


Communication Strategy

Williamson County 2021 Open Enrollment

Open Enrollment Dates: October 19-30, 2020

Communication Piece	Audience	Key messages	Media	Distribution Date	Who will Produce
Benefits Guide/ Guidespark (Cloud Communicate) 	Eligible Employees	Overview of Benefits, how to Enroll	PDF	October 1	Wilco to provide PDF for posting on portal & link to Cloud Communicate
Coming Soon Postcard	Eligible Employees	OE dates, how to enroll, QR code with link to video	Printed Postcard	October 6	Winston to create, PDEC to print and mail
Email #1 - Coming Soon	Eligible Employees	OE dates, how to enroll	Email	October 6	Winston
Email #2 - OE Starts Next Week	Eligible Employees	OE dates, detail required actions, how to enroll	Email	October 13	Winston
Email #3 - Introducing new HDHP Plan	Eligible Employees	Provide details on New Medical Plan Option	Email	October 15	Winston
Email #4 - Time to Enroll	Eligible Employees	OE begins today, detail required actions, how to enroll	Email	October 19	Winston
Email #5 - SBI (Started but Incomplete)	Eligible Employees	Reminder to complete the enrollment transaction	Email	October 26 October 28	Winston
Email #6 - Last Chance to Enroll	Eligible Employees	Deadline reminder, how to enroll, Wellness Action Reminder	Email	October 29	Winston