

2025 March Communications Report

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PSPRS website

The communications team continues its work with employer/local board relationship managers, member services and IT staff to update and restructure webpages. In March, the team focused on creating the employer return to work page designed to assist employers and local boards through the laws and processes of hiring PSPRS, CORP and EORP retirees to system-covered positions.

Other pages planned for revision/creation include an employer cancer insurance administration assistance page, and member return-to-work instructions for all three plans.

The webpage revision project will most likely slow in the coming months as all team members are assuming duties for the pending STARS pension administration system launch on July 1.

Email management

Due to the importance of the pending STARS launch scheduled for July, PSPRS is in the process of verifying the validity of more than 500 employer and local board email addresses (out of more than 2,600). These are email addresses marked as “suspended” by Constant Contact, which reports this status when there are several instances of PSPRS-to-recipient delivery failures.

The PSPRS communications team is attempting to independently verify whether there are employer and local board email contacts among these 500-plus addresses that are valid and in use, and whether Constant Contact delivery failures were the result of other unidentified causes. The verification process has been initiated through batch emails sent via a PSPRS email address through Microsoft Outlook that request recipients respond so the communications team can independently identify and verify the addresses in Constant Contact.

Overall, PSPRS email contact validity rates are quite high, while employer and local board email lists have traditionally made up a disproportionate amount of the total invalid email addresses. The communications team has been reluctant to remove bouncing employer and local board email addresses en masse, as the team has seen emails bounce for a multitude of reasons, including network filters and employer anti-spam settings.

It is likely that many of the several hundred employer and local board email account suspensions are due to natural attrition. The efforts to identify otherwise valid email addresses are out of extreme caution and are intended to re-establish our ability to share important updates like STARS news and training opportunities.

Social media

PSPRS continues adding public service campaigns to social media with invites to attend Public Safety Financial/Galloway benefit webinars, reminders to update mailing addresses in the Members Only portal and agency job postings.

STARS employer and local board training

The PSPRS communications team is working with employer/local board relationship managers, member services and IT staff to develop training for employers and local boards on our new STARS pension administration system. Work to date includes determining the types of training, whether video, guidebooks or in person/live zoom meetings etc. that are best for the content and the audience. More details will be released to employers soon. Please [visit and bookmark our STARS webpage](#) for the latest information.