

Communication Subcommittee Charter

Universities of Wisconsin
403(b) Supplemental Retirement Program

Originally Adopted

April 24, 2020

Amended and Restated

October 24, 2025

The UW 403(b) Supplemental Retirement Program Advisory Committee (the “SRPAC”) has established the Communication Subcommittee as a standing committee to foster transparent communications in support of the UW 403(b) Supplemental Retirement Program (SRP) and expertise in communication and outreach offered to UW 403(b) SRP participants.

Membership

Membership is voluntary and shall be composed of SRPAC members designated by the Chair and approved by the UW 403(b) Supplemental Retirement Program Advisory Committee.

UW 403(b) SRP Communication Subcommittee members will elect a Chair of the Communication Subcommittee on an annual basis.

Duties and Responsibilities

In consultation with Universities of Wisconsin Administration staff, UW 403(b) SRP staff and other experts as needed, the Communication Subcommittee seeks to:

- Develop an effective communication strategy, understanding key stakeholders and what we want them to understand and carry out to promote the UW 403(b) Supplemental Retirement Program
- Develop and ensure unified branding and messaging in all communications and materials, promoting a sense of UW 403(b) Supplemental Retirement Program and Universities of Wisconsin pride
- Implement and monitor an overall communication plan to include publications, blast emails, press releases, announcements, surveys, social media, and other communication and promotional materials in a variety of media formats and activities, electronic and non-electronic. The communications will target audiences using channels that will reach them throughout the year that are timely, complete and accurate to increase awareness of the UW 403(b) SRP and the importance of being adequately prepared for retirement
- Work with Universities of Wisconsin Administration staff to review the UW 403(b) SRP website and assure high-quality, relevant current content that is consistent in design, message, and branding and easy to navigate and understand
- Periodically evaluate, measure, monitor and reinforce communication to ensure employees understand the UW 403(b) SRP and recognize the importance of being financially literate and adequately prepared for retirement
- Bring to the attention of the SRPAC any communication-related issue it deems significant or otherwise appropriate for the SRPAC’s consideration

Meetings

Unless there is no business to conduct, the Communication Subcommittee shall meet at least once per calendar year and may convene more frequently as circumstances require.

Charter Review

The SRPAC, in consultation with the Communication Subcommittee, shall periodically review this charter for relevancy and appropriateness.