

104th Annual GFOA Conference – “*The Finance Officer’s Role in Doing More with Less*”

Session: Getting the Word Out – Effective Popular Reporting

Wednesday, June 9, 2010 (8:30 am – 10:10 am)

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Presentation Outline:

I. Background on TMRS

- A. Established 1948 (state statute)
- B. Statewide agent multiple-employer public employee retirement system (joint-contributory, hybrid defined benefit plan)
- C. 6-member Board w/ 2 yr. terms; appointed by Governor
- D. Membership (837 cities; approx. 140,000 members; 36,000 annuitants)
- E. \$16 billion fund (66% fixed income; 24% equity index funds; 10% short-term investments) – as of Dec. 2009

II. TMRS’ PAFR History

- A. Historically, produced annual CAFR (have provided to GFOA’s Certification Program and have received award for 22 consecutive years)
- B. First PAFR – 1998 (in celebration of TMRS’ 50th anniversary)
- C. Continued creation of PAFR’s to provide another avenue of transparency to the membership
- D. Various formats (large and small booklets; fold-out; insert)

III. Planning efforts

- A. Timeline created by Finance & in-house Communications dept.
- B. By-product of our CAFR
- C. Determine “focus” based on accomplishments noted in CAFR

- D. Write for very broad audience (goes to all active members & retirees)
- E. Keep GFOA's standards in mind during creation
 - 1. Clear scope
 - 2. Refers to CAFR
 - 3. Explains GAAP difference
 - 4. Reader appeal
 - 5. Understandability
 - 6. Distribution
 - 7. Other (notable achievement; innovative; useful to users and legislature)

IV. Cost considerations and Distribution

- A. Format and colors; printing with outside vendor (prior to TMRS' in-house Communications dept., also had to outsource layout)
- B. For 2008 yr-end PAFR, issued in June 2009 – included as “insert” in Summer newsletter (didn't incur additional postage or mailing costs)
- C. Mail printed version to all membership; provide on TMRS website

V. Samples