

**Canadian Public Pension Leadership Council  
Board of Directors**

**Zoom Meeting Link**

<https://zoom.us/j/96087988725?pwd=SXE5aTNKcnpXU0NLaW5QVnU2UUdRQT09>

Meeting ID: 960 8798 8725

Passcode: 265087

**March 15, 2022**

**8:00 AM – 10:00 AM PT**

**AGENDA**

- 1. Welcome and Adoption of Agenda**
- 2. Approve Minutes**
  - a. February 14, 2022 Board Meeting (attached for approval)
- 3. Business Arising**
- 4. Strategic Initiatives**
  - a. **Strategic Plan Tracker, March 2022** (attached for information) (Alison)
- 5. Roundtable: Emerging Opportunities and Risks**
  - a. **Pension developments and public policy consultations** (standing item)
  - b. **Research and reports of Interest** (standing item)
  - c. **Research papers to consider posting** (standing item)
  - d. **Collaboration with Other Organizations**
- 6. Affiliate Reports**
  - a. **World Pension Alliance** (Derek)
  - b. **Public Policy Forum** (Helen)
    - Membership renewal (attached for decision)
- 7. Committee Reports**
  - a. **Governance Committee** (Cheldon)
    - i. Verbal Report
  - b. **Research Committee** (Bitá)
    - i. Verbal Report
    - ii. Economic Impact research – future events
    - iii. Committee minutes – January 14, 2022 approved (attached for information)

- c. Communications Committee (Helen)**
  - i. Verbal Report
    - a. Social media
    - b. Economic Impact Research Phase 2 roll out update
  - ii. Value Proposition Decision Note (attached)
  - iii. Evolve Newsletter (draft for information)
  - iv. Web posting – [OMERS Pension Plan – Social and Economic Value report](#) Decision Note (attached)
  - v. Member articles schedule (attached for information)
  - vi. Committee minutes – November 22, 2021 and January 31, 2022 approved (attached for information)
  
- 8. CPPLC Operations**
  - a. Secretary-treasurer report (Karen)
    - i. Verbal dues report
  
  - b. Administrative Coordinator (Nancy)
  
- 9. Other Business**
  - a. In-person meeting in Banff, June 3, 2022 (invitation [nppconference.ca](http://nppconference.ca))
  
- 10. Next Meetings**
  - a. April 12, 8 – 10 am PT ZOOM
  
- 11. Adjournment**

**Canadian Public Pension Leadership Council  
Board of Directors  
ZOOM virtual meeting**

**February 14, 2022  
8:00 AM – 10:00 AM PT**

**Minutes *DRAFT***

Attendees (voting member representatives):

Alison McKay (Co-Chair)	SHEPP (SK)
Derek Dobson (Co-Chair)	CAAT Pension Plan (ON)
Chuck Bruce	Provident 10 (NL)
Pierre Cote	OMERS Sponsors Corporation (ON)
Bitia Jenab	College Pension Plan (BC)
Helen McArthur	Public Service Pension Plan (BC)
Troy Milnthorp	Saskatchewan Teachers' Retirement Plan (SK)
Doug Moodie	Nova Scotia Pension Services Corporation (NS)
Judy Payne	Municipal Pension Plan (BC)
David Stevens	Government of Canada Pension Centre (NB)
Karen McKeown	Teachers' Pension Plan (BC)
Glenda Willis	Winnipeg Civic Employees' Benefit Program (MB)
Sheri Wright	Local Authorities Pension Plan (AB)

Guests:	Cheldon Angus	SHEPP (SK)
	Adam Molineux	Municipal Pension Plan (BC)
	Caitlin	BC Pension Corp

Recorder:	Nancy Brenneman	Municipal Pension Plan (BC)
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**1. Welcome and Adoption of Agenda**

The meeting was called to order at 8:02 am PT with Alison McKay as chair.

The agenda was adopted as presented.

**2. Approve Minutes**

The board meeting minutes of January 12, 2022 were adopted as presented.

**3. Business Arising**

None

**4. Strategic Initiatives**

**a. 2022-24 Strategic Plan**

**Goal 3. Educate and Inform, a. Member-authored pension articles**

Helen reviewed the discussion note included in the meeting materials. One of the goals in the 2022-24 Strategic Plan is to *Educate and Inform*, and one of the objectives is to *'Share*

*with participating member organizations member-authored public pension articles, at least quarterly*'. The Communications Committee (CC) was assigned this objective and at its January 2022 meeting, the CC discussed activities to meet this goal.

Helen reported on the CC discussion. Member-authored articles will be developed to educate and inform participating member organizations about relevant and topical public pension related issues. The articles will provide member organizations with new ideas and insights that they can use to inform their own pension plan operations. For example, introducing a new plan design, plan expansion to new employers, managing stakeholder relations.

The articles will be designed to share with CPPLC members and their sponsors, for example boards of trustees, or teams and departments working on a project. They will not be made publicly available as the intent is they are a benefit of CPPLC membership. However, the article topics and some teaser content may be featured in the Evolve newsletter.

CC recommended a straight-forward process including developing a template to keep format, length and presentation consistent. Once prepared the article will be shared at a CPPLC meeting, and the author will have the opportunity to present it and discuss with the group. Following this discussion, it can be shared with sponsors and other interested parties within the member organizations.

Members would provide Helen with topics and timeframes and Helen would draw up a schedule. The success of this plan is dependent on all members contributing articles on a regular basis and Helen asked for members to commit to participation. Helen suggested that the quarterly frequency could be increased if there were enough topics and desire to do more.

Board discussed the benefits of sharing the articles externally as well as internally to elevate the profile of CPPLC within the pension community; show CPPLC was engaged in current issues and that CPPLC is non-partisan and not an advocacy group. It was suggested that articles could be posted to the website or placed in pension periodicals.

Board agreed that as the original intent had been to share with participating member organizations the external dissemination of each article would be considered on a case-by-case basis. Members committed to preparing articles and to help Helen set up a schedule.

**ACTION: Helen will email a schedule form for members to complete their topic and preferred timeframe. Helen will complete the schedule and provide the template.**

## **5. Roundtable: Emerging Opportunities and Risks**

### **a. Pension developments and public policy consultations** (standing item)

Derek provided information on two private member bills of interest to CPPLC members:

- i. During the election the Federal Liberals outlined their intent to create a 3% surtax on banks. To date this has not occurred
- ii. Also on the Federal level, the PC and NDPs introduced two separate private members bills focused on securing private sector DB pensions.

- b. Research and reports of Interest** (standing item)  
Nothing to report
- c. Research papers to consider posting** (standing item)  
Nothing being considered at this time.
- d. Collaboration with Other Organizations**  
Nothing to report

## 6. Affiliate Reports

- a. World Pension Alliance**  
No update. The next meeting is being held March 8, 2022.
- b. Public Policy Forum (PPF)**  
Helen reported there was nothing new with PPF. She reminded members the PPF will be presenting at the BCPSPP conference in April.

## 7. Committee Reports

### a. Governance Committee

#### i. Verbal Report

Cheldon reported that the next meeting is planned for March 10. The committee will review many governance documents. Protocols for guests to attend monthly council meetings will be discussed. Ongoing work includes the value proposition, code of conduct and confidentiality agreement for employees.

### b. Research Committee

#### i. Verbal report

Bitá reported the committee met January 14 and that she was re-elected as committee chair.

The Research Committee (RC) is working on the second research report and the contract with National Institute on Ageing (NIA). Adam and Bitá had a productive meeting with NIA to clarify details of the project. NIA is very keen to start work on the project, but April is earliest for them to start. In the meantime, contract details will be finalized. NIA's contract preference is that CPPLC becomes a sponsor of the project rather than a contractual partner. The rationale is if CPPLC was a sponsor, NIA would keep most of the revenue received from the project. Ryerson would receive 40 percent kickback, so to speak. This arrangement would be neutral to CPPLC or it may have advantages. Further discussion is required.

Bonnie-Jean MacDonald is partnering with Dr. Lars Osburb, Economics Professor at Dalhousie University and prominent in field of economics. This connection gives the project more strength and depth. We are talking to NIA about 100% owner of the property of the results. Co-branding is not a problem.

Caitlin is working on the timelines and RC will report back at the next meeting.

NIA wants to ensure that the pandemic is over when they release the report – in the fall or even early next year. Project completion is anticipated by the end of 2022.

- ii. Minutes of Governance Committee November 16, 2021 (approved) were provided for information.

**c. Communications Committee**

i. Verbal Report

Helen reported that she was re-elected as committee chair for 2022 at the January committee meeting.

The CC is drafting the third issue of Evolve and a draft will be provided for board review at the next meeting. Co-chairs are authorized to approve the copy.

The analysis of CPPLC social media presence is on the committee workplan. The committee acknowledged that CPPLC social media presence is non-existent and determined that it would be prudent to begin work on the analysis as soon as possible.

ii. Phase 2 rollout plan for Economic Impacts study

Helen reviewed the Decision Note provided in the meeting materials. The research report was released in November 2021. A two-phase approach to the release was approved by council. During phase one, the report was published on the CPPLC website and promoted at roundtable meetings with different audiences, press releases and promotion by CPPLC organizations. Phase two was intended to personalize the research findings and make them more accessible to broader audiences such as plan members, local media and the public. CC proposed a roll out plan for phase two for council's consideration and approval.

Phase two is intended to highlight the personalized stories about the benefits of public sector pension plans through a series of individual case studies. Global Public Affairs has interviewed members and stakeholders of CPPLC organizations and developed these stories into case studies. A total of seven case studies have been prepared.

To promote the case studies the CC proposed:

- Posting all case studies to the CPPLC website
- Profiling the case studies in a March edition of the CPPLC newsletter, Evolve
- Supplying each CPPLC organization with boilerplate text for a press release that can be adapted for release in the organization's region with relevant case studies
- Supplying each CPPLC organization with boilerplate text for a cover email to interested stakeholders and media
- Supplying each CPPLC organization with a reference guide on potential sensitivities and issues to be mindful of in the release of case studies
- Communications materials will be provided in English and French

In addition, speaking opportunities are being explored which can profile the case studies in addition to the initial research findings. These include:

- BC public sector pension conference, April 2022
- LAPP Conference, June 2022
- CPBI pension conference, June 2022

**Recommendation: CPPLC authorizes the communications committee to execute on the proposed communication roll out of phase 2.**

**Decision: Council approved the roll out plan as presented.**

iii. A Better Bang for the Buck

Helen reviewed the Decision Note provided in the meeting materials recommending posting of a research paper to the CPPLC website. The National Institute on Retirement Security (NIRS) published a report in January 2022 titled *A better bang for the buck 3.0* that supports DB pensions as economically efficiency relative to individual retirement accounts. The CC found the report was appropriate for posting according to the guidelines. To differentiate between reports based on Canadian research data and those from the US or other countries, the CC suggested an International Research section be added to the website.

**Recommendation**

- **Post the NIRS 2022 report ‘A Better bang for the buck 3.0’ on the CPPLC website**
- **Create a new ‘International research’ section**
- **Add a line description to each of the research reports on the site**

**Decision: Council accepted the recommendation as presented.**

**8. CPPLC Operations**

**a. Secretary-treasurer**

Karen reported that the CPPLC has successfully changed banking institutions for more flexibility in making transactions.

She also reported that the 2022 membership dues letters and invoices have been disseminated.

**b. Administrative Coordinator**

Nancy reported that the 2022 member contact list has been posted to the member portal and asked members to review the information and let Nancy know of any change in address or contacts.

**9. Other Business**

None

**10. Next Meeting**

- a. March 15, 2022, 8 am PT via ZOOM**

**11. Adjournment** - The meeting was adjourned at 8:45 am PT.

**2022-2024 Strategic Planning Tracker**  
**March 2022**

STRATEGIC GOAL	OBJECTIVE	INITIATIVES	TARGET DATE	COMMITTEE	BOARD	STATUS UPDATES		
						STATUS	NOTES/DESCRIPTION	EXPECTED COMPLETION
1. Value	a. Ensure participating member organizations understand the value proposition of CPPLC	i. Clearly articulate the benefits of CPPLC membership (e.g., research, environmental scan, issue identification/discussion)	2022	Membership	All Directors	In Progress- On Track	Deliverable = written value proposition statement e.g., research, environmental scan, issue identification, collaboration	
		a. Conduct original research, at least every 18 months	i. Update future income requirements survey & data set	2022	Research		In Progress- On Track	Researcher and surveyor selected - contract negotiations underway. Work expected to commence April/May 2022
2. Research	a. Conduct original research, at least every 18 months	i. Identify next research priority	2022	Research		In Progress- On Track	Research on social impact of CPSPPs to be presented to Council as a potential topic in Q2 2022	
		b. Collect, leverage and build on third party research, at least annually	i. Expand our collation of third party research to produce synthesized relevant practical research more frequently	Ongoing	Research		In Progress- On Track	
	b. Collect, leverage and build on third party research, at least annually	ii. Develop and share industry research to support member organizations' informed engagements	Ongoing	Research		In Progress- On Track		
3. Educate and Inform	a. Share with participating member organizations member-authored public pension articles, at least quarterly	i. Develop schedule of member-authored public pension articles	2022	Comms		In Progress- On Track	Discussion note presented to Council in February 2022. Schedule for articles to be completed by members. Template to be developed. First article summer 2022	
		ii. Build public sector pension champions	2022	Comms		In Progress- On Track	For discussion at F2F meeting in June	
	b. Discuss emerging public pension and policy issues at council and share with participating member organizations	i. Emerging Issues is a standing agenda item for council meetings	Ongoing	Co-chairs or Administrative Coordinator		In Progress- On Track		
		c. Educate and inform other stakeholders about key public pension policy and research	i. Assess the value of CPPLC presence on social media	2022	Comms		In Progress- On Track	Comms committee starting analysis in March 2022
	c. Educate and inform other stakeholders about key public pension policy and research	ii. Develop a semi-annual newsletter to share research, member-authored articles and inform current and prospective members	Ongoing	Comms		Completed	Draft Evolve #3 to board March 2022	
		iii. Complete a stakeholder analysis exercise	2022	Comms		In Progress- On Track	For discussion / workshop at June 2022 F2F meeting	
		iv. Build the CPPLC narrative	2023	Comms		In Progress- On Track	Value proposition being discussed at committee. Expected to bring to June CPPLC meeting for approval	
4. Collaborate	a. Enable sharing of knowledge and experience	i. Share an annual environmental scan with member organizations	Annually/ periodically	Research or Comms	All Directors	In Progress- On Track	Current version Sept 2021	
	b. Monitor and discuss public policy developments	i. Share information, knowledge and experience to support member organizations' operations and informed engagements	Ongoing	Co-chairs	All Directors	In Progress- On Track	Standing item monthly for emerging issues.	
5. Grow our Presence	a. Explore ways to collaborate with other groups	i. Explore the opportunity to leverage our affiliation with World Pension Alliance (WPA)	2022	Comms or co-chairs	All Directors	In Progress- On Track		
		ii. Explore the opportunity to leverage our affiliation with the Public Policy Forum (PPF)	2022	Comms or co-chairs	All Directors	In Progress- On Track		
	b. Implement membership growth plan	i. Identify high potential organizations and encourage their participation in CPPLC	Ongoing	Membership	All Directors	In Progress- On Track		
	c. Explore opportunity to expand CPPLC's brand	i. Develop a plan to build recognition of CPPLC brand and implement	2022	Comms		In Progress- On Track	Following stakeholder analysis and value proposition work	

**From:** [Chelsea Berry](#)  
**To:** [McArthur, Helen \(BC Pension\)](#)  
**Cc:** [Brenneman, Nancy \(BC Pension\)](#); [Alessandra Crawford](#); [Signi Schneider](#); [Masha Kennedy](#)  
**Subject:** PPF Annual Membership Renewal / Canadian Public Pension Leadership Council  
**Date:** Wednesday, March 2, 2022 12:52:42 PM  
**Attachments:** [image001.png](#)  
[PPF Membership Invoice Canadian Public Pension Leadership Council.pdf](#)  
[1. PPF Direct Deposit & Void Cheque.pdf](#)

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This message was sent from outside of BC Pension Corporation. Please do not click links or open attachments unless you recognize the source of this email and know the content is safe.

Dear Ms. McArthur,

I hope this note finds you and your loved ones keeping well. My name is Chelsea Berry and I am the new Membership Lead at the Public Policy Forum. We'd love to find time for you and our Vice-President, External Relations, Signi Schneider to connect in the coming weeks to provide you with an update on some of our activity and to learn about your organization's priorities for the upcoming year. Please let me know who best to speak with regarding scheduling, and I will help coordinate a call.

As well, Katie and Lori are looking forward to participating in your upcoming conference.

This email includes information on:

- [PPF membership renewal](#)
- [Recent engagement](#)
- [Upcoming events](#)

### **Annual Renewal of PPF Membership**

We are proud to call Canadian Public Pension Leadership Council a PPF member. On behalf of our President & CEO, Ed Greenspon, and our [Board](#), we're thankful for your continued support of the Public Policy Forum and for being invested in ensuring a good policy future for the people of Canada. Thank you for being a part of a collective of organizations who share similar values.

Your annual membership month is **April**. We look forward to continuing having Canadian Public Pension Leadership Council as an active member of PPF. Attached you will find an invoice and banking information for your convenience to renew your membership for the period starting **April 1, 2022 to March 31, 2023**. As our physical offices are currently closed, we are requesting that our members pay their renewals electronically by direct deposit (EFT) or via credit card over the phone by calling Alessandra Crawford at 613-800-0286.

### **Canadian Public Pension Leadership Council's Recent Engagement with PPF**

Thanks so much, Helen for your participation in our Brave New Work Conference 2021: The Messy Middle of the Future of Work and Fall Dinner 2021: Public Trust and Multisectoral Collaboration During the Pandemic. As well as your and your colleagues' participation in our PPF Member Events.

We look forward to seeing you on April 28 in Toronto for our Canada Growth Summit 2022 and 34th Annual Testimonial Dinner & Awards!

**If you missed it:**

- Watch (or re-watch) sessions from [PPF's Fall Dinner 2021: Public Trust and Multisectoral Collaboration During the Pandemic](#)
- [Policy Speaking](#) podcast: check out our latest episodes:
  - [Managing Carbon to Achieve Net-zero](#) with Janet Annesley and Michael Bernstein
  - [Investing in Black Futures with Dahabo Ahmed-Omer](#)
- Have you checked out a **PPF Member Event** lately? Catch up with our online [library of previous sessions](#)
- Recent publications:
  - [New North Star III: The Case for a Canada Advanced Research Projects Agency](#)
  - [Getting Canada Back on Track after COVID-19 with a Comprehensive Innovation Plan](#)

**Upcoming PPF Events**

We love hearing from our members! Please share ideas on topics of discussion and speaker suggestions for Policy Speaking and PPF Member Fridays. To be featured in #PPFProud, we invite you to share your latest piece of work or announcement.

- REGISTER for:
  - [Canada Growth Summit 2022](#) on **April 28, 2022** in **Toronto (in person)**
  - [34<sup>th</sup> Annual Testimonial Dinner & Awards](#) on **April 28, 2022** in **Toronto (in person)**
- PPF Academy Learning Programs:
  - [Action Canada Fellowship 2022/23](#). **Deadline to apply: March 21, 2022 at 7 pm ET**
  - [Access Ability Executive Program: Enabling disability inclusion in the workplace](#). **Deadline to register: March 21, 2022**
- Upcoming **PPF Member Event**: [Colleges and Institutes: Preparing Canada's Workers of the Future, March 4, 2022](#)
- SAVE THE DATE for:
  - [From Atlantic Bubble to Atlantic Boom](#) on **June 14, 2022** in **Fredericton (in person)**
  - [Atlantic Dinner and Frank McKenna Awards 2022](#) on **June 14, 2022** in **Fredericton (in person)**

Did you know your PPF membership extends to your entire organization and all employees can enjoy the benefits of membership? You can always add new colleagues to our member distribution list. Simply send us their names, titles and email addresses.

We look forward to engaging with Canadian Public Pension Leadership Council in the coming year as a PPF member.

Warm regards,  
Chelsea

**Chelsea Berry** (she/her/elle)  
Membership Lead | Chargée des services aux membres  
Public Policy Forum | Forum des politiques publiques  
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Join me at the [Canada Growth Summit](#) & 34<sup>th</sup> [Annual Testimonial Dinner and Awards](#) on April 28.



CANADIAN PUBLIC PENSION LEADERSHIP COUNCIL

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**Canadian Public Pension Leadership Council (CPPLC)  
Research Committee  
Videoconference**

**January 14, 2022  
10:00 to 11:00 AM PT**

**Minutes**

Attendees:	Bitu Jenab, Chair Derek Dobson Caitlin Espinoza Adam Molineux Doug Moodie Allison Nystrom Sheri Wright	College Pension Plan CAAT Pension Plan British Columbia Pension Corp BC Municipal Pension Plan Nova Scotia Pension Services Corp SHEPP Pension Plan LAPP Corporation
Regrets:	Troy Milnthorp Kristin Biefer	Saskatchewan Teachers' Federation CAAT Pension Plan
Recorder:	Caitlin Espinoza/Bitu Jenab	

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**1. Adoption of agenda**

The agenda was approved as amended to include election of Chair.

**2. Approve minutes**

The minutes of November 16, 2021, meeting were adopted.

**3. Second research project**

**a. Planning Meeting with NIA**

Adam circulated a list of potential questions for NIA. The main issue to discuss with the Committee is the extent to which CPPLC should retain sole discretion over distribution and use of the study. Adam mentioned that a call with NIA was scheduled for the following week.

- On use of survey questions drafted by Kristin and Caitlin, the Committee agreed that a conversation with NIA was in order. We want to give NIA flexibility around formulating their own questions while ensuring that our objectives are aligned.
- On stating that a disconnect exists between what Canadians want in terms of retirement income and the reality of what they are facing, the Committee agreed that the researcher should not pre-suppose this as an outcome of the survey.

- On NIA’s position to research the current state of Canadians’ income needs, The Committee agreed that while the current state can be a baseline, focus needs to be on the future. The expectation is that NIA uses predictive modelling.
- On partnership with a leading academic, the Committee agreed that NIA needs to reveal the identity of this person.
- On NIA’s engagement with a large and vast range of stakeholders, the Committee agreed that further clarification is in order.
- On co-branding with NIA, the Committee felt that co-branding is feasible as long as both parties agree to the use of the product. Given that the NIA brand is very well recognized, we need to make sure that release of any product by NIA is subject to CPPLC’s sign-off.

**b. Next Steps**

- Bitia and Adam will meet with NIA next week.
- Council has given authority to Research Committee to take all steps necessary to finalize a proposed contract for the Council's consideration.
- At the next committee meeting, Bitia and Adam will report on the call with NIA and will run through the contract.
- Governance committee will also need to see the contract.
- Caitlin will look at Kristin’s work-back plan and update it with new dates and provide to Bitia and Adam.

**4. Social Value of Public Sector Pension Plans**

Derek reported that one of our peer plans in Ontario, in partnership with CANCEA, is in the process of publishing a report on the social value of their pension plan. Once published, the Committee would consider a recommendation to post the report on the CPPLC website.

Sheri advised the Committee that LAPP has engaged CANCEA to produce an Alberta-focused report. Sheri expects release of this report in Spring/Summer 2022.

The Committee discussed the potential for a future partnership with CANCEA to look at social value of public sector pension plans on a national scale. Bitia suggested that a partnership with CANCEA to carry out a national study will have its limitations if CANCEA were to rely solely on publicly available data, with no access to plan-specific data. We need to consider how robust such a study would be, and whether we go to market or award CANCEA the work without competition. Bitia also mentioned that universities are interested in working with us and should we go to market, we should include them in the competition.

**5. Other business**

**a. Election of Chair**

Derek nominated Bitia, seconded by Sheri, passed.

**6. Adjournment**

The meeting adjourned at 11:00 a.m. PT.

## Decision Note

**Date:** March 15, 2022

**Initiated by:** CPPLC Council Members

**Prepared by:** Helen McArthur/Courtney Gaudet

**Subject:** CPPLC Value Proposition

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### Topic

Review and approval of the drafted CPPLC Value Proposition to be used in communications materials.

### Background

At the January 12<sup>th</sup> CPPLC Council Meeting, there was an inquiry about the progress on the development of a CPPLC Value Proposition statement that could be shared with member boards (reference: Strategic Plan goal “Value: Ensure participating member organizations understand the value proposition of the CPPLC”). The Communications Committee was tasked to draft a value proposition that could be brought back to Council for review.

A value proposition is a statement that summarizes the value and benefit of a business, organization or entity. The importance of establishing a value proposition for the CPPLC is to create consistent branding and messaging that can be used on promotional and communication materials. The value proposition would also serve to provide member organizations with clarity of what their return on investment is for participation and involvement with the CPPLC. Note that the CPPLC’s role in advocacy is scheduled to be further discussed at the June Strategic Planning meeting.

The SHEPP Communications team brought forward three sample value propositions for discussion at the CPPLC Communications Committee:

1. CPPLC: Thought leaders in the pension industry dedicated to supporting lifetime pension benefits for Canadians.
2. CPPLC: Senior pension professionals focused on leading-edge research to promote income adequacy for all Canadians.

3. CPPLC: An established network of senior, non-partisan pension administrators and professionals promoting research and advocacy for retirement income security.

The decision to choose the final value proposition statement for the CPPLC rests with the Council, but the Communications Committee has made a recommendation for consideration. After review and discussion, the Communications Committee is recommending option #3 above, as this value proposition best exemplifies the key elements of who the CPPLC is (senior pension professionals, research focus, common goal of retirement income security).

### **Recommendation**

- Agreement on the final value proposition statement:
  - CPPLC: An established network of senior, non-partisan pension administrators and professionals promoting research and advocacy for retirement income security.
- Upon adoption of a value proposition statement, a review of the current Fact Sheet on the CPPLC website should be completed to incorporate the value proposition and update CPPLC promotional material. SHEPP has confirmed their willingness to continue to lead this process.

## New case studies show the faces behind the numbers

The CPPLC recently commissioned research on the economic benefits of Canada's public sector pension plans. The study provides valuable insights on the scale and breadth of downstream benefits in terms of jobs, households and businesses supported. But just who are these workers, households and businesses? To get a better understanding of how public sector pension plans benefit individuals and communities, we spoke to members and employers to hear their stories.

[See all the case studies here](#)

### Meet the People that Pensions Support

#### *Contributing During a Career*

With 3.41 million active members spread across Canada, pensions are part of what attracts talented people to the important roles in public service.

**Catherine Araos** has worked as a registered nurse for 10 years in Regina, Saskatchewan caring for people with late-stage kidney conditions. She is dedicated to her career, and the promise of a stable, secure retirement has kept her motivated and fully committed to her role.



#### *A Major Plus for Employers*

For employers, a larger, consolidated pension plan designed to meet employee needs is a major plus. In her role as Municipal Treasurer, **Elana Wentzell** inherited a municipal pension plan that had become a

liability for the Regional Municipality of the District of Lunenburg. Since joining a provincial plan that provided consolidated pension management and professional investment, it has provided peace of mind to employer and employee alike.

#### *Enjoying Retirement*

In 2019, Canada's public sector pension plans paid \$49 billion in retirement income. Retired public servants live in communities across Canada and play active roles at the heart of those communities. **Sheila Wyse** worked in Williams Lake, BC as a teacher and spends her retirement meeting friends at local coffee shops and volunteering in local community groups, including teaching seniors how to use technology.

#### *Local Impacts*

These stories provide perspective on the role public sector pension plans play in attracting and retaining dedicated and skilled professionals, and the value pensioners bring as active members of their communities.

## Meet our CPPLC Council Co-chair – Alison McKay

**Alison McKay** leads a team of professionals who administer the Saskatchewan Healthcare Employees' Pension Plan (SHEPP). SHEPP is the largest defined benefit pension plan in Saskatchewan, providing retirement income security for the province's healthcare workers. Alison was appointed CEO in 2014, following six years with the organisation in various senior leadership roles. A University of Regina graduate and Chartered Professional Accountant, Alison held various pension administration and financial management roles prior to joining SHEPP.



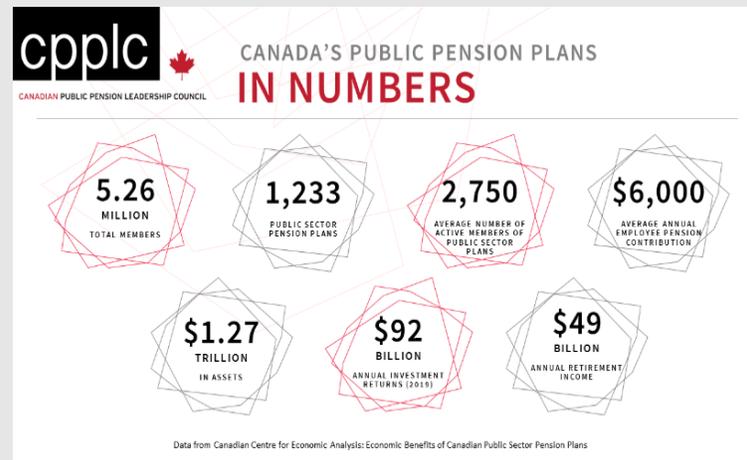
When asked why she decided to become co-chair, Alison commented that:

“Collaborative leadership is instrumental in creating meaningful discussion about public sector pension policy and retirement income security. I’m eager to be a part of the conversation and support research initiatives that expand knowledge in our industry.”

## Have you read the *Economic Benefits of Canadian Public Sector Pension Plans*?

The Canadian Centre for Economic Analysis (CANCEA) conducted a study that highlights the unique value of Canada's public sector pension plans. The report reveals that every community in Canada is positively impacted by public sector pension plan activity. The downstream benefits of pensions reach both rural and urban locales, through the work of active members and their employers, retired members' pension-related spending, or through the local investment activities that pension plans perform on behalf of their members.

[Read the report](#)



## What's next?

Join us at the [National Public Sector Pensions Conference](#), May 31-June 3, where we'll be talking about the value of research conducted by public sector pension plans.

The CPPLC commissions research on an on-going basis. Keep an eye on our website for updates!

## Join us!

If you are interested in joining CPPLC, [check out the About page on our website](#). We are always interested in your feedback about our communications. [Get in touch](#) if you have any comments about this newsletter. We are keen to improve it to suit the needs of our readers.

## Decision Note

**Date:** February 28, 2022

**Initiated by:** CPPLC Communications Committee

**Prepared by:** Helen McArthur

**Subject:** OMERS – Social and Economic Value of the Plan Report

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### Topic

Posting of the OMERS – Social and Economic Value of the Plan report to the CPPLC website.

### Background

The decision to post research papers from other organizations on the CPPLC website rests with the Council, but communications committee are asked to consider the research and make a recommendation to Council. The OMERS research was discussed by communications committee at its meeting on February 28, 2022.

### Discussion

The communications committee feel the content of the report is relevant and complimentary to the goals of CPPLC.

The report content follows naturally from the research recently completed by CPPLC about the economic benefits of public sector plans.

### Recommendation

- Post the [OMERS – Social and Economic Value of the Plan Report](#) on the CPPLC website

## Schedule for member-authored articles

Organization	Topic	Date
Public Service Pension Plan BC	<p><b>Use of CPPLC environmental scans in producing communication strategies.</b></p> <p>Following the request of council to profile the annual environmental scan, the Public Service Plan will demonstrate how it effectively uses the scan to inform communication strategies and plans.</p>	Spring 2022
LAPP	<p><b>Research: The Value of a Value Proposition.</b></p> <p>Report on the research findings of Alberta's recent social and economic studies and discuss why we do research and the Value it brings to public sector plans in Canada</p>	Summer 2022
CAAT	<p>Whitepaper: <b>Modeling the Value of Defined Benefit Pension Plans</b></p>	Fall 2022
Teachers' Pension Plan BC	<p><b>Trustee education</b></p> <p>The four BC public sector pension plans have developed an in-house trustee education curriculum. The article will explore trustee education needs and how the in-house curriculum meets those needs</p>	Winter 2023
Municipal Pension Plan (BC)	<p>Lessons learned from the establishment of an <b>Employee Life and Health Trust (ELHT)</b></p>	Spring 2023
NS Pensions	<p>Report on <b>substantive amendments to Nova Scotia's Teachers' Pension Plan and/or Public Service Superannuation Plan</b></p>	Summer 2023
SHEPP	<p><b>Member engagement / digital journey</b></p>	Fall 2023

STRP	Saskatchewan teachers' journey towards <b>equity for all generations</b>	Winter 2024
WCEBP	tbc	Spring 2024
TBD		Summer 2024

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**Canadian Public Pension Leadership Council (CPPLC)  
Communications Committee  
Virtual - Zoom Meeting  
Meeting ID – 948 1083 7103**

**November 22, 2021  
8:30AM – 10:00 AM, PST**

**AGENDA**

Attendees:	<b>Helen McArthur, Chair</b> Kelley Orban Troy Milnthorp Tanya Demmings Caitlin Espinoza Venessa Benson	Public Service Pension Board of Trustees Saskatchewan Healthcare Employees' Pension Plan Saskatchewan Teachers' Federation British Columbia Pension Corporation British Columbia Pension Corporation Local Authorities Pension Plan
Guests:	Courtney Gaudet	Saskatchewan Healthcare Employees' Pension Plan
Absent:	Leona Barrington John Cappelletti	Provident <sup>10</sup>
Recorder:	Lauren Gonzalez	Pension Board Secretariat

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**1. Adoption of Agenda**

(Kelley)- Motion to adopt agenda as tabled.

**2. Approve Minutes**

(Venessa/Troy) – Motion and seconded approval of Oct 25, 2021 Minutes

**3. Review of Tabled Referred List**

- Committee reviewed items on Tabled Referred List
- Second Evolve Newsletter issue was released. Third Evolve Newsletter expected to be released after case studies are complete.
- Website Metrics continue to be monitored after research launch and newsletter release.

#### **4. Updates from Council/ Research Committee**

Standing Items:

- Helen reported on November council meeting. Council debriefed on launch and discussed the possibility of an in-person event to promote CPPLC activities and present research. Committee discussed of the value and necessity of hosting an in-person event. They noted although it would present a sense of membership and provide more interactive engagement and it is not to right time yet given the progression of Covid-19. There is also limited content and CPPLC will be competing against other organizations that have events booked. The committee suggested scheduling them in collaboration with other events to warrant travel (ie. ACPM, conferences, CBI)
- Caitlin reported on research committee meeting. The committee is in the process of narrowing their choices for their second research project and preparing briefing notes for council.

#### **5. Research Project Case Study Template**

- Committee reviewed case study sample for Nova Scotia. The following feedback was discussed:
  - Preference to keeping the case study individual anonymous and without name to create relatability to the audience, but understood this is not Council's preference
  - The storyline did not convey engagement and depth that the committee was looking for.
  - Suggestions to reframe to storyline to have more structure and purpose so that it can convey a connection with the reader and demonstrate how all the points a related.

#### **6. Website Metrics**

- Caitlin presented statistics from June 1 – Nov 15, 2021 to committee. The following was noted:
  - There has been steady traffic on site with a spike of more users in November, correlating with the launch.
  - The Economic Benefits of Canadian Public Sector Pension Plan page is the second highest viewed page at the moment. It is receiving an average of 5 and half mins of viewing time.
  - Currently the majority of the traffic on the site is from direct searches.
    - Direct – a typed search in google
    - Organic search – a related word to CPPLC
    - Social – site visit from a link on a social media site
    - Referral – visit from a suggested link on another site ie. Benefits Canada
  - Committee reviewed the compared metrics from the second newsletter release and media launch (June – August 2021 against September to

November 2021) There has been significant increase in all metrics. Specially pertaining to page views, duration on pages and downloads. The majority of the downloads are from the research and membership page.

- Helen will be presenting statistics at next council meeting. Caitlin can re-run statistics to provide more current information.
- Committee to add as a future agenda item, “what more they can be doing with this data”. For example: setting targets for the launch of case studies

## **7. HOOPP**

- Committee reviewed the HOOPP report that was referred from council and discussed uploading it on the CPPLC website.
- Interest in whom the HOOPP organization worked with to develop this report as it was not noted in summary.
- Committee was in consensus that the report should be posted on website either the executive summary or the full report if council agrees.

## **8. Environmental Scan**

- Committee discussed recommendations on how to leverage the CPPLC environmental scan report. The following recommendations were noted:
  - Suggestion to add context on report on how to utilize it for studies. As well as explain the purpose of the CPPLC group and what they do.
  - Committee discussed uploading report on website and as well as adding a link on a Evolve newsletter.
  - Suggestion to utilize the report as a “hook/teaser” for membership. A member would gain access to the full report. Caitlin will reach out to Damien Ticoll to see if it is possible to add downloads to a contact form similar to the Benefits Canada report in where an email is required for a download.
  - BC Pension Corp representatives spoke about how they use the scan to develop communication strategies.

## **9. Round Table**

- Tanya announced the “What’s Important” defined benefits pension plan video was released to the public.
- 2022 CPPLC Communication Committee meeting dates have been scheduled.

## **10. Other Business**

Review of Action Items

1. Helen to connect with committee closer to Dec 13<sup>th</sup>, 2021 to determine if a meeting if necessary or if the meeting hold can be cancelled.
2. Helen to draft a pros and cons list regarding an in-person event for council.

## **11. Adjournment**

Adjournment (9:25am PST)

**12. Next Meeting Dates**

Monday December 13, 2021 8:30 – 9:30 AM PST – TBD

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**Canadian Public Pension Leadership Council (CPPLC)  
Communications Committee  
Virtual - Zoom Meeting  
Meeting ID – 948 1083 7103**

**January 31, 2022  
8:30AM – 10:00 AM, PST**

**AGENDA**

Attendees:	<b>Helen McArthur, Chair</b> David Stevens Vicki Lam Caitlin Espinoza Courtney Gaudet	Public Service Pension Board of Trustees Government of Canada Pension Centre Colleges of Applied Arts and Technology Pension Plan British Columbia Pension Corporation Saskatchewan Healthcare Employees' Pension Plan
Guests:	John Cappelletti	
Absent:	Leona Barrington Tanya Demmings Venessa Benson	Provident <sup>10</sup> British Columbia Pension Corporation Local Authorities Pension Plan
Recorder:	Lauren Gonzalez	Pension Board Secretariat

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**1. Adoption of Agenda**

(Courtney/Caitlin)- Motion to adopt agenda as tabled.

**2. Approve Minutes**

(Courtney/David) – Motion and seconded approval of November 22, 2021 Minutes

**3. Committee Chair Election**

- Committee motioned to elect Helen as committee chair for 2022.

**4. Committee reviewed items on Tabled Referred List**

- Third Evolve Newsletter expected to be released April/March
- Website Metrics continue to be monitored after research launch and newsletter release.

- Committee discussed possibly advancing completion date for Item # 8 – *Social Media Analysis*. As well as assigning a committee member to take lead. Item will be added as an agenda for February’s Committee meeting.
- Item #7 – Environmental Scan – will be removed from the Tabled referred list

## 5. Updates from Council/ Research Committee

Standing Items:

- Helen reported on January AGM council meeting.
- Caitlin reported on research committee meeting. The committee is in the process of preparing recommendations to council after reviewing the National Institute of Ageing (NIA) proposal.

## 6. Research Project Update

- Phase 2 of the roll out plan for the Economic Impacts of Public Sector Pension Plan is scheduled to launch March/April.
- Global Public Affairs (GPA) provided templates for boilerplate text, pitch email and newsletter in anticipation for the press release. They can be tailored with data pertaining to specific local regions. Committee suggested re-editing the “language of newsletter” to be more concise and brief.
- Committee reviewed case studies examples provided by GPA. The following feedback and recommendations were discussed:
  - The case studies are very well done, personable and capture the value of everyone’s occupations. They have a sense of flow, personalized and an easier read than what was previously presented.
  - Recommendation to change the “fork and knife” icon for small business to a more general icon.
  - Recommendation to change phrase “public servant” to a more generalized term as it does not apply to all.
  - Committee proposed promoting cases studies in the following ways:
    - On CPPLC Website
    - profiling case studies in Evolve newsletter
    - providing CPPLC organization with boiler plate text, template email that they can adapt with their specific regional data
    - providing communication materials in English and French
- Committee noted that prior to the distribution of materials local sensitivities should be considered. For example, current news reports on Williams Lake and residential schools.

## 7. Better Bang for the Buck 3.0

- Committee reviewed “Better Bang for the Buck 3.0” report and discussed posting report on CPPLC website.

- The report is an American based report and from a reputable organization (National Institute on Retirement Security), the committee was in consensus that it is relevant and complimentary to the goals the CPPLC.
- The committee suggested implementing a “International Research” section to the website to allow for other non-Canadian studies to be posted.
- Recommendation to include a small summary of report under the title/link to provide highlights and context about content.
- There was no objection to posting report on website.

#### **8. Member Articles**

- The committee discussed assigning member articles quarterly to a different organization in the CPPLC group. In where an organization would compose a formularized page on a topic of their choice that would bring about new ideas and insights from their own pensions plan operations. For example: why they utilize the plan design they have and the benefits they have found with it.
- The articles will be shared at the CPPLC meetings and the author will have the opportunity to present and discuss with the group. Following this discussion, the articles can be shared with sponsors and interested parties within the member organization.
- The communications committee to develop a template/guide to ensure the format, length and presentation is consistent. As well provide suggested topics an organization can utilize.
- The committee recommends creating a schedule as well as establishing goals of how many articles are expected per organization.
- The BC Public Service Pension Plan offered to roll out the first article in Spring 2022 highlighting the use of CPPLC environmental scan in producing communication strategies.

#### **9. Google Translate**

- Committee discussed integrating a google translate feature to the CPPLC website. The following feedback was noted:
  - Committee agreed this feature may cause more confusion. As google translation at times does not provide the most accurate terms and can have many errors. The context of articles and content may be lost in translation.
  - Given the audience the site attracts the Committee agreed this feature would not be of value.
  - Committee suggested providing an English and French translation to make the site more accessible at a national level. David Stevens volunteered to assist if this was something the committee wanted to implement.

#### **10. Round Table**

- Committee discussed responsible investing views and ESG factors from their regions.

**11. Other Business**

None

**12. Adjournment**

Adjournment (9:50am PST)

**13. Next Meeting Dates**

Monday February 28, 2022 8:30 – 10:00 AM PST

Monday March 28, 2022 8:30 – 10:00 AM PST

Monday April 25, 2022 8:30 – 10:00 AM PST

Tuesday May 24, 2022 8:30 – 10:00 AM PST

Monday June 27, 2022 8:30 – 10:00 AM PST

Monday July 25, 2022 8:30 – 10:00 AM PST

Monday August 22, 2022 8:30 – 10:00 AM PST

Monday September 26, 2022 8:30 – 10:00 AM PST

Monday October 24, 2022 8:30 – 10:00 AM PST

Monday November 28, 2022 8:30 – 10:00 AM PST

Monday December 12, 2022 8:30 – 10:00 AM PST