

NASPE AWARD GUIDELINES

Category: Commercial
NCFlex Video with Testimonials

- 1. Brief Description of the submission:** The NCFlex program is a statewide voluntary employee benefits program that offers a group of benefits on a pre-tax basis. This program serves about 130,000 employees in state agencies, universities and community colleges. This pre-tax benefit saves participating employees about 30% of the premium cost. Since its inception in 1996, the program has seen exponential growth due to competitive benefits and excellent customer service as well as the pre-tax savings on premiums. In a nationwide survey conducted by an independent auditor, the participation rates were higher than many public and private sectors. In spite of the growth and participation, the program has a challenge to reach out to non-participating employees. The communication committee responsible for promoting the program recommended the creation of a video to reach non-participating employees to take advantage of the program and its pre-tax savings.
- 2. How long has the submission been in existence:** The video has been in existence since April 2010. It was released by the State Personnel Director during the NCFlex Annual Benefits Conference, for state government benefit representatives.
- 3. Why was the submission created:** To meet the diverse needs of the employees and promote/explain the program in a simple way with live testimonials from the participants. Many of our employees have limited education or limited availability of computer access at work. The video enables employees to learn about our program when they are at home and can discuss the benefits with other family members by accessing the video from our website or playing the DVD in a personal DVD player.
- 4. How does this submission support the goals and objectives of your agenda/department:** It is our goal and objective that employees become more engaged in a work life balance. By providing a video to share with their family helps them to achieve this goal and the employee takes a more active role in their benefits.
- 5. Have you been able to measure the effectiveness of this submission? If so, how?**
Yes, we continuously receive positive comments from Health Benefit Representatives in e-mails and on evaluation forms in our annual training sessions.