UNIVERSITY OF CALIFORNIA Retirement Savings Program

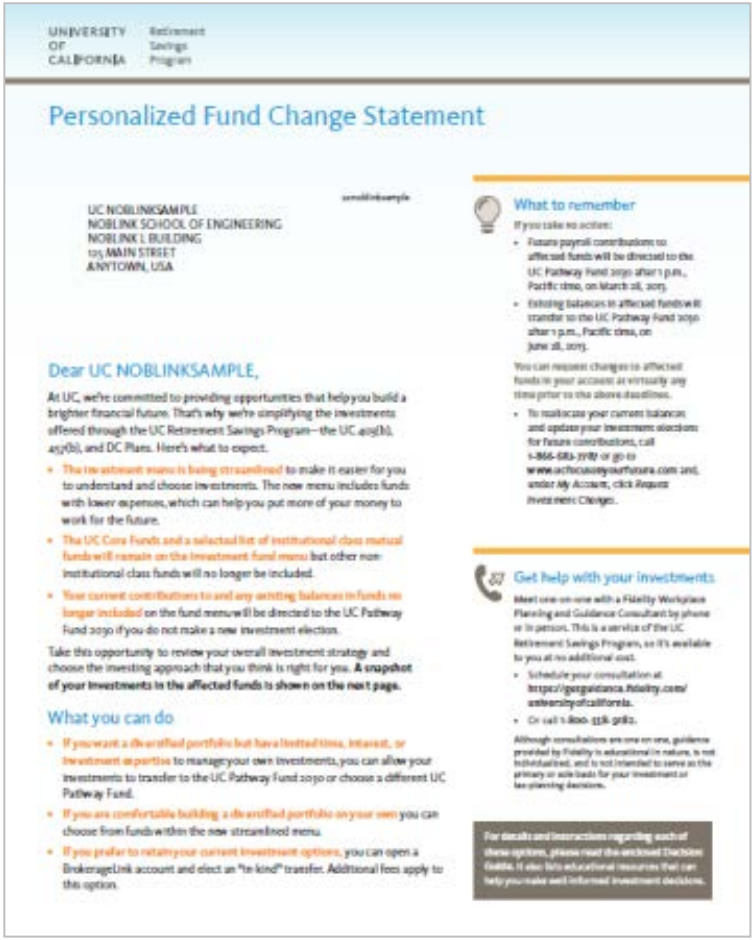
Fund Menu Change Communication Plan

2015 Financial Education Plan

UCRS Advisory Board
February 27, 2015

Fund Menu Change: Proposed Approach

Communication Piece	Proposed Live Date
Notice of fund changes posted on NetBenefits	3/5
Pop up notice for Fidelity customer service representatives	4/1
FOCUS Newsletter posting	4/13
Article posting on ucfocusonyourfuture.com	4/13
NetBenefits banner	4/13
Personalized Statement	4/22
Decision Guide (shipped to insert with statement)	4/22
UCnet article	4/22
Fund Menu Change workshops begin (through June)	4/22
New Dimensions article	5/1
Workshop/Webinar email invitations	5/5
Reminder 1	5/12
Reminder 2	6/9
Transfer Complete notice	by mid July



UNIVERSITY OF CALIFORNIA Retirement Savings Program

Personalized Fund Change Statement

UC NOBLINKSAMPLE
NOBLINK SCHOOL OF ENGINEERING
NOBLINK 1 BUILDING
125 MAIN STREET
ANYTOWN, USA

Dear UC NOBLINKSAMPLE,

At UC, we're committed to providing opportunities that help you build a brighter financial future. That's why we're simplifying the investments offered through the UC Retirement Savings Program—the UC 403(b), 457(b), and DC Plans. Here's what to expect.

- The investment menu is being streamlined to make it easier for you to understand and choose investments. The new menu includes funds with lower expenses, which can help you put more of your money to work for the future.
- The UC Core Funds and a selected list of institutional class mutual funds will remain on the investment fund menu but other non-institutional class funds will no longer be included.
- Your current contributions to and any existing balances in funds no longer included on the fund menu will be directed to the UC Pathway Fund 2030 if you do not make a new investment election.

Take this opportunity to review your overall investment strategy and choose the investing approach that you think is right for you. **A snapshot of your investments in the affected funds is shown on the next page.**

What you can do

- If you want a diversified portfolio but have limited time, interest, or investment expertise to manage your own investments, you can allow your investments to transfer to the UC Pathway Fund 2030 or choose a different UC Pathway Fund.
- If you are comfortable building a diversified portfolio on your own you can choose from funds within the new streamlined menu.
- If you prefer to retain your current investment options, you can open a BrokerageLink account and elect an "in-kind" transfer. Additional fees apply to this option.

What to remember

If you take no action:

- Future payroll contributions to affected funds will be directed to the UC Pathway Fund 2030 after 1 p.m., Pacific time, on March 28, 2019.
- Existing balances in affected funds will transfer to the UC Pathway Fund 2030 after 1 p.m., Pacific time, on June 28, 2019.

You can request changes to affected funds in your account at virtually any time prior to the above deadlines.

- To reallocate your current balances and update your investment elections for future contributions, call 1-866-681-3187 or go to www.ucfocusonyourfuture.com and, under My Account, click Request Investment Changes.

Get help with your investments

Meet one-on-one with a Fidelity Workplace Planning and Guidance Consultant by phone or in person. This is a service of the UC Retirement Savings Program, so it's available to you at no additional cost.

- Schedule your consultation at https://geapointance.fidelity.com/universityofcalifornia.
- Or call 1-800-358-9180.

Although consultations are one-on-one, guidance provided by Fidelity is educational in nature, is not individualized, and is not intended to serve as the primary or sole basis for your investment or tax planning decisions.

For details and instructions regarding each of these options, please read the enclosed Decision Guide. It also lists educational resources that can help you make well informed investment decisions.

2015 Work Plan

RSP Financial Education and Communications

Focus Areas for 2015

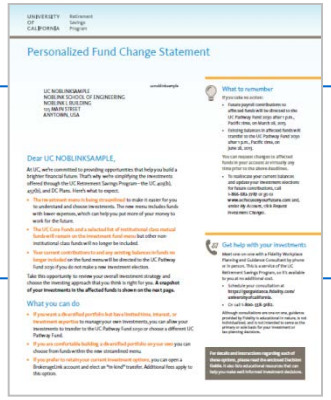
Participation

Renew focus on early and mid-career employees

- Refresh the New Hire experience
- Emphasize Easy Enroll
- Leverage ideas from 20s campaign for a participation campaign
- Consider women investors in these and all custom materials

Fund Consolidation

Communicate upcoming fund menu changes



- Reprise communications from 2013 fund menu project

Readiness

Continue to partner with RASC to engage late-career employees

- Continued partnership and coordination with RASC
- Consider expanding pre-retiree events
- Leverage ideas from 60+ campaign for a retirement season engagement campaign

Communication plan: Q1 2015

Financial Education Program

January 2015	February 2015	March 2015
Jan 6: Quarterly Get FOCUSed Blast **Target:** All actives **Message:** Introduce RR **Channel:** Portal & email	**Feb 4: Workshop/Webinar Email** **Target:** All actives **Message:** Understanding the Power of Debt **Channel:** Email & Portal	**March 3: Retirement Review** **Target:** All actives w/UCRP Benefit **Message:** 2015 Retirement Review is Ready! **Channel:** Email & Postcard
	Feb 27: Retirement Review Update **Target:** Portal Updated **Message:** 2015 Retirement Review **Channel:** Portal	**March 5: Workshop/Webinar Email** **Target:** All actives **Message:** Creating Your Personalized Retirement Roadmap **Channel:** Email & Portal
		Mid-March: FOCUS **Target:** All actives **Message:** Retirement Income Planning **Channel:** Portal & email

Communication plan: Q2 2015

Financial Education Program

April 2015	May 2015	June 2015
April 1: Quarterly Get FOCUSed Blast **Target:** All actives **Message:** FOCUS/Design Your Financial Roadmap **Channel:** Portal & email	**May 5/12/19: Age 60+ Campaign** **Target:** All active/eligible age 60+ **Message:** Get focused on retirement readiness **Channel:** Email & Print	**June 2: Workshop/Webinar Email** **Target:** All invested in an outbound fund **Message:** Changes to the Fund Menu **Channel:** Email & Portal
TBD: Retirement Income Events **Target:** All actives 50+ at targeted locations **Goal:** Educate about retirement income **Channel:** On-site	**May 6: Workshop/Webinar Email** **Target:** All invested in an outbound fund **Message:** Changes to the Fund Menu **Channel:** Email & Portal	**June 2: Workshop/Webinar Email** **Target:** All Age 50+ **Message:** Preparing for your UC Retirement **Channel:** Email & Portal
April 22: Fund Change Decision Kit **Target:** All invested in an outgoing fund **Message:** Personal mapping, timing & required decisions **Channel:** Print	**May 6: Workshop/Webinar Email** **Target:** All Age 50+ **Message:** Preparing for your UC Retirement **Channel:** Email & Portal	**June 9: Fund Change Reminder 2** **Target:** All invested in an outgoing fund **Goal:** Deadline for fund changes **Channel:** Email & postcard
April 22: Fund Menu Article/Workshop/Handout **Target:** All invested in an outgoing fund **Message:** Personal mapping, timing & required decisions **Channel:** Online/Onsite	**May 7/14/21: Age 50s Campaign** **Target:** All active/eligible age 60+ **Message:** Get focused on your plan **Channel:** Email & Print	
TBD: Lost Participants? **Target:** All lost participants **Message:** Update address **Channel:** Postcard or letter	**May 12: Fund Change Reminder 1** **Target:** All invested in an outgoing fund **Goal:** Deadline for fund changes **Channel:** Email & postcard	

Communication plan: Q3 2015

Financial Education Program

July 2015	August 2015	September 2015
July 1: Quarterly Get FOCUSed Blast **Target:** All actives **Message:** **TBD (Investing in the UC RSP?)** **Channel:** Portal & email	**Aug 4: Workshop/Webinar Email** **Target:** All actives/eligible **Message:** **TBD (Developing Healthy Financial Habits?)** **Channel:** Email & Portal	**Sept 1: Workshop/Webinar Email** **Target:** All actives **Message:** **TBD (Your Roadmap to Retirement Readiness?)** **Channel:** Email & Portal
Mid-July: Fund Change Transition End **Target:** All invested in an outgoing fund **Message:** End of transition **Channel:** Email & postcard	**August 11/18/25: Participation** **Target:** All eligible not enrolled/contributing **Message:** Enroll today! **Channel:** Email & Print	**September 8/15/22: Age 35-49 Campaign** **Target:** All active/eligible age 35-49 **Message:** Save for all your financial goals **Channel:** Email & Print
	***TBD*: Annual Profile Update?** **Target:** All actives/eligible **Message:** Update your beneficiary **Channel:** Email & postcard	**September 10/17/24: Age <34 Campaign** **Target:** All active/eligible age <34 **Message:** Take control of your finances **Channel:** Email & Print
		***TBD*: Annual Profile Update?** **Target:** All Terms/Retirees with a balance **Message:** Verify your contact information **Channel:** Email & postcard

Communication plan: Q4 2015

October 2015	November 2015	December 2015
Oct 1: Quarterly Get FOCUSed Blast **Target:** All actives **Message:** Your UC Retirement System **Channel:** Portal & email	**Nov 3: Workshop/Webinar Email** **Target:** All actives **Message:** Your UC Tools and Financial Resources **Channel:** Email & Portal	**Dec 1: Workshop/Webinar Email** **Target:** All actives **Message: (Investing in the UC RSP?)** **Channel:** Email & Portal
	***TBD*: Personal Progress Report?** **Target:** All actives contributing **Message:** Readiness “checkup **Channel:** Email & Print	
	***TBD*: Personal Progress Report?** **Target:** All eligible with a $0/0% deferral **Message:** Readiness “checkup;” 2 **Channel:** Email & Print	