Employers are Customers too!

NCTR Conference
December 12, 2018

Presented by
Shannon K. Murphy
MTRS Employer Services
Assistant Director

William P. Culbert
MTRS Communications
Senior Communications Specialist
About the MTRS

- **Plan**
  Established 1914; defined benefit under IRC 401(a)

- **Total membership**
  - Active: 93,000
  - Benefit Recipient: 66,000
  - Inactive: 20,000

- **Employers**
  425
  Massachusetts K–12 public schools, excluding Boston

- **MTRS**
  2 offices / 97 emp.
  All employer services staff in main office in Charlestown; each employer is assigned a dedicated service rep
Education and training resources for employers

- **In-person programs**
  3-hour seminars on popular topics; held at MTRS offices or commercial facilities; offered spring, fall

- **Written reference guides**
  Currently, 25 step-by-step guides available online

- **Live “Coffee Break” webinars**
  Broadcast from workstation using WebConnect; later, re-recorded without audience for posting online

- **Recorded “Coffee Break” videos**
  Specific topics; narrated PowerPoints and demos
Employers are Customers Too!

Why video training?

- **Effective**
  Excellent tool for both visual and auditory learners

- **User friendly**
  Provides a demonstration of general business processes that Employers can follow at their own pace and on their own schedule

- **Flexible**
  Provides an additional training opportunity for Employers who are unable to attend a live webinar

- **Efficient**
  Covers general topics so that Employer Services can focus support on more complicated issues
Video training format

- Typically 10-15 minutes in length – “Coffee Break” sessions
- PowerPoint slides mixed with step by step demonstrations within MyTRS
- Embedded on our website
We will demo the first 2 minutes of
Video production steps

1. Webinar is created
2. Program is recorded using QuickTime
   - Audio is recorded through the computer for reference
   - Production audio is recorded using a portable audio recorder in the room with the presenter
3. Video and audio is synced and then edited in Adobe Premier Pro
4. Finished product is posted to MTRS website and employers are notified
5. Each project requires between 10-15 hours to produce
Video analytics

- First videos posted March 2017
- Total views across all 6 videos = 690
- Most viewed: Retirement Application Part 2

<table>
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<tr>
<th>Video title</th>
<th>Video length (minutes)</th>
<th>Video created</th>
<th>Watch time (minutes)</th>
<th>Views</th>
<th>Average view duration (minutes)</th>
<th>Average % viewed</th>
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- Stats match audience demographics
  - Relatively small audience size
  - Instructional videos are not generally watched from beginning to end.
Video analytics

- Viewing duration has increased over time

- Videos work as a supplement to—not a replacement for—other training we provide
Conclusion

- Feedback has been positive from Employers
- MTRS will continue to build our video training library

Shannon K. Murphy – Assistant Director, Employer Services
617-679-6826 | shannon.murphy@trb.state.ma.us

William P. Culbert – Sr. Communications Specialist, Comms.
617-679-6829 | william.culbert@trb.state.ma.us

mass.gov/mtrs