

# High-Level Communications Plan

February    March    April    May    June    July    August    September    October    November    December    January

**2/21 –  
Board selects  
vendors**

**4/16 & 4/17 –  
Board adopts  
TRS-ActiveCare  
rates and  
benefits**

**TRS-  
ActiveCare  
annual  
enrollment**

**9/1 –  
Start of  
TRS-ActiveCare  
plan year**

**1/1 –  
Start of  
TRS-Care  
plan year**

Press release  
TRS website content  
Social media  
Email blast (Pulse)

Press release  
TRS website content  
Social media  
Email blast (Pulse)

Monthly emails to district  
staff and TRS-ActiveCare  
participants; vendor  
website live in summer

Monthly emails  
to TRS-Care  
participants

TRS-Care vendor  
websites live

Reminder emails  
and social media  
campaign

**Digital**

**Mail**

TRS-ActiveCare  
announcement  
mailings

Letters and ID cards for  
TRS-ActiveCare; letter  
with meeting invitations for  
TRS-Care

Welcome kits for  
TRS-Care participants

TRS-Care  
ID cards

Reminder  
postcard or letter  
for TRS-Care

TRS-ActiveCare benefits  
administrator trainings in  
all 20 regional education  
service centers

Potential district meetings  
in summer and fall

Retiree information  
sessions across the state

**In-person**

