



THE UNIVERSITY OF BRITISH COLUMBIA

# **UBC Faculty Pension Plan Communication Strategy**

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## Introduction

The UBC Faculty Pension Plan (FPP) has published this Communication Strategy document to provide an overview of the approaches used by the FPP 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 Executive Director, Pensions.

## **Our Main Objectives**

- To communicate the main features and benefits of the FPP to key stakeholders. This includes ensuring members are well informed about changes to the FPP (including changes required by pension legislation) as well as their responsibilities as members.

## **Our Key Stakeholders**

- Eligible Faculty
- 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 FPP 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.
- To evaluate the effectiveness of our communication through direct feedback from key stakeholders, surveys, and metrics.

## How do we communicate?

### Eligible Faculty

We communicate with eligible faculty in the following ways so that they are aware of their eligibility to join the FPP.

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

Our optional enrolment form is provided to eligible faculty through the online benefits enrolment system. An enrolment form is not required when participation is mandatory.

#### **Personalized Correspondence**

Each year, we send a letter to eligible faculty to their home address reminding them of their eligibility to join the FPP. We also follow up with an email reminder to faculty for whom we have email addresses.

#### **UBC Orientations**

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

#### **Website**

Our website provides a wealth of information about the pension plan. There is also a menu item on the main navigation called *Overview* for eligible faculty to learn about the FPP and how they can join.

### Members

We communicate with our members through a variety of ways:

#### **Welcome Package**

Sun Life Financial mails a welcome package to members upon enrolment to welcome them to the FPP. The package provides direction on finalizing their enrolment and informs them of the different ways to learn more about the FPP such as our website, seminars, and online brochures and publications.

#### **Website**

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

#### **Education Articles**

We offer a variety of articles to educate members on important investment and retirement considerations. These articles include:

- Asset Allocation Choices
- Guaranteed Investment Certificates
- Using Guaranteed Investment Certificates in Your Investment Strategy
- Why Fees Matter
- Canada Pension Plan Retirement Income

## Brochures and Publications

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

- myMoney @ Work Guide: Welcome to the UBC Faculty Pension Plan
- UBC Faculty Pension Plan Guide
- UBC Faculty Pension Plan Overview
- UBC Faculty Pension Plan Retirement Guide
- UBC FPP RRIF-Type Payments Information Sheet
- UBC FPP LIF-Type Payments Information Sheet
- UBC FPP Variable Payment Life Annuity Information Sheet
- The Variable Payment Life Annuity Explained
- UBC Supplemental Arrangement Information Sheet
- Investment Options Matrix
- Termination Options Matrix
- Retirement Options Matrix

## Pension Newsletter

We publish a pension newsletter three to four times a year. Members receive the newsletter by email.

## 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

## Webcasts and Videos

Our website hosts a variety of webcasts and videos where members can learn more about the pension plan and how to use the various tools available.

## Online Member Account at [mysunlife.ca/ubcfpp](https://mysunlife.ca/ubcfpp)

Members have access to a secure online website through Sun Life Financial called my Sun life, which contains their personal pension and beneficiary information, allows them to manage their investments, access financial and retirement planning tools, and view account balances, transactions, and fees.

## 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 Forum and Pension Board elections.

## Annual Member Statements

Members receive quarterly statements online through their [mysunlife.ca/ubcfpp](https://mysunlife.ca/ubcfpp) account. A paper statement is mailed annually at year-end to members.

VPLA members will receive an annual statement by mail in March each year.

## 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 Forum**

We invite members to attend the annual Pension Forum where they can learn more about the FPP and the Plan's investment performance and initiatives as well as to ask questions of staff and pension board trustees.

**Workshops**

We offer two in-depth seminars:

Faculty Pension 101 Seminar

This seminar is for new and current members to learn more about the pension plan. The seminar covers all aspects about the FPP.

Understanding your Retirement Income Options Seminar

This seminar is for members approaching retirement and focuses on the various retirement options available.

Seminars are offered at the Vancouver and Okanagan campuses.

**Presentations**

From time to time, we will make special presentations about the pension plan or on a specific topic such as updates on the investment markets/performance. For example, we present an Investment Market Update as part of the UBC Financial Lecture Series hosted by UBC Extended Learning and the UBC Faculty Association.

## Publications Matrix

Communication Material	Print	Electronic (PDF/Email)	Website	Publication Frequency	Review Frequency
Faculty Pension Plan Update newsletter	No	Email	Yes	3 to 4 times a year	As needed
Welcome Package to new members	Yes	No	No	As needed	As needed
myMoney @ Work Guide: Welcome to the UBC Faculty Pension Plan	Yes	PDF	Yes	Always available	At least annually
UBC Faculty Pension Plan Guide	No	PDF	Yes	Always available	At least annually
UBC Faculty Pension Plan Overview	Yes	PDF	Yes	Always available	At least annually
UBC Faculty Pension Plan Retirement Guide	Yes	PDF	Yes	Always available	At least annually
UBC FPP RRIF-Type Payments Information Sheet	Yes	PDF	Yes	Always available	At least annually
UBC FPP LIF-Type Payments Information Sheet	Yes	PDF	Yes	Always available	At least annually
UBC FPP Variable Payment Life Annuity Information Sheet	Yes	PDF	Yes	Always available	At least annually
The Variable Payment Life Annuity Explained	Yes	PDF	Yes	Always available	At least annually
UBC Supplemental Arrangement Information Sheet	Yes	PDF	Yes	Always available	At least annually
Investment Options Matrix	Yes	PDF	Yes	Always available	At least annually
Termination Options Matrix	Yes	PDF	Yes	Always available	At least annually
Retirement Options Matrix	Yes	PDF	Yes	Always available	At least annually
Education Article: Asset Allocation Choices	No	PDF	Yes	Always available	As needed
Education Article: Guaranteed Investment Certificates	No	PDF	Yes	Always available	As needed
Education Article: Using Guaranteed Investment Certificates in Your Investment Strategy	No	PDF	Yes	Always available	As needed
Education Article: Why Fees Matter	No	PDF	Yes	Always available	As needed
Education Article: Canada Pension Plan Retirement Income	No	PDF	Yes	Always available	As needed
Seminars Advertisements	Yes	No	No	Always available	As needed

Member Services Contact Card	Yes	No	No	Always available	As needed
Annual Report	No	Yes	Yes	Annually	Annually
Quarterly Statements	Yes	Yes	Yes	Quarterly	Quarterly
Yearly Eligibility Letter	Yes	Yes	No	Semi-Annually	Semi-Annually

## Privacy and Security

### Privacy

The UBC Faculty 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.

Sun Life Financial’s privacy policy is available at:  
<https://www.sunnet.sunlife.com/PSLF/canada/Privacy>

### Website and my Sun Life Security

Industry best practices are used in regards to security of the Plan’s website. 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>

The member website hosted by Sun Life Financial and their security policy is available at:  
<https://www.sunnet.sunlife.com/PSLF/canada/Security/How+we+protect+your+information>