



## New York State Teachers' Retirement System

10 Corporate Woods Drive  
Albany, NY 12211-2395

(800) 348-7298 or (518) 447-2900  
NYSTRS.org

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# 10 Corp

## Video Transcript

Chairman: Look, we've got to find a way to connect with these young members of the retirement system. We provide these tremendous benefits and half of them don't even know we exist! Now I want ideas! From all of you!

Board Member #1: Young members? Well, I know what gets my kids' attention:

Puppet: Today's show is brought to you by the letter "T", which stands for "Tier of membership".

Board #2: No, no, kids today, they want cartoons, they like the animated stuff:

Animated Character #1: What are you waiting for? Your prior service claim to just fall out of the sky?

Rational Board Member #1: Um, I don't think the membership is that young.

Rational Board Member #2: We're talking about members in their 20s or 30s who've only been a part of the system for a few years.

Board #3: Right! And you know what gets their attention: crazy things on YouTube.

*[Music playing]*

Rational Member #1: Yeah, I really don't see how that's going to help...

Board #4: I can tell you what the kids want today. One word: vampires.

Woman: Edward, I know you're going to live forever. But have you put enough put away for such a long retirement?

Man: Stella, you're all I'll ever need. Plus, with a NYSTRS pension, I can never outlive my benefits.



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Rational Member #1: That is a terrible idea.

Rational Member #2: I think we're kind of missing the point here. We don't need any crazy gimmicks... or vampires. We just need to be direct.

Rational Member #1: Let these younger members know what it is we do for them.

Rational Member #2: Say to them, "The defined benefit a NYSTRS pension provides is a key ingredient in ensuring your financial security in the future."

Rational Member #1: And you can influence your future by actively managing your membership now.

Board Member #1: How do we get the message out?

Rational Member #2: Tell them to check our website, [nystrs.org](http://nystrs.org) and establish a MyNYSTRS account.

Rational Member #1: We also provide video consultations, informational handbooks and newsletters, or they can call our hotline.

Board #4: So, is he saying "no" to the vampire idea?

Rational Member #2: We just need to spread the word.

Rational Member #1: Our members who are close to retirement tell us they wish they had done more to understand their benefits earlier in their careers.

Rational Member #2: Let's help these younger members stay ahead of the curve.

Board #2: Ok, this will really get them: what about a talent show?

Auditioner: Get to the website as fast as you can. Everybody's crazy about our pension plan. Get it? I'm running. Come running as fast as you can?

Rational Member #2: Let's just start with the website...

Narrator: To learn more about your retirement system, check out [NYSTRS.org](http://NYSTRS.org).