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Employee Education on a Shoestring Budget: How to Get it Done within Your Limited Means

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Disclaimer

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Materials

Available for download:

– http://www.sos-team.com/PDFS/education.pdf

Please note: URL is case-sensitive.

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Oh, Yes You Can!

- The "mini-campaign" concept
- How to make small projects effective
- Hands-on intranet site tips
- Leveraging new hire orientation
- Account activation
- "Head's up" – coordination with local business partners
- Tax time
- ESPP enrollment
- Resource awareness
- General communications tips

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Mini-Campaigns

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One Bite at a Time

Budget constraints (aka “What budget?”)

- Education efforts that need to be built around no additional budget or headcount

Tackling employee education in bite-sized pieces

- No need to be a marketing guru
- Employees don’t get overwhelmed
- Building a complete education program

Leveraging internal resources

- HR educational campaigns
- IT projects

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Creating Success

Setting goals
- Be realistic
- Narrow focus

How to measure success
- Surveys
- Enrollment rates
- Volume and type of questions

Internal PR – why it pays to toot your own horn
- The stock plan management team reputation
- Budgeting decisions
- Employee satisfaction

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Tackling Your Intranet

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How to Leverage Your Intranet

- Stock Plan professional may need to become a web master!
- Suggest an html basics class
- Get a book on web usability like:
  - *Don't Make Me Think* by Steve Krug
- Ask intranet support team for guidance/help
- Make sure that any currently existing links pointing to departmental intranet site are not disabled!
  - Insider Trading Policy
  - Blackout Schedule
  - Board Grant Schedule
  - Etc…

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The Intranet Campaign

- Yahoo! Stock Plan Services Team had to become web savvy
- All stock plan services email communication has intranet address in signature detail
- Global program documentation available
- Posted recorded webinars with details about equity comp 101, activating individual broker accounts and ESPP open enrollment
- All postings were blessed by Yahoo! legal team

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Perfecting New Hire Orientation

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Perfecting NHO

Leverage NHO programs, usually offered by HR
- Local, face-to-face
- Video-conference to other sites
- Chance to provide broad brush, general information

What happens when there is an equity vehicle that isn't offered to everyone
- Offer brown-bag or separately scheduled follow up to NHO

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Perfecting NHO

Know your audience
- Gauge knowledge base of population
- Customize when possible (i.e. broad-based option plan, or just ESPP)

Know your partners
- Find out who will present along side you
- Which partners will be present in the meeting
- Get to know the needs of other departments involved

Coordinate with presentation partners
- Establish how to handle topic confusion

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Account Activation

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Account Activation

Why it's important

- Grant acceptance
- Options vs. Restricted Stock
- Measurable goal
- Indicates employee awareness

Challenges

- Lack of computer access
- Insufficient knowledge levels
- Language barrier

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Account Activation Campaign

Getting data from your broker(s)

- Baseline
- Reports on inactive or restricted accounts

Broker involvement

- Reach out via e-mail to inactive accounts
- W-8 BEN

HR involvement

- Inactive/restricted accounts by HR location
- Challenge between locations

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Hey – Heads Up!

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Your Local Business Partners

Who they are

- Finance
- Payroll
- Human Resources

What they need to know

- Upcoming education or communication campaigns
- Upcoming stock plan management projects
- Timeline for large events

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Yes, We are Partners

Yahoo! example

- Local Country Business Partners (HR/Payroll) are contacted four times a year to attend live webinar covering quarterly events
- Sessions cover global RSU releases, ESPP open enrollment, payroll/HR obligations, time lines and procedural changes
- Team tracks attendees and reaches out to “no shows”
- Builds relationships across the globe

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Tax Time

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The Tax Challenge

Messaging
- Education: familiarize with common terms & requirements
- Communication: concise, clear, complete
- Repetition: consistent messaging providing information, not advice

Equity vehicle specific information
- Income calculation

Reporting on W-2 or 1099
- Deciphering documents employees can expect to receive

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Proactive or Reactive

Anticipate the need for information; anticipate questions

- Plan messaging campaign, delivered over time
- Large company vs. small: same message, different delivery vehicles

Information Availability

- Guaranteed delivery (with W-2) vs. passive (info posted on intranet)
- Targeted vs. general

How to measure your success

- Track the number and type of questions

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ESPP Enrollment

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ESPP Enrollment

Plan Parameters
- Biggest problem with enrollment is missed deadlines and/or a misunderstanding of the Plan

Timing
- Communication frequency upon open enrollment kick-off and shortly before cut-off is key

Strategy
- Having affective educational tools to explain complex highlights will benefit high call/email volumes

What if your ESPP isn't attractive?
- If the educational tools and communication details are honest and easy to understand, the participant can make the determination on enrolling

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Resource Awareness

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Give a Participant a Fish…

Help them help themselves
- Intranet usability
- Information packets
- FAQs

Internal resources
- HR partners

External resources
- Brokerage links
- External sites like Mystockoptions.com

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How Much do Your Partners Know?

Help them help themselves
- Provide talking points on FAQs
- Distribute resource links internally

Keep a connection
- Brown bag lunches with local HR
- Regularly scheduled teleconferences with other locations
- Periodic updates for HR leads

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Gauging Awareness

Measuring your success
- Survey employees
- Tally number and type of questions coming in
- Quiz challenge for HR locations

Training employees and partners to pay attention to you
- E-mail campaign—it's all in the subject line
- Be the resource of choice for HR partners

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General Tips

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Successful Employee Education

Lessons Learned

Keep it simple
- One uniform goal for each campaign
- Each campaign builds up to an overall education system and resource center

Review and reinforce important items
- Once is never enough

Be an advocate for your employee base

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Questions?

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Appendix

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Email Mail Merge MS-Word 2007 Tips

- If your department has an email alias, ask IT to set up a team member's email properties to allow an email mail merge to be sent from the alias vs. a personal work address
- This will alleviate one user from a lot of participant responses
- Will allow the entire team to respond to inquiries
- Email alias should be able to track read receipts
  - Archived read receipts are very useful for SOX and participant inquiry purposes
- Prepare a mini-merge test with team members only to get familiar with merge process

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Email Mail Merge Using MS-Word 2007

- Prepare a spreadsheet with details you want to communicate in the email alert
- Spreadsheet should contain a header row with field descriptions
- Mandatory field will be email address
  - Screenshot Example: If email document will contain personalized details for the recipient such as ID, Name, equity details, etc., that will need to be included

	A	B	C	D
1	id	LAST	FIRST	EMAIL
2	99991	Employee	Great	gemployee@yahoo-inc.com
3	99992	Smith	Frank	fsmith@yahoo-inc.com

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Email Mail Merge Using MS-Word 2007

- Prepare MS-Word document with content
- Details that will be merged from the spreadsheet can be formatted later during the merge process

ESPP ENROLLMENT ALERT-US-Newbies-special.doc [Compatibility Mode] - Microsoft Word

This message sent to: «FIRST» «LAST», ID #«Employee_Number» («EMAIL»)

EMAIL SUMMARY

- Special instructions for Newbie Yahoos
- DEADLINE to enroll is **4:59PM, US Eastern time on Monday, May 10, 2010** (late enrollments cannot be accepted)
- For plan information and disclosures, please read this email or go to the Open Enrollment website

****ESPP ENROLLMENT PERIOD****
Information for U.S. Yahoos

Dear Newbie Yahoos:

As a newly hired employee, you may not have received an authentication email from E*TRADE yet. As such, you need to follow special instructions to enroll into the plan. Please follow these steps to enroll:

Step 1: Go to www.etrade.com/enroll
Step 2: Enter ticker symbol: YHOO
Step 3: Enter your last name as follows: «LAST»
Step 4: Enter your Employee ID as follows: «Employee_Number»
Step 5: Complete remaining steps for enrollment

You should receive a confirmation email after you have submitted your enrollment elections.

Later, after Open Enrollment has closed, Yahoo! Stock Plan Services will request for E*TRADE to send you an email with your authentication code so that you may activate your full brokerage account.

Open enrollment for the Employee Stock Purchase Plan begins Tuesday, April 20, 2010 and ends at 4:59 P.M., Eastern Time, on Monday, May 10, 2010.

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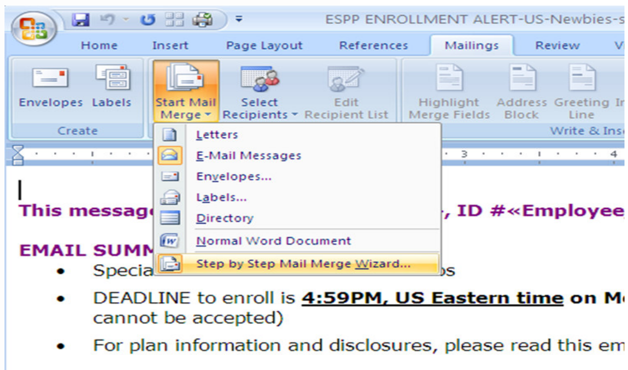
Email Mail Merge Using MS-Word 2007

– Once email language is finalized, select the start mail merge button and select Step by Step Mail Merge Wizard



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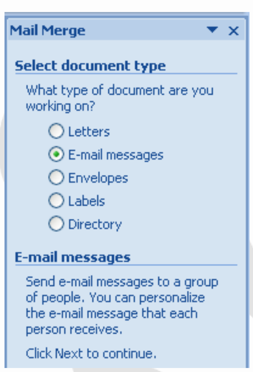
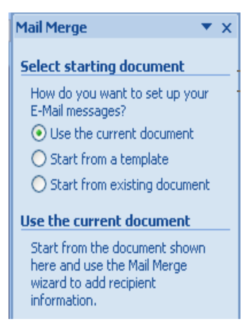
Email Mail Merge Using MS-Word 2007

– The wizard tool will appear on the right hand part of the screen. If your completed document is being displayed, select the following radio buttons and hit next after each:





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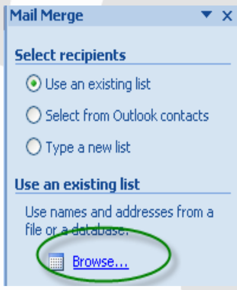
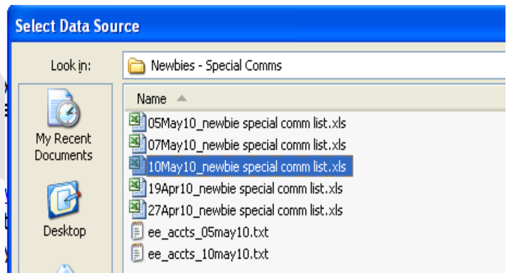
Email Mail Merge Using MS-Word 2007

- The wizard tool will prompt you to select the spreadsheet containing the data you wish to merge
- Select Browse and then select the file you want to use
- NOTE! Make sure the spreadsheet has been saved and closed before this step!





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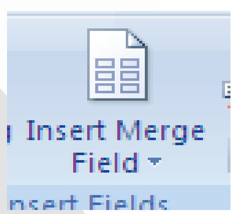
Email Mail Merge Using MS-Word 2007

- Once the spreadsheet is linked to the document, you may plot the merged field header names within your document by using the insert merge field button



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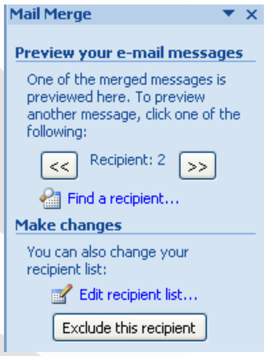
Email Mail Merge Using MS-Word 2007

– Before completing the merge, you will be able to preview the document detail record by record to validate spreadsheet data being merged, formatting, etc.



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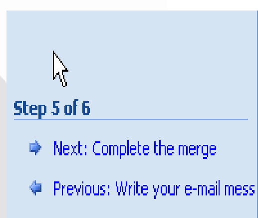
Email Mail Merge Using MS-Word 2007

– After previewing and/or making final edits, the next step at the bottom of the wizard will be to complete the merge



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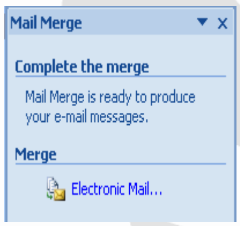
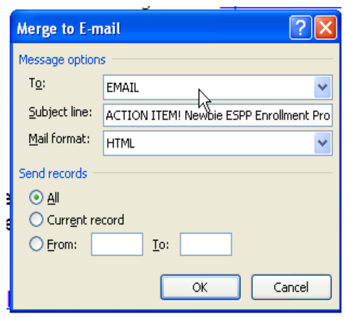
Email Mail Merge Using MS-Word 2007

- When you select the Electronic Mail election to complete the merge, a Merge to E-mail window will pop up
- Prepare a subject line for the email
- When the OK button is selected, the merge will begin!





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