

Online Education

Throughout their investing lives, your participants have important decisions to make. Our Online Education offers an innovative and engaging learning experience to help them get valuable information at the right time to make those decisions. It's accessible using any web-enabled device at vanguard.com/planaccess.

A plan for better learning

According to adult learning theory, adults usually don't seek out knowledge for its own sake. Rather, they seek information that's in their own best interest at a time when it's most beneficial to them.

Our lessons leverage teachable moments and interactive tactics based on adult learning theory principles and instructional design best practices. Each lesson offers "bite-sized" education to make it easier to get answers quickly and take appropriate action.

Learning obstacles

Participants may:

- Feel overwhelmed by too many options.
- Have difficulty thinking far into the future.
- Know they need to do something, but have little motivation to learn.

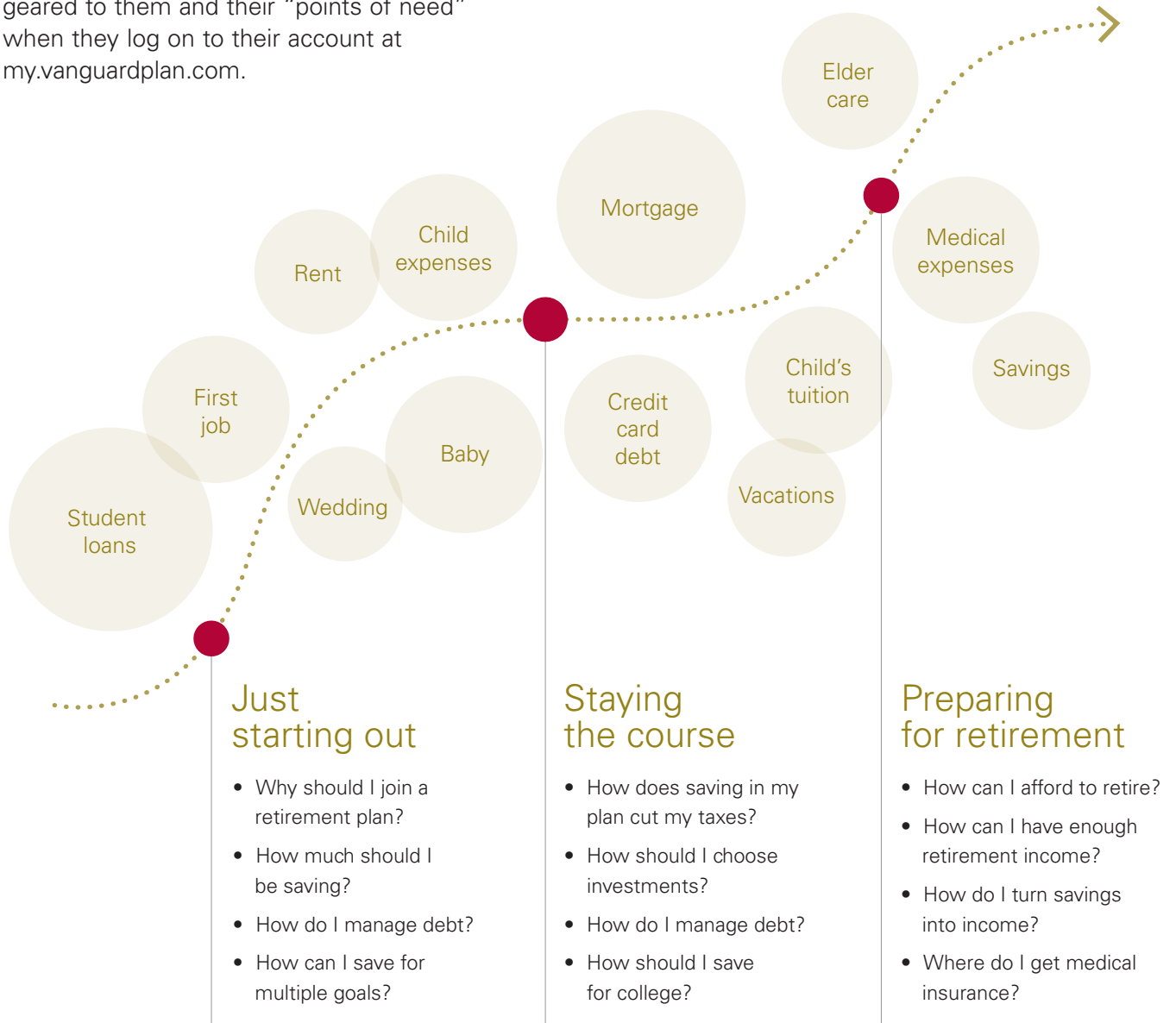
Education approach

We've developed content that:

- Increases motivation through relevance and reasoning.
- Shows projections and outcomes.
- Reinforces research and peer effects.

Online learning helps participants balance competing priorities

Online Education is smart! This learning experience offers your participants lessons geared to them and their “points of need” when they log on to their account at my.vanguardplan.com.



Note: Additional lessons are available and may be recommended.

Common mistakes participants make

Participants typically make mistakes in four critical areas:

- **Enrollment.** Don't save up to the company match.
- **Saving.** Aren't saving 12% to 15%, Vanguard's suggested range.
- **Cashing out.** Cash out at some point, resulting in loss of savings over the long term.
- **Investing.** Hold extreme portfolios (100% stock, 0% stock, or too much company stock).

The content strategy addresses these issues and provides guidance on financial wellness throughout the experience. Plus, we continually test and evaluate participant interactions so we can refine the content and improve outcomes.

Education experience overview

Our realistic, data-driven approach to content and site design means participants can find valuable, actionable information quickly and easily from their desktop or mobile device.

Personalized

Participants can access education relevant to their individual situation at any given time.

Comprehensive

Participants' needs change over time, so there are tips on everything from getting started and financial wellness to nearing retirement.

Engaging

The participant experience offers smart choices (instead of more choices), access to calculators and videos, and provides point-of-need education all rooted in adult learning theory.

Vanguard[®]

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**All investing is subject to risk, including the
possible loss of the money you invest.**