
Communication plan for 2015 Reform

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Communications Strategy

 Teachers' Pensions

Reform Communications Strategy

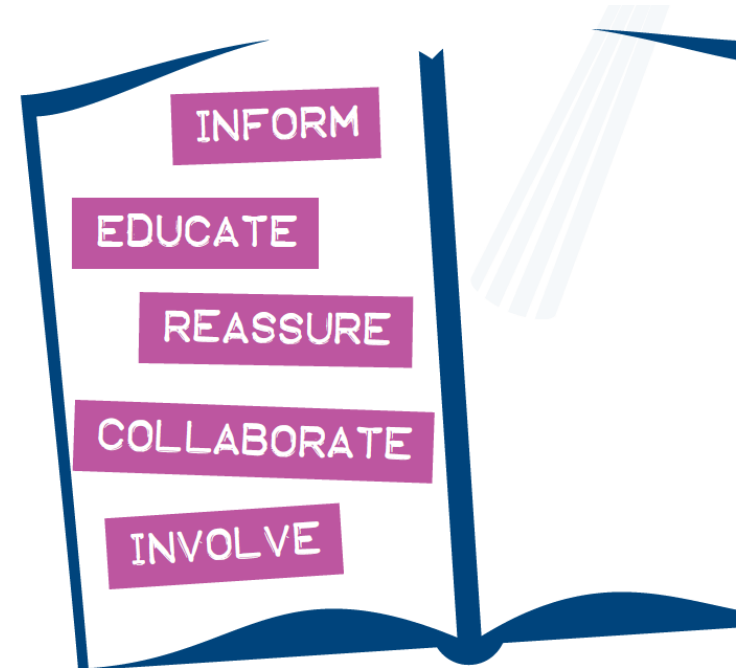
The Teachers' Pension Scheme is **changing**.

 Change 2015



Objectives

- Employers are able to meet their obligations and effectively administer the scheme
- Information is made available to reassure members and educate them about how their pension scheme is changing
- Individuals both internally and externally involved in administration of the scheme are informed about the developments of Reform and have the appropriate information to disseminate to those they are in contact with.



Stakeholders

- Employers
- Members
- Stakeholders



Employer

- Growth in employer landscape
- Who should we be speaking to?

“ preferred form of communication is email ”

“ varied level of awareness of reform ”

“ feel teachers should be more autonomous ”



Member

- Who is a member?
- What type of member
- How they will be affected

“ knowledge of changes is variable but generally low ”

“ know scheme is advantageous to them ”

“ communication needs to relate to teachers 'specific' situation ”



Messages

Crafting your lesson plan



Language

- Clear & concise
- Relevant
- Plain English
- Avoids jargon



Tone

- Neutral
- Assume basic
- Appropriate for the individual audience it is targeting
- Supportive
- Informative
- Individual



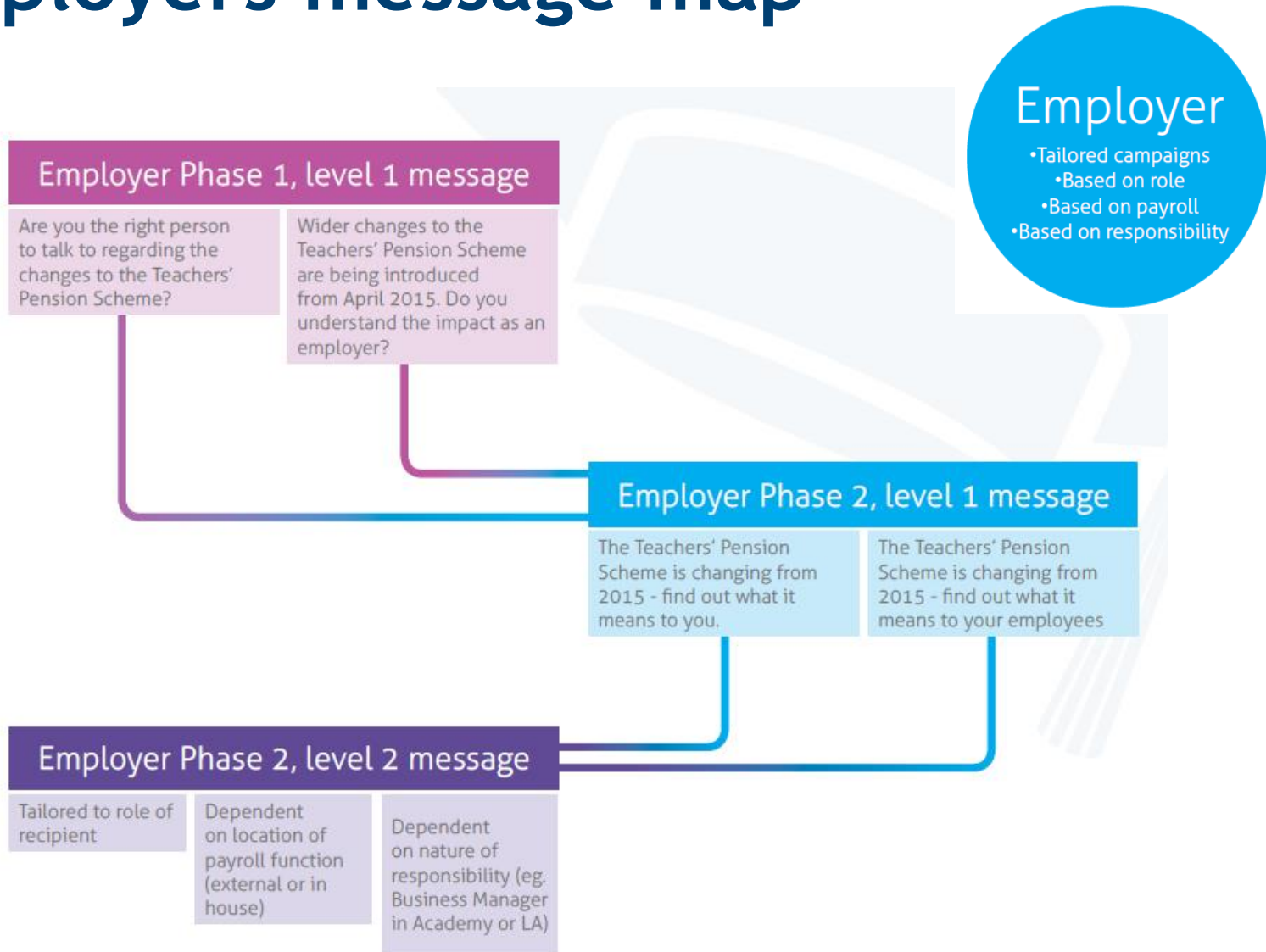
Audience

- Importance of timing
- Using the appropriate channels
- Fits the appropriate channel to reach audience

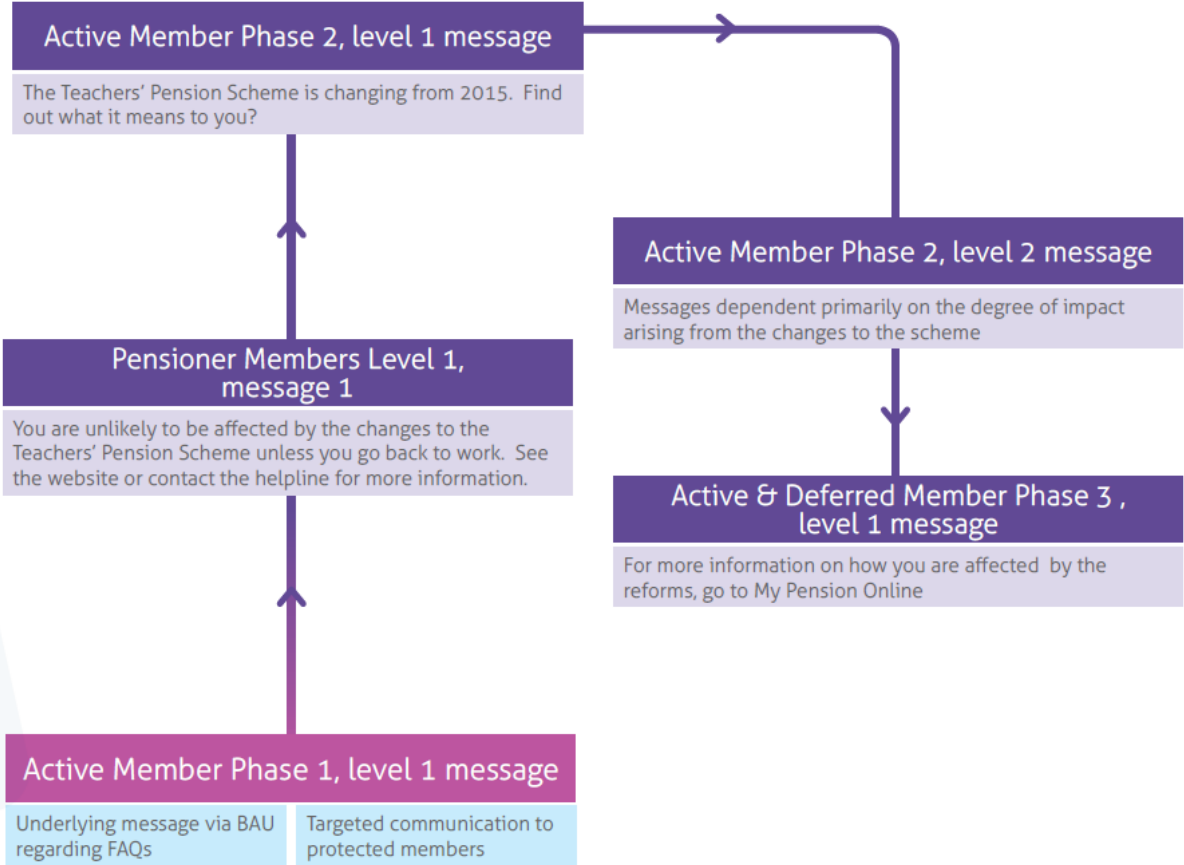
Importance of timing for the message to reach the audience

Importance of imagery to reflect the message and the audience

Employers message map



Members message map



Behind the strategy



Employer diary

- Website news feature
- Case Studies
- On-line calculator
- FAQs
- Toolkit
- Email
- Webinars
- Union / Employer Group circulation
- Staff roadmap
- Employer newsletter
- Roadshow
- Podcast
- Seminar
- Social Media.



Member diary

- Posters
- Video
- Target message - pensioners
- Modellers
- Scenarios
- Factsheet
- Social Media
- Email campaigns
- Mobile App
- Toolkit
- FAQs
- Webinar.



Monitoring

- Working with Focus Groups
- Working with Reform Communications Strategy Group
- Online research bulletin board
- Monitoring campaign activity
- Analyse website activity
- Scheme member trend analysis
- Lessons learned.



We need your help!

- What communications would you like to receive from us?
- When should we start communicating?
- What are the key questions you will be asked regarding the changes?
- What training support do you need?
- Is there any communications within your business which we could feed information into?





Any
questions?