

COLORADO
SecureSavings



Q1 Board Meeting - Updates



Program Updates

Staffing -

- Posted for a new Outreach Specialist
- Anna went from Outreach Specialist to Program Manager
- Plan on developing Communication Manager position
- Additional Outreach Specialist to be added by end of FY22/23

Payroll Integration -

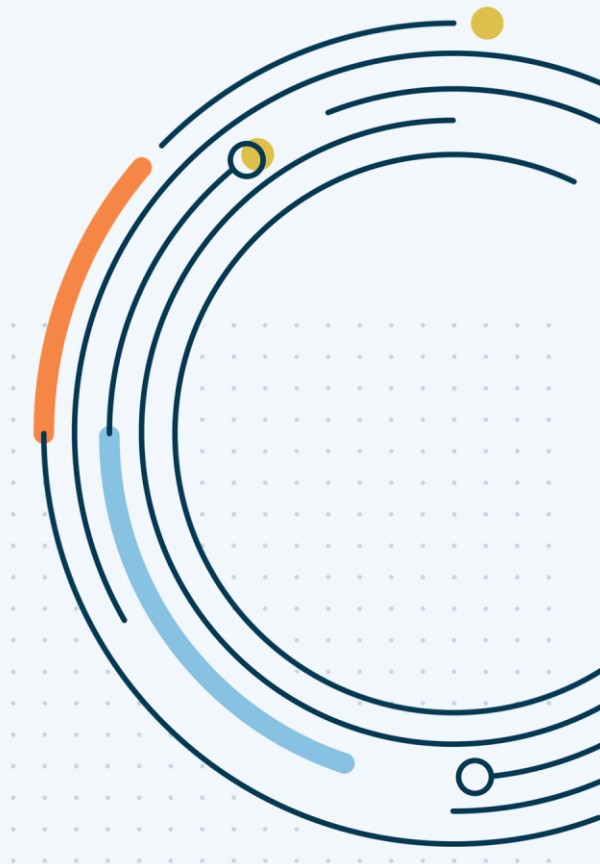
- Update from Vestwell

Conference Attendance

- Anna, Hunter, and Treasurer Young attended the CRI conference at UCLA in January
- Conference in June

Payroll Integrations

- ✓ Quickbooks Online 360 integration went live in Q4 of 2022
- ✓ Payroll Provider webpage built out as part of the program website (guidance for employers and payroll providers, links to help center articles for each integration)
- ✓ Gusto 360 integration currently in pilot (including a CO employer), expected to go live in early Q2
- ✓ Growing interest from several other payroll providers that work with CO employers (engaged with our payroll integrations team)



Outreach and Marketing
Update

Ongoing Presentations

Presentations scheduled for Q2:

- Pueblo
- Estes Park
- Eagle County
- Denver
- Fort Collins

We are also working on building out the SecureSavings Youtube Channel with pre-recorded webinars in Spanish and English, as well as virtual “walk-throughs” on different aspects of the website and enrollment process.

2023 Q1 Marketing Recap

March 2023



Outreach and Marketing Update

ADs



Q1 Paid Media Summary

LINKEDIN PERFORMANCE

- LinkedIn performed above industry benchmark, delivering a .42% CTR and \$19 CPC for a total of 259 clicks and 61,888 impressions.
- Creative A/B testing has helped us to identify which creative themes performed best to each of our audience segments and will allow for optimal performance in future campaigns.



DIGITAL OUT OF HOME LAUNCH

- Digital Out Of Home will be launching for Wave 2 after careful research and planning to identify a provider who can activate across our target zip codes, including hard to reach rural areas and businesses.
- Creatives will mirror the top performing LinkedIn ads in order to create a cohesive brand message and image to target audience members.



Q1 Owned Media Summary

SOCIAL MEDIA

Built an external presence for SecureSavings to generate awareness and reinforce credibility with Colorado employers through:

Ongoing

- Quarterly Editorial calendars
- Monthly social media calendars and evergreen content highlighted March 15th registration deadline and other milestones, such as America Saves Week on Facebook, LinkedIn, Twitter
- Content linked to website, onboarding, animated videos

Results

- Created a steady drumbeat of deadline and milestone focused content that was leveraged on all social channels in Q1

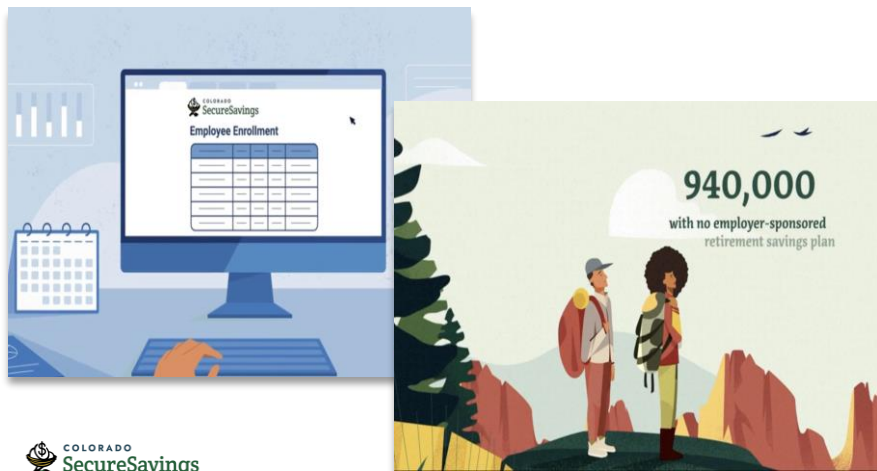


Q1 Creative Asset Development

ANIMATED VIDEOS

Development of two animated explainer videos that educate employers and savers on Colorado SecureSavings

- Created for all social media platforms (with social cutdowns for shorter social content)
- Producing Spanish versions of employer and saver videos
- Videos will be shared across all external channels



WEBINAR DECK TEMPLATE

Created template that will be used for upcoming webinars and can be repurposed for external and internal communications

- Designed two versions of final “contact” slide, incorporating variations of brand colors
- Allows team to update outreach presentations to meet needs of specific projects



H1 Calendar

				Looking Ahead		
Milestones	Jan	Feb	Mar	Apr	May	Jun
	Financial Wellness Month	America Saves Week	Wave 1 3/15 deadline Mom & Pop Business Owners Day (3/29)	Tax filing deadline Financial Literacy Month	Wave 2 5/15 deadline National Small Business Week	Wave 3 6/30 deadline
Owned/Earned	New Years resolutions & recap of launch event at Blue Bonnet Restaurant Program education social posts	America Saves Week social post Program education social posts	Wave 1 deadline promotion on social Mom & Pop Business Owners Day on social	Financial Literacy Month + tax filing deadline social post Animated video social post	Wave 2 deadline promotion on social National Small Business Week social post	Wave 3 deadline promotion on social How to onboard video social post
Paid			Wave 1 Deadline 3/15		Wave 2 Deadline 5/15	Wave 3 Deadline 6/20

Partnership Updates

- New Mexico legislation failed
- Continue to engage with Delaware
- Gave presentation to Maine
- Tracking legislative action in Vermont





Program Update
March 28, 2023

PROPRIETARY & CONFIDENTIAL
TO VESTWELL HOLDINGS /
FOR INSTITUTIONAL USE ONLY



AGENDA

Employer Update

Employee Update

Program Deadlines and Communications

Payroll Integrations

Marketing Recap

Employer Update

Comparing Q4 2022
and activity through
the first employer
deadline.

	As of 12/31/2022	As of 3/21/2023
Total Employers	80,031	80,031
Registered Employers	56	2,501
Exempt Employers	18	3,183
Submitting Payroll	14	180

Employee Update

Comparing Q4
2022 and activity
through the first
employer deadline.

	As of 12/31/2022	As of 3/21/2023
Funded Saver Accounts	163	1,802
Total Saver Assets	\$15.6K	\$352.6K
Av. Account Balance	\$96	\$196
Av. Deduction Rate	5.12%	4.99%
Av. Monthly Contribution Amount	\$95	\$129
Program Enrolled Accounts	320	6,123

Program Deadlines & Communications

Number of employees	Registration deadline
Employers with 50 or more employees	March 15, 2023
Employers with 15 to 49 employees	May 15, 2023
Employers with 5 to 14 employees	June 30, 2023

- ✓ **"Program Open" Notices sent to ALL employers in January (1/11 and 1/18)**
- ✓ **3 pre-deadline notices sent to first employer group (1/31, 2/22, and 3/8)**
- ✓ **2 post-deadline notices (3/22 and 4/18)**
- ✓ **Notices for second employer group begin in April. Notices for third employer group begin in May.**



Colorado Secure Savings Program

Investment Update

1Q 2023

| Agenda

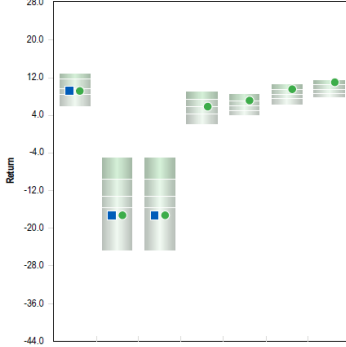
Performance Update
State Street Global Advisors Glidepath Changes

| Performance Update

Performance Report Examples

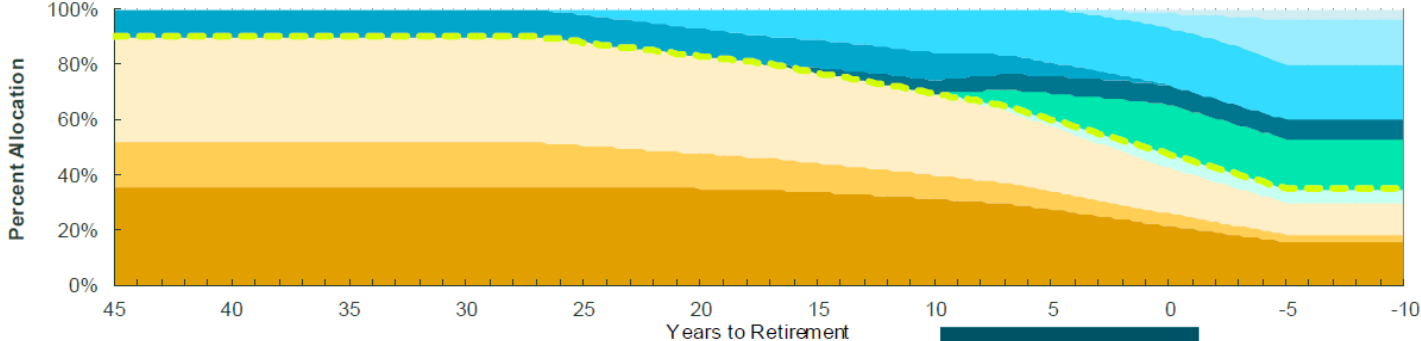
Fee Schedule				As of December 31, 2022
		Market Value As of 12/31/2022 (\$)	Net Expense Ratio (%)	Median Expense Ratio (%)
Blackrock Ishares Russell Mid-Cap Index Fund Class K		3,900,859	0.06	0.99

Total Fund Allocation and Performance										As of December 31, 2022
	Allocation		Performance (%)							
	Market Value (\$)	% of Portfolio	Quarter	YTD	1 Year	3 Years	5 Years	7 Years	10 Years	
Equity Mid Cap	3,900,859	4.4								
Blackrock Ishares Russell Mid-Cap Index Fund Class K	3,900,859	4.4	9.2 (59)	-17.2 (85)	-17.2 (85)					
Russell Midcap Index										
IM U.S. Mid Cap Core Equity (MF) Median										

Blackrock Ishares Russell Mid-Cap Index Fund Class K										As of December 31, 2022
IM U.S. Mid Cap Core Equity (MF)					Risk Return Statistics - 1 Year					
					Return Summary Statistics					
					Portfolio					Benchmark
					Maximum Return					9.9
					Minimum Return					-10.0
					Return					-17.3
					Cumulative Return					-17.3
					Active Return					0.0
					Excess Return					-17.6
					Risk Summary Statistics					
					Beta					1.0
					Up Market Capture					100.0
					Down Market Capture					100.0
					Risk / Return Summary Statistics					
					Standard Deviation					23.2
					Alpha					0.0
					Active Return/Risk					0.0
					Tracking Error					0.0
					Information Ratio					1.2
					Sharpe Ratio					-0.8
					Correlation Statistics					
					R-Squared					1.0
					Actual Correlation					1.0
Population					252	241	241	232	219	180

| State Street Global Advisors Glidepath Changes

State Street Target Date Funds: Glidepath

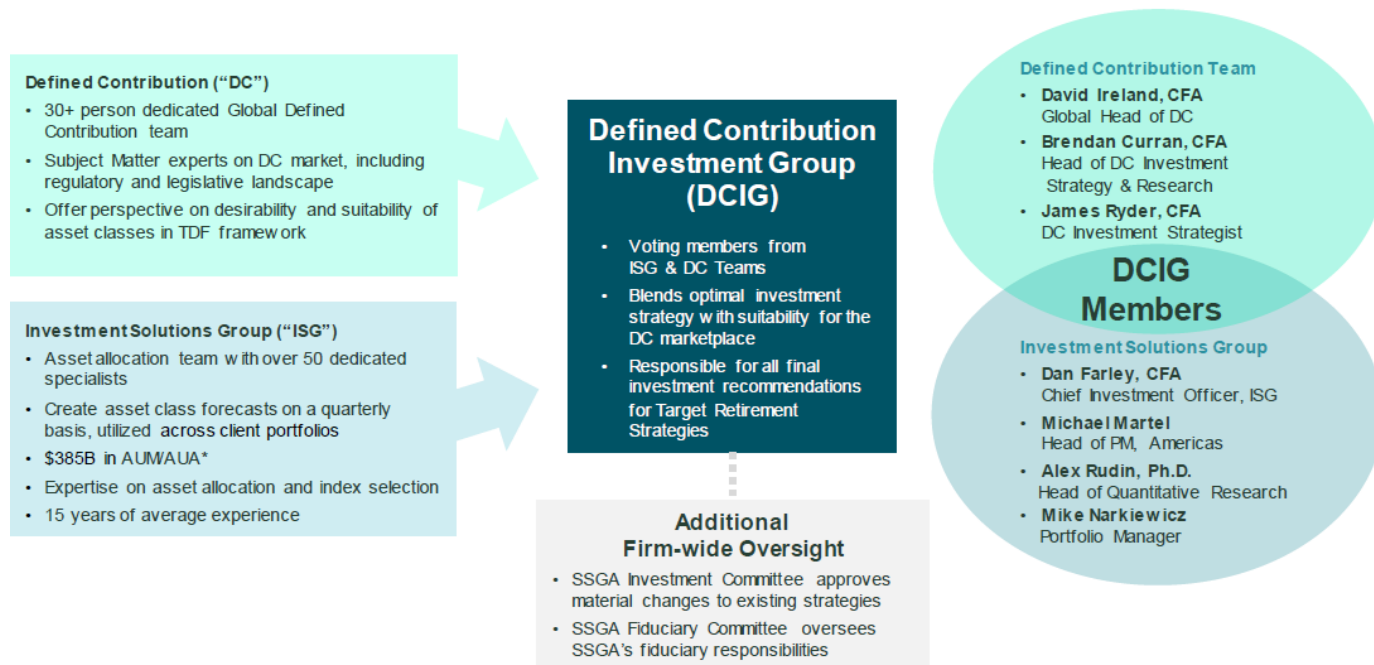


Equity	US Large Cap
	US Small and Mid Cap
	International Equities
Inflation Hedging	REITS
	TIPS

Fixed Income	US High Yield
	Intermediate Government
	Long Government
	Core Aggregate
	ST Gov't/Credit
	ST Treasuries
	ST Corporate Bonds

Source: State Street Global Advisors

State Street Target Date Funds: Decision Making Process



State Street Target Funds: Enhancements



2023 Updates

Currently, the strategic allocation to US Intermediate series starts at a maximum of 3% in the 2065 fund and phases out as participants age and enter retirement.

After review, State Street will remove the allocation to US Intermediate Treasuries in the wealth accumulation phase of the glidepath, replaced by US Long Treasuries. This change will be made as of the close of business March 31, 2023.

Roadmap - 2023

- Fiduciary Training (Q2 Meeting)
- CORA/OML Training (Q2 Meeting)
- ESG Follow Up (Q3 Meeting)
- Marketing Strategy Review (Q3 Meeting)
- Investment Policy Statement Review (Q3 Meeting)
- Approve updated marketing strategy & IPS (Q4 Meeting)
- Partnership Updates (Ongoing)

2023 Meeting Schedule: June 27, September 26, December 19

***All meetings are held from 2pm to 4pm MT**