

4.2.2: READ- Open Enrollment Communications

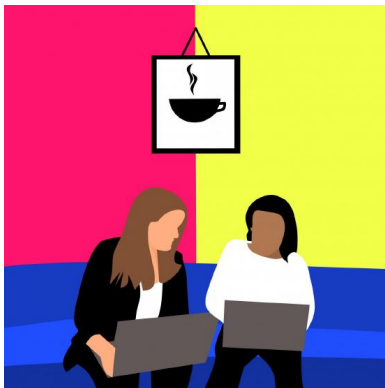


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Open Enrollment Communications

The majority of employees say they are looking for more help and guidance from their employer on benefits offerings, according to data from global insurance provider MetLife. It's a sentiment that's especially felt by Generation Z workers, who are on track to become the largest generation in the workforce. MetLife's 2023 Employee Benefit Trends Study found that 54 percent of all employees said they wish they had personalized benefit recommendations, while half would feel more cared for if their employer improved its benefits communications.

The need for effective open enrollment communications has never been more critical—or more complicated, given the rise of hybrid mixes of remote and onsite work arrangements. This requires a renewed focus on developing communications that meet employees' needs wherever they are and whenever they need to connect. Ideas to help with this include:

- Virtual communications
- Virtual benefit fairs
- Home mailings
- Traditional face to face employee group or individual meetings

Source: "[Employees Seek More Benefits Communications, Personalization](#)", Society for Human Resource Management (SHRM), February 5, 2024.

Source: "[Open Enrollment Success Relies on Effective Communications](#)", Society for Human Resource Management (SHRM), August 29, 2022.

NOTE: Printable PDFs are attached below.

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