

# TOTAL COMPENSATION TOTAL REWARDS

MODERNIZING THE COMMUNICATION OF STATE BENEFITS



- ## Problem Statement
- Improve attraction and retention of State of Missouri employees, particularly in the under-30 age demographic, through more effective and centralized communication of total compensation and rewards.

- ## Data
- 49% do not understand their benefits
  - 80% never open benefits communication
  - 54% of millennials lack understanding of benefit features
  - 66% want their employer to help them better understand enrolled benefits

- ## Obstacles
- How to use a method of communication universal to all state employees?
  - How to improve upon existing framework instead of reinventing the wheel?
  - How to find a method of communication that fits current technology yet remains relevant in the future?

- ## Recommendations
- Leverage our state personnel to disseminate benefits information in a more effective, personal, and uniform manner: Benefits Coordinator & Benefits Champions.
  - Streamline and modernize our existing technology platforms to more efficiently and persuasively communicate our existing benefits to both current and prospective employees.

- ## Communications Tool



- ## Next Steps
- Develop the Benefits Coordinator Position to administer tasks associated with Benefits Champions, and update and maintain the compensation and benefit website features.
  - Update and/or prepare for consolidation of the MoCareers, Division of Personnel, and ESS webpages. Incorporate QR code into new career postings and advertisements.