, 2017

A Division of the Department of State Treasurer

Open Enrollment Communications Strategy



HBR Training and Outreach

HBRs

- The Plan relies on HBRs to assist in educating members prior to and during Open Enrollment.
- Engaging HBRs through onsite trainings and ongoing communication efforts will assist in preparing them for Open Enrollment.

**Onsite Training
Sessions**

**HBR Update
(e-communications)**

Webinars

Member Communication Plan

Members

- The communication efforts around Open Enrollment will include a multi-faceted approach in an effort to educate members on the necessary actions to take regarding their 2018 benefits.

Online

Social Media

Direct Mail

Telephone Town
Halls

Webinars

Onsite Meetings

Videos