



2025 Open Enrollment Communications Plan

Objective: The objective of this communications plan is to engage and inform IWCO employees about the upcoming Open Enrollment for 2025 benefits, encouraging them to actively participate and make informed choices.

Audience: All employees eligible for Open Enrollment.

Key Messages:

1. Open Enrollment is your opportunity to choose the benefits that best suit your needs and those of your family.
2. We are here to support you through the enrollment process, providing information and resources to help you make informed decisions.
3. Don't miss the Open Enrollment deadline – it's your chance to secure the coverage you need for the coming year.

Communication Channels:

1. Email Campaign:

- Send a series of informative emails leading up to and during Open Enrollment.
- Use email to provide key dates, enrollment instructions, and highlight the importance of active participation.
- Include links to the Employee Enrollment System (EES) and helpful resources.

2. Webinars:

- Host informational webinars with HR representatives and NFP to explain benefit options, changes, and answer employee questions.
- Record webinars for those who cannot attend live and make them accessible on the company's intranet.

3. TV Screens:

- Display visually engaging Open Enrollment reminders and key messages on TV screens throughout the workplace.
- Include QR codes linking to the EES login page for easy access.

4. Physical Paper:

- Distribute Open Enrollment brochures, which summarize benefit options and instructions.

- Place physical posters in break rooms and common areas with QR codes or web links to access enrollment.

5. Direct Manager Meetings:

- Encourage managers to schedule one-on-one or team meetings to discuss Open Enrollment.
- Managers can stress the importance of benefit selection and assist with any questions.

6. Post Cards:

- Send personalized postcards to employees' home addresses as a reminder to participate in Open Enrollment.
- Include key dates, web links, and QR codes for easy access to enrollment information.

Timeline:

- **September 1 - 14:** Launch the campaign with a "Save the Date" email and posters in common areas.
- **September 15 - 30:** Mail postcards and begin sending regular informative emails with benefit highlights.
- **October 1 - 15:** Distribute Open Enrollment brochures and launch TV screen reminders.
- **October 16 - 23:** Host webinars to educate employees about benefit options.
- **October 24 - 31:** Managers hold direct meetings with employees.
- **November 1 - 10:** Continuously remind employees of the approaching deadline through various channels (email, intranet, Teams channel, bulletin boards, meetings).

Feedback and Evaluation:

- Encourage employees to provide feedback through surveys or direct communication.
- Analyze participation rates and compare them to previous years.
- Assess the success of each communication channel and adjust the plan for future Open Enrollments.

By using a combination of these communication channels and maintaining a consistent message, we aim to increase employee engagement and ensure a successful Open Enrollment period for 2025.