


☒ CalSAWS M&E ☐ CalWIN Migration

Distribution Date:	June 7, 2024
To:	PPOC.All, Consortium.RegionalManagers.All
CIT Name:	BenefitsCal-Account Reactivation E-Mail Campaigns
From:	CalSAWS Project

PPOCs, please forward to the appropriate impacted staff in your county:

- | | |
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| <input type="checkbox"/> General | <input type="checkbox"/> Reports |
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| <input type="checkbox"/> Other Program(s) _____ | <input type="checkbox"/> Conversion |
| <input checked="" type="checkbox"/> BenefitsCal | <input type="checkbox"/> Technical |
| <input type="checkbox"/> Customer Correspondence | <input type="checkbox"/> Training |
| <input type="checkbox"/> Other _____ | <input type="checkbox"/> Help Desk |

Description:	<p>Purpose</p> <p>The purpose of this CIT is to inform counties of the content of email campaigns that the project intends to send to customers whose BenefitsCal accounts have remained inactive since the security incident that occurred in February of 2024, and who are set to have an upcoming Semi-Annual Report (SAR 7) or Renewal due.</p> <p>Background</p> <p>To enhance security and protect customer information, in February of 2024 Multi-Factor Authentication (MFA) was deployed and made mandatory for BenefitsCal account access. Any customers who have not accessed their accounts since that time, or who have not set up MFA on their accounts, have had their accounts remain inactive.</p> <p>Attached are the two email templates that will be sent to these customers, depending on whether they have a SAR 7 or Renewal due. The emails are intended to encourage customers to reactivate their accounts, as well as walk them through that process. The emails will also inform them about features such as Multi-Factor Authentication for Login and Case Linking Verification and include links to informational materials that can assist them with these processes.</p> <p>Additional Information</p>
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	<p>These communications will be sent out via email to customers with inactive BenefitsCal accounts, and who have a SAR 7 or Renewal due, beginning in June of 2024 and to continue sending them out monthly for an indeterminate period.</p> <p>Please note that emails will be sent in English with a link customers can click for translation in their primary language.</p> <p>County Action Please share this with your staff as appropriate.</p> <p>Counties may be contacted by customers who receive these emails and are requesting to reactivate their accounts.</p> <p>If you have questions on this CIT, please reach out to the Primary Contact listed below and cc your Regional Managers.</p>
Primary Project Contact:	<p>Carrie White WhiteC@CalSAWS.org</p>
Backup Project Contact:	<p>Carlos Zepeda ZepedaC@CalSAWS.org</p>
Attachments:	<p>BenefitsCalAccountReactivationCampaign-Renewal.docx BenefitsCalAccountReactivationCampaign-SAR 7.docx</p>
Web Portal Link:	<p></p> <p>OR</p> <p>You may also retrieve the CIT document and attachments by following these steps:</p> <ol style="list-style-type: none"> 1. Click on the CRFIs & CITs link at the top of the page. 2. Click on the "CalSAWS Information Transmittal (CIT)" folder. 3. Click on the "2024" folder. 4. Click on the appropriate CIT # folder.