

Open Enrollment

Sample Communication Calendar



Open enrollment is a busy and challenging time of year for HR professionals.

They are often swamped with work, support questions and paperwork. For this reason, it's crucial that HR teams have an effective communication plan in place before open enrollment begins. These communications are essential to ensure employees understand and sign up for benefits packages.

Creating a calendar allows HR professionals to prioritize employee communications before this busy season begins, improving organization and productivity during open enrollment.

This calendar serves as an example of open enrollment communications for HR professionals.

Note: This calendar is not an exhaustive list of open enrollment topics and does not address compliance obligations or requirements.

January	February	March	April
Welcome and benefits information, onboarding emails	Onboarding emails	Onboarding emails, Quarterly Benefits Newsletter	Health savings account (HSA) checkup email, 10 Ways to Save for Retirement
May	June	July	August
Quarterly Benefits Newsletter	Getting the Most Out of Your Benefits	Tips for Using Your HSA	Open Enrollment HSA Tools and Resources, Quarterly Benefits Newsletter, Open Enrollment Glossary of Terms
September	October	November	December
Open Enrollment HSA Tools and Resources, Open Enrollment FAQs, Open Enrollment Glossary of Terms	Open Enrollment HSA Tools and Resources, Open Enrollment FAQs, Open Enrollment Glossary of Terms	Open Enrollment Announcement, Open Enrollment FAQs, Quarterly Benefits Newsletter, Open Enrollment Glossary of Terms	Last Day to Complete Open Enrollment Announcement