Military Saves Advisory Meeting
October 5, 2017
Agenda

- Welcome and Introductions
- Blended Retirement System Update: Maj. Mike Odle, Assistant Director, Military Compensation Policy
- Military Saves Update:
  - 2017 Military Saver Survey
  - Activities and Partnership Updates
  - Communications Update
  - Military Saves Week 2018 preview
- Around the table report out & questions
Blended Retirement System Update

Michael R. Odle, Maj, USAF
Assistant Director, Military Compensation Policy
Blended Retirement System/Strategic Communications
2017 Military Saver Survey Results
Lani Poblete, Military Saves Project Manager
2017 Military Saver Survey

2017 Military Saver Survey Highlights:

- Impact of Military Saves Pledge: The Pledge works to positively change savings behavior.
- Banks and Credit Unions are still a top choice for most helpful sources of financial information.
- Top Savings Challenges: 45% indicated ‘Unexpected Expenses’ as top savings challenge.
- Top 5 Communications Preferences: Email just as popular as face-to-face/in person, along with printed materials.
- Retirement the top savings goal, followed by debt repayment.
- Retirement readiness: 67% have set up retirement accounts, nearly half (47%) increased contributions.
Other findings:

- Retirement more of a top savings goal for higher paygrades, 01-07 (45 percent).
- Debt repayment the top savings goal for E1-E3 service members (28 percent).
- Military Savers take the Pledge to help with long-term, large savings goals. 59 percent looking to save $5,000 or more; looking to Military Saves for guidance for 1 year or longer.
- 40 percent read financial information or advice on mobile phone.
- Preferred frequency for receiving information from sources is monthly (36 percent; 27 percent weekly).
Hosted Blended Retirement System (BRS) Twitter Chat with DoD Financial Readiness and TSP on September 14, 2017
Military Saves – Partnership Updates

#BlendedRetirement Chat w/ #AskRobyn

When: Thursday 9/14 @ 1 p.m. ET

Hosted by: @MilitarySaves
Featuring: @DoDFINRED w/ @TSP4gov

Got questions? I’ve got answers!
#AskRobyn

- More than 11.7 million impressions
- More than 6.6 million accounts reached with #AskRobyn
- 328 tweets
- 122 contributors
- U.S. Army – showed active support with 69 retweets
Military Saves – Partnership Updates

#BlendedRetirement

- 6.3 million accounts reached
- Close to 21.4 million impressions
- 427 tweets
- 157 contributors
Military Saves – Partnership Updates

- Military Saves includes information about BRS whenever possible in partner packets and blogs, and we promote/cross promote BRS on social media, especially for @DoDFINRED.

- Military Saves created a Five-Step BRS blog and ’Checklist to Success’ collaborating with DoD Military Compensation.
Military Saves – Partnership Updates

FIVE-STEP
BLENDED RETIREMENT SYSTEM (BRS)
CHECKLIST TO SUCCESS

☐ STEP 1
Determine your eligibility

☐ STEP 2
Take the mandatory BRS Opt-In Course

☐ STEP 3
Educate yourself on the BRS and use the BRS Calculator to analyze your estimated benefits.

☐ STEP 4
Schedule an appointment to consult your personal financial manager/counselor between January 1, 2018 and December 31, 2018.

☐ STEP 5
Make your decision

www.militarysaves.org
Military Saves – Partnership Updates

World Investor Week, October 2-8

- U.S. Securities and Exchange Commission (SEC) is leading U.S. efforts to promote investor education and protection as part of World Investor Week (#WIW2017)

- Military Saves is supporting SEC in this effort:
  - Guest blog from SEC on October 3
  - Social media support linking to @SEC_Investor_Ed resources
Military Saves – Partnership Updates

Military Family Learning Network

- Supported MFLN’s 30 Days of Savings Challenge in September to encourage people to make small deposits over 30 days to save $100 by the end of the month.

- Military Saves supported this effort with:
  - Blog post on militarysaves.org
  - Social media support
  - Email marketing to both Military Saves and America Saves audiences
Military Saves – Partnership Updates

@MilConsumer & @StopFraudCO
Thursday 9/14
1 pm MT / 3 pm ET

#MilChat
Retirement & The Military Community
Military Saves - Communications Updates

MilitarySaves.org

- 27 blogs posted to militarysaves.org during 2nd & 3rd quarters: covering a variety of topics including credit scores, BRS, emergency disaster aid/relief orgs, and building transition & emergency funds

- Latest Partner Resource Packets:
  - Military Life: Deployment, PCS Moves & TDY
  - Military Millennials & Managing Debt/Credit
  - Military Transitions & Retirement
Military Saves - Communications Updates

- Website viewership remains steady:
  - 4,800 users per month
  - 9,100 page views per month

- What are people viewing?
  - Top viewed blogs – TSP and Retirement are hot topics!
    - “Considering a Thrift Savings Plan Rollover? Consider this.” (FINRA authored guest blog)
    - “Sign up and save with the TSP”
    - “The Basics of Active Duty Retirement”
Considering A Thrift Savings Plan Rollover? Consider This.

By the FINRA Investor Education Foundation

Did you know that Americans saving for retirement have more money in IRAs than in employer-sponsored retirement plans like the Thrift Savings Plan (TSP)? And the largest source of IRA contributions comes from individuals who move their money from the TSP or similar 401(k) or 403(b) plans when they leave a job, according to the Employee Benefit Research Institute.

Start saving for emergencies with small, regularly scheduled automatic contributions: http://bit.ly/1knCI4O
Text message service:

- 1300 subscribers
- Goal-based reminders going out once a month
- Actively promoting sign-ups to increase subscriber base
Military Saves - Digital Communications

Social Media Reach:

Twitter: 3,880 followers
2nd & 3rd quarter averages:
- 88 retweets
- 57 mentions
- 30 likes

Facebook:
- 25,150 likes
- 55,000 impressions
Military Saves Week 2018 Preview

Madeline Daniels
America Saves Communications Director
Military Saves Week 2018 Themes

Monday: Save with a plan
Pledge, savings goals

Tuesday: Save with technology
Save automatically
FinTech

Wednesday: Save for rainy days
Emergency savings

Thursday: Save to retire
Retirement/long-term investments

Friday: Save the extra
Tax-time savings
Extra income (bonuses, three-paycheck months, raises)
Inheritances, winnings, etc.

Saturday: Save as a family
Family savings
Education savings
Saving for fun (vacations, events, etc.)
Military Saves Week 2018 Preview

Alecia D. Blair
Military Saves Communications Strategist & Outreach Manager
Military Saves Week 2018 Preview

- MSW is Feb. 26-March 3, 2018
- Focus on quality engagements
- MSW 101 Webinars available
- Outreach this year focuses on 1. Service branch/installation financial readiness programs (PFMs, PFCs); 2. Financial Institutions/Banking Liaison Officers; 3. Garrison Commanders (streamlined proclamation) and 4. traditional partners.
- Daily savings themes provide opportunities for partner collaboration. Join us!
- Please sign up to participate in the week and promote the Military Saves Pledge.

Military Saves Week Updated Service Branch Goals

Army: 20,000
Air Force: 8,000
Navy: 3,500
Marines: 3,000
National Guard: 350
Coast Guard: 150
America Saves Designation of Savings Excellence

32 Banks and Credit Unions Awarded 2017 America Saves Designation of Savings Excellence:

- 10 military-affiliated credit unions
- 4 military banks

Honorable Mentions:
- 5 military-affiliated credit unions
- 1 military bank
America Saves Designation of Savings Excellence

Air Force Federal Credit Union
Andrews Federal Credit Union
Armed Forces Bank
Dover Federal Credit Union
Eglin Federal Credit Union
First Arkansas Bank & Trust
FNB Community Bank
Fort Hood National Bank
Hanscom Federal Credit Union
Keys Federal Credit Union
Navy Federal Credit Union
Pacific Marine Credit Union

Pioneer Valley Credit Union
R.I.A. Federal Credit Union

HONORABLE MENTIONS:
Broadway Bank
Freedom Federal Credit Union
FreeStar Financial Credit Union
Frontier Community Credit Union
NSWC Federal Credit Union
Security Service Federal Credit Union
Military Awards Updates

- Working group met in September to discuss MSW Awards.
- Two awards:
  - Top pledges from each branch of service (pulled from database)
  - Innovation in Financial Education (installations/orgs apply)
- Action items: Create criteria and application for Innovation awards.
- Military Saves hopes that these new awards encourage installation/org participation and provide much-needed recognition.
Military Saves Meeting Wrap-up

Ways to partner:

- Guest Blogs on militarysaves.org

- Sign up to participate in Military Saves Week—worldwide financial readiness party!

- Use and share our Partner Resource Packets
  - Sample blog, social media & resources
Military Saves Meeting Wrap-up

- Continue to encourage service members to take the Pledge!
- Support our efforts on social media by and engage by sharing/retweeting/liking our content.
Military Saves – Next Meeting

SAVE THE DATE!
Next meeting: Wednesday, February 7, 2018 (tentative)
Contact Information

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