



Employers are Customers too!

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About the MTRS

■ Plan

Established 1914; defined benefit under IRC 401(a)

■ Total membership **179,000**

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

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**

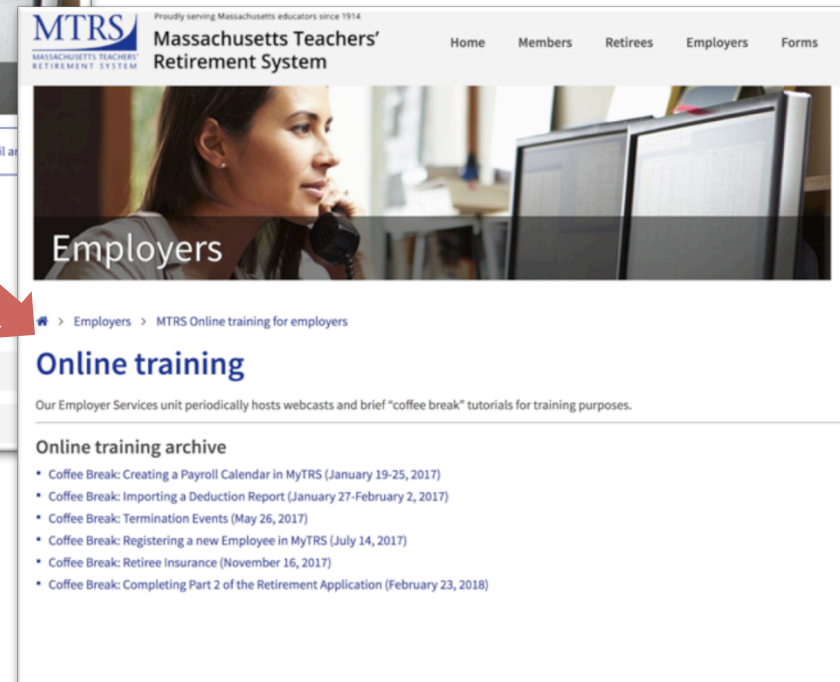
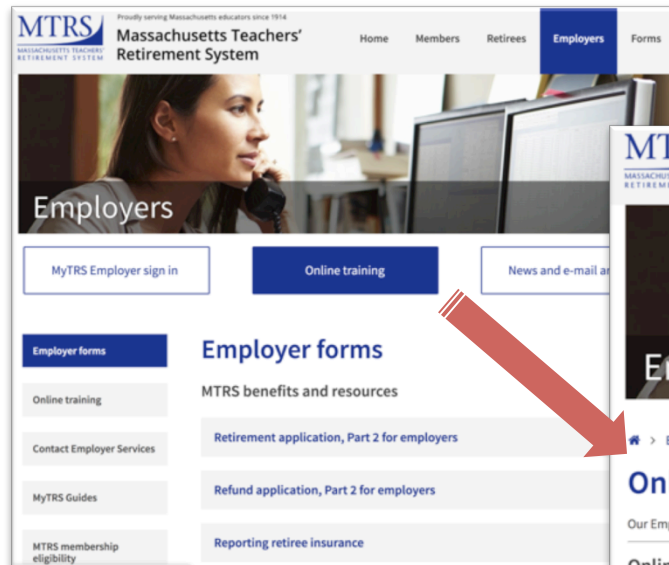
Provides an additional training opportunity for Employers who are unable to attend a live webinar

- **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 <https://mtrs.state.ma.us/employers/coffee-break-registering-new-employee-mytrs-july-14-2017/> here. Covers introduction, and a small portion of the step-by-step portion of the video.

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

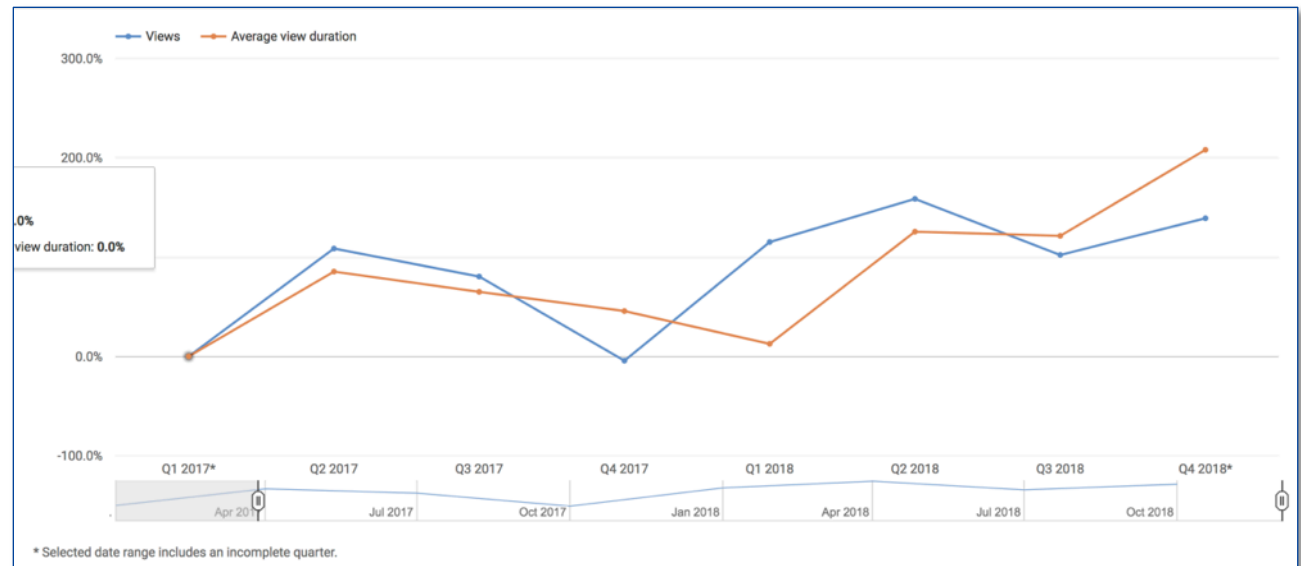
Video title	Video length (minutes)	Video created	Watch time (minutes)	Views	Average view duration (minutes)	Average % viewed
Retirement Application Part 2	21.43	03/07/18	1335	200	6.7	31.15
Creating a Payroll Calendar in MyTRS	10.02	03/28/17	473	136	3.5	34.69
Registering a new Employee in MyTRS	8.57	07/28/17	394	110	3.6	41.8
Importing a Deduction Report in MyTRS	18.6	03/28/17	534	104	5.1	27.59
Termination Events in MyTRS	10.78	06/09/17	351	77	4.6	42.22
Retiree Insurance	34.22	12/05/17	385	63	6.1	17.88

- 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

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