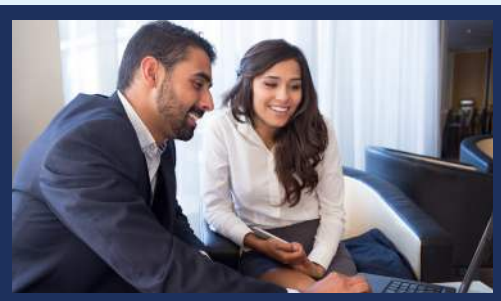


Better Benefits Education for Raising Grades in Enrollment and Engagement



Relationships are formed over time. You prove over and over the value you bring to our district. Thank you for always being there for us.”

**Thomaston-Upson Schools
Leadership Team**



For Georgia schools, having financially secure and confident employees leads to better classroom experiences for their students. That's why it was critical to Thomaston-Upson Schools' leadership to work with Arista on boosting enrollment and education around their benefits packages. Arista created a customized communication strategy to ensure Thomaston-Upson's staff thoroughly understood their benefits offerings, enabling them to make smarter decisions to secure their **Core Four**: Health, Wealth, Life, and Income.

Although many districts have worked with Arista on retirement plans, not all schools know that we can do so much more and offer full Broker of Record solutions. With Thomaston-Upson Schools, we were able to achieve incredible results at no cost to the school district.

Why Financial Security Matters

When 80% of employees do their financial planning at work, it is critical that employers fulfill their role as their de facto financial advisor. But even with a solid benefits package, Thomaston-Upson's employee benefits engagement rate was low, and it was clear from how employees were picking and choosing options that there was a lack of understanding of what made sense: for example, enrolling in a Voluntary Accident Plan but not having any disability coverage to protect their income. Thomaston-Upson wanted to close the gaps in understanding that were leading to low enrollment or choices that weren't in the best interests of their teachers and staff.

Hitting The Books

Our strategy involved a multi-step communication process designed to meet people where they are. Using our signature Blueprint process to build out a cohesive and thorough plan that let Thomaston-Upson leadership remain focused on their priorities, we did the heavy lifting with engaging and educating their employees. Our approach ensured that we hit every channel that any employee might prefer, from print education to in-person meetings, plus leveraging technological solutions like automated emails, and website landing pages to make resources available at the click of a mouse.



A+ Results

Like a well-planned curriculum, our Blueprint led Thomaston-Upson to some phenomenal grades in their benefits utilization.

- **21% Increase in Disability Insurance Products**

- **Increases in Enrollment in 9/9 Available Products**



While the significantly increased enrollment numbers are impressive, knowing the efforts from Arista and Thomaston-Upson's partnership resulted in increased confidence and knowledge with the employee population is the real win. We look forward to continuing to provide full-scope benefits solutions to their district and other Georgia school districts to help enable our teachers to be at their best for themselves, their families, and the students in their classrooms.

Ready to raise your school's benefits engagement grades? Get in touch today to learn how easy it is to boost your staff's financial security at no cost with Arista's support.