



Employer *Bulletin*

Employer Communication Center (608) 264-7900 Toll Free: 1-888-681-3952 <http://etf.wi.gov>

Electronic Distribution Required for the 2012 *It's Your Choice* Booklets

In efforts to offer up-to-date information with easy search options over the Internet and reduce waste, the Department of Employee Trust Funds (ETF) is continuing to promote the electronic distribution of the *It's Your Choice* (IYC) booklets during the annual It's Your Choice enrollment period. Electronic distribution has been expanding for three years. Employers have provided extremely positive feedback and, based on ETF website statistics, ETF saw many hits on our Internet site last fall, illustrating that the booklets were being used.

Employers have demonstrated an appreciation for electronic distribution by commenting that it results in reduced labor, time, and mailing costs; eliminates a significant amount of paper waste; and makes it easier for members to search for and find information. In addition, ETF can more readily update electronic information.

However, some employers have expressed concern that electronic distribution could adversely affect employees who lack computer access. To address this, some of these employers will be establishing computer kiosks in the workplace to allow employees more access. This access will also enable employees to data enter their own It's Your Choice enrollment changes this fall, reducing keying errors and speeding up the process for everyone. You may want to consider kiosks in your workplace. However, please note that ETF will work with agencies to ensure that paper copies are available as needed.

A future *Employer Bulletin* will outline the process and provide a sample electronic distribution message that you can modify as needed and share with your employees.

To discuss any questions or concerns, please contact ETF via the Employer Communication Line at 1-888-681-3952, option 1 or email any of the following ETF staff:

- Gary Fox (gary.fox@etf.state.wi.us)
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To receive important email updates about the It's Your Choice period, visit <http://etf.wi.gov> and sign up for ETF Email Alerts.