

CU retirement plan service provider adopts new name, plans stay the same ^[1]

March 1, 2016 by [Employee Services](#) ^[2]

TIAA-CREF, the University of Colorado's sole provider of services for its 401(a) and 403(b) retirement plans, has rebranded and renamed itself simply "TIAA."

While TIAA's name has changed, your CU retirement Plan(s) and assets remain the same. You can access your account using the CU-TIAA website, which is accessible at the new URL www.tiaa.org/cu ^[3]. (Note: This site will be updated to reflect the new TIAA name and brand in April.)

In December 2014, CU selected TIAA from among five other firms to become the sole recordkeeper and financial educator for the university's retirement Plans. Founded in 1918, the Teachers Insurance and Annuity Association of America - College Retirement Equities Fund has provided retirement services to CU for more than 90 years.

The firm's two-year rebranding and renaming effort represents a move into the 21st century, said Connie Weaver, TIAA's chief marketing officer.

"Our brand today is about meeting our customers wherever they are on that journey to success, and helping them meet their needs and navigate their financial lives in a simple, clear way, with straight talk instead of jargon or legalese," Weaver said.

In addition to a simplified name and logo, TIAA has rolled out a new website with tools and content for each life stage.

"The reimagined TIAA customer experience is designed to break through the fear and inertia that people may have when it comes to financial decision-making," Weaver said. "Whether our customers are connecting with us on our website, in person, or simply through account statements, we can actively engage them in achieving their financial goals and help make them more confident about their financial futures."

To make retirement planning more convenient, TIAA will debut new mobile apps and easy-to-read account statements that help customers understand how their portfolios are performing against personal goals. [CU plan participants can also arrange to meet with a TIAA financial consultant one-on-one](#) ^[4] by calling 800-723-8353 or online at www.tiaa.org/schedulenow ^[5].

"We stepped back and listened to the people we serve, who they are and what they need," Weaver said.

For more information, visit www.tiaa.org ^[6].

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