



STATE OF WISCONSIN
Department of Employee Trust Funds
A. John Voelker
SECRETARY

Wisconsin Department
of Employee Trust Funds
PO Box 7931
Madison WI 53707-7931
1-877-533-5020 (toll free)
Fax 608-267-4549
etf.wi.gov

Correspondence Memorandum

Date: November 3, 2023
To: Deferred Compensation Board
From: Shelly Schueller, Director
Wisconsin Deferred Compensation Program
Subject: 2023 Strategic Partnership Plan Update

This memo is for informational purposes only. No Board action is required.

The results of 2023 Strategic Partnership Plan (SPP) initiatives through September 30, 2023, including field activities and targeted campaigns, are summarized in the attached document, and will be reviewed at the Deferred Compensation Board (Board) meeting on December 7, 2023.

A question regarding webinars offered by the Department of Employee Trust Funds (ETF)/Wisconsin Retirement System (WRS) and the Wisconsin Deferred Compensation Program (WDC) was raised at the conclusion of the September 2023 Board meeting. The table below provides a high-level comparison of live and on-demand webinar offerings, registration, and attendance during the first three quarters of 2023.

Table 1. Webinars: January - September 2023

	ETF/WRS		WDC	
Webinars Held	77		80	
Registered (Live events only)	14,933	<i>Att. Rate</i>	938	<i>Att. Rate</i>
Attended (Live Events Only)	8,483	57%	525	56%
		<i>Average</i>		<i>Average</i>
Only Live Events Attended	8,483	110	525	7
Only Website View / On Demand Attendance	19,666		1,173	
Total Viewed (Live and Recorded)	28,149		1,698	

Staff will be at the Board meeting to answer any questions.

Attachment A: [2023 SPP Update 9.30.23](#)

Matt Stohr

Reviewed and approved by Matt Stohr, Administrator, Division of Retirement Services
Electronically Signed 11/14/2023

Board	Mtg Date	Item #
DC	12.07.23	9A