



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

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## Correspondence Memorandum

**Date:** August 20, 2021  
**To:** Employee Trust Funds Board  
**From:** Mark Lamkins, Director  
Office of Communications  
**Subject:** Communications Update

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

### COVID-19

Since July 6, the Department of Employee Trust Funds' front desk at the Hill Farms State Office Building in Madison is open to the public for "quick service," such as dropping off forms or addressing simple benefit-related questions. In-person and online individual benefits counseling appointments also continue to be offered to members.

All employees are required to wear face masks, and members who are not vaccinated are required to wear face masks while in state facilities. For the latest information on ETF services and operations due to the pandemic, please visit [ETF Response to COVID-19](#).

ETF is collaborating with the Wisconsin Department of Health Services to support the [You Stop the Spread](#) campaign. Key messages and graphics focus on access to free vaccines through health care providers and the community, and education about ways to stay safe, testing, and symptoms. ETF is sharing information via social media, its website, member newsletters, and other communications during the annual open enrollment period, September 27-October 22, for health benefits.

### Website Metrics

Here are highlights of recent engagement metrics for the [ETF website](#). Reporting period: Quarter 2 (April 1 – June 30, 2021). There were 198,208 members and others who visited and interacted with the site during the quarter.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 9/1/21

| Board | Mtg Date | Item # |
|-------|----------|--------|
| JM    | 9.16.21  | 7F     |

Compared to the **previous quarter**, there was a:

- 9.5% decrease in site users
- 19.2% decrease in page views
- 13.1% decrease in sessions
- 7.5% increase in bounce rate

It's typical for the number of site users to be lower in Quarter 2 compared to Quarter 1 when annuity adjustments are announced.

Compared to the **same quarter last year**, there was a:

- 7.1% increase in site users
- 10.1% decrease in page views
- 3.5% decrease in sessions
- 2.5% increase in bounce rate

The bounce rate for Quarter 2, 2021, is 49%. As the bounce rate gets closer to exceeding the 50% threshold, engagement decreases because this means users are spending less time on the site and viewing fewer pages. We are seeing an overall trend of an increasing bounce rate when comparing Quarter 2, 2021 to the previous quarter and the same quarter last year. A next step will be identifying possible issues affecting the bounce rate and solutions for improvement.

It is important to note that ongoing mass email marketing for the [Wisconsin Strong: Your Financial Security™](#) financial wellness program links members to other websites and resources provided by Wisconsin Strong partners such as the Financial Fitness Group and Summit Credit Union.

**What do site users say about their experiences?** In Quarter 2, 2021, there were 3,093 anonymous web surveys completed. Seventy nine percent of survey respondents indicated “yes,” the information was helpful. In general, users are happy with the ability to electronically complete and submit certain forms via the secure, cloud-based Box platform.

Web surveys are regularly monitored for comments that may lead to improving content. Here are a few comments:

- “Very helpful. I now know where to start and who to contact.”
- “You cannot be serious with the slow posting of the investment performance.”  
Note: The State of Wisconsin Investment Board provides [calendar year-to-date returns](#) usually four weeks after close of the reporting month.
- “A very concise and informative summary of benefit changes and other action. Thank you!” Note: Comment is referring to the [Department News](#) on insurance benefit changes for 2022 approved by the Group Insurance Board.

For additional website engagement metrics for Quarter 2, 2021, see the attached report.

### Other Communications

- **Insurance Administration System** — ETF has selected Benefitfocus as the new Insurance Administration System, which will replace our current health insurance system (MEBS) and support administration for other insurance programs, including life, income continuation, and supplemental benefits. It should take approximately 24 to 30 months to complete implementation. The University of Wisconsin System will be the first employer to go live. See the vendor's [news release](#).
- **Wisconsin Strong** — Since the Wisconsin Strong financial wellness program launched six months ago in March, there have been 4,257 webinar attendees and 9,266 Financial Fitness Checkup online self-assessments completed. ETF has partnered with the Women's Institute for a Secure Retirement to hold a webinar on the financial impact of caregiving on September 14. Details will be shared at [#WIStrongSecurity](#).
- **Outreach Events** — Secretary John Voelker will be presenting at the upcoming events: [Wisconsin Retired Educators' Association Virtual Convention](#) on September 29; and Society of Actuaries Retirement Section webcast, "Resiliency of Cost Sharing Mechanisms in Public Pension Plans," on September 23.

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

Attachment: Google Analytics for etf.wi.gov (Quarter 2, 2021)

This report is a high-level data dashboard created using Google Data Studio. Interactive functionality has been disabled. See pages 5-6 for definitions of key terms and a summary of the reporting period. Questions? For assistance, please contact the Office of Communications at [ETFSMBCommunications@etf.wi.gov](mailto:ETFSMBCommunications@etf.wi.gov).

## Site Impact

How many users visited the website?

Users

**198,208**

↓ -9.5% from previous quarter

Pageviews

**1,009,348**

↓ -19.2% from previous quarter

Sessions

**315,379**

↓ -13.1% from previous quarter

New Users

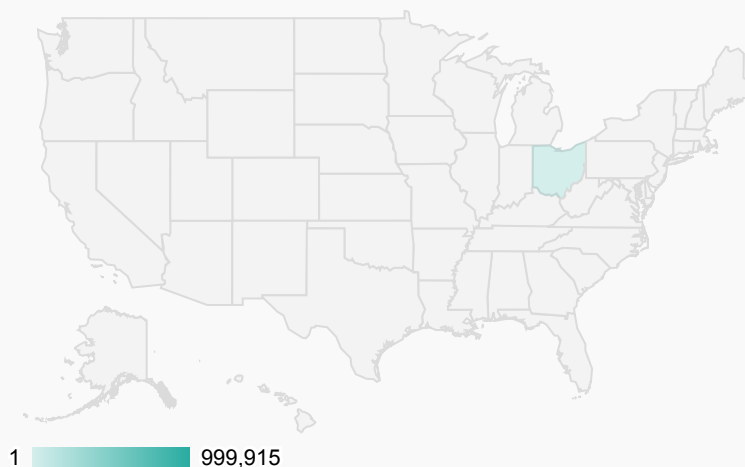
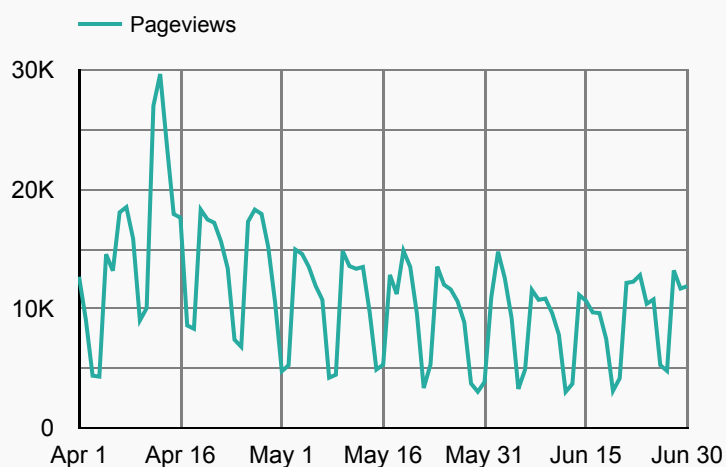
**174,071**

↓ -10.2% from previous quarter

Unique Pageviews

**779,536**

↓ -17.6% from previous quarter



## Engagement

How engaged were users within the website?

Pages / Session

**3.2**

↓ -7.0% from previous quarter

Bounce Rate

**49.04%**

↑ 7.5% from previous quarter

Number of Sessions per User

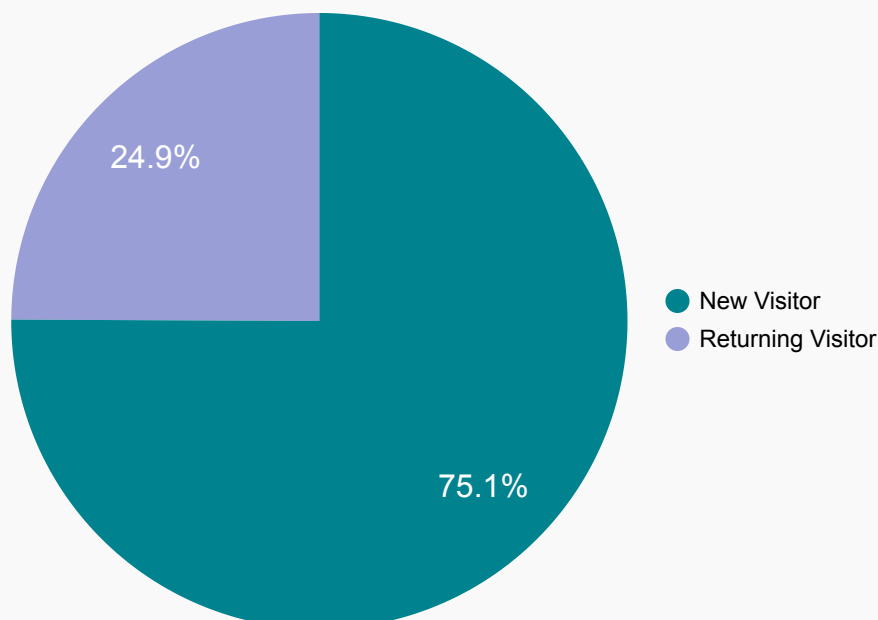
**1.59**

↓ -3.9% from previous quarter

Avg. Session Duration

**00:02:50**

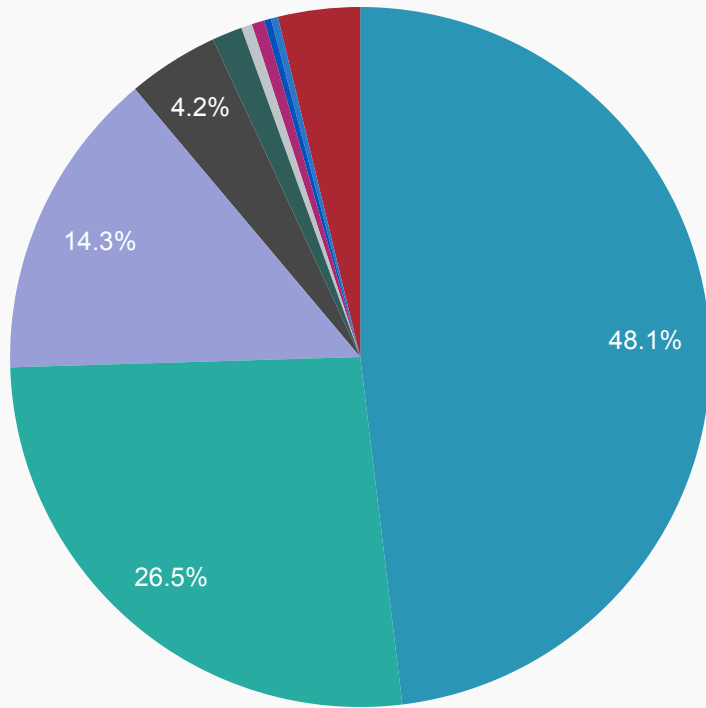
↓ -9.3% from previous quarter



# Source

Where do users come from?

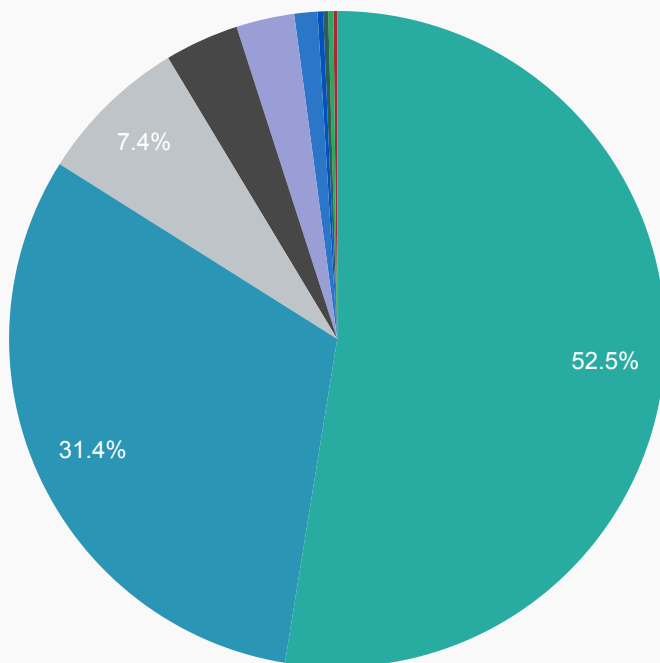
Apr 1, 2021 - Jun 30, 2021



## Full Referrer:

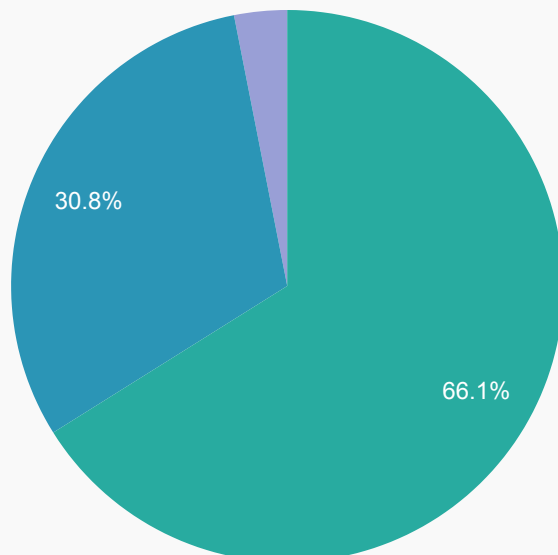
- google
- (direct)
- Inks.gd/
- bing
- yahoo
- hr.wisc.edu/
- duckduckgo
- my.wisconsin.edu/
- uconnect.wisc.edu/
- others

ETF E-mail Updates are represented by Inks.gd/



## Web Browser:

- Chrome
- Safari
- Edge
- Firefox
- Internet Explorer
- Samsung Internet
- Amazon Silk
- Android Webview
- Safari (in-app)
- others



## User Device:

- desktop
- mobile
- tablet

# Hot Topics

What were users looking for?

Apr 1, 2021 - Jun 30, 2021

Site search terms indicate how users are looking for information or completing a task.

Total Unique Searches

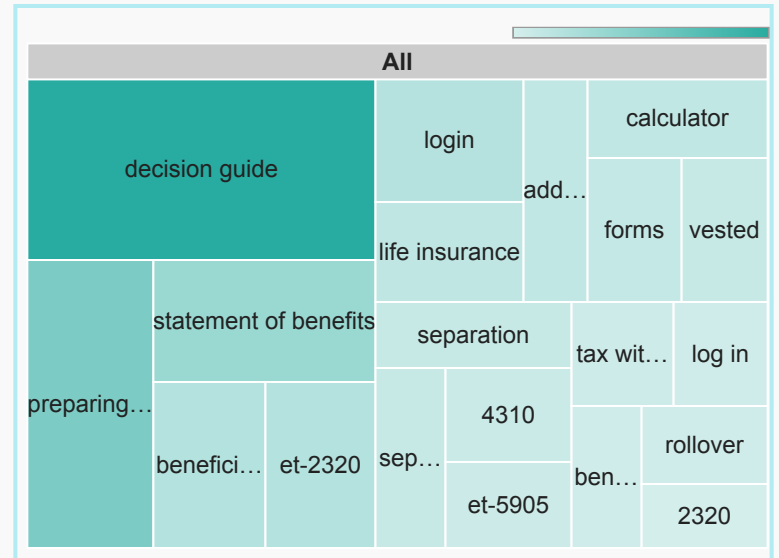
**34,674**

↓ -14.8% from previous quarter

## Site searches:

|     | Search Term                   | Total Unique Searches |
|-----|-------------------------------|-----------------------|
| 1.  | decision guide                | 1,228                 |
| 2.  | preparing for your retirement | 709                   |
| 3.  | statement of benefits         | 522                   |
| 4.  | beneficiary                   | 365                   |
| 5.  | et-2320                       | 365                   |
| 6.  | login                         | 354                   |
| 7.  | life insurance                | 293                   |
| 8.  | additional contributions      | 282                   |
| 9.  | calculator                    | 280                   |
| 10. | forms                         | 264                   |
| 11. | vested                        | 250                   |
| 12. | separation                    | 246                   |

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# Benefits Available to Me

What are users searching for?

On the [Benefits Available to Me](#) page, users can find their ETF-administered retirement, health, and other benefits by entering their current or last employer.

**Legend:** (not set) = user error and not tracked by Google Analytics

## Users entered for employer:

|     | Event Label                   | Total Events |
|-----|-------------------------------|--------------|
| 1.  | (not set)                     | 8,831        |
| 2.  | University Of Wisconsin Sy... | 824          |
| 3.  | UW Hospital Authority         | 279          |
| 4.  | Corrections, Dept Of          | 143          |
| 5.  | Employee Trust Funds, De...   | 136          |
| 6.  | Health Services, Dept Of      | 88           |
| 7.  | Transportation, Dept Of       | 84           |
| 8.  | Madison, City Of              | 82           |
| 9.  | Kenosha Unified Sch Dist #1   | 77           |
| 10. | State of Wisconsin            | 70           |

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## After entering employer, users clicked on:

|     | Event Action                   | Total Events |
|-----|--------------------------------|--------------|
| 1.  | Search for Employer            | 8,462        |
| 2.  | State Employee & Retiree ...   | 3,230        |
| 3.  | WRS Retirement Benefit         | 2,139        |
| 4.  | Don't See Employer             | 932          |
| 5.  | Group Life Insurance           | 337          |
| 6.  | Local Traditional Health Pl... | 300          |
| 7.  | Wisconsin Deferred Comp...     | 293          |
| 8.  | Reset Employer Name Clic...    | 276          |
| 9.  | Accumulated Sick Leave         | 262          |
| 10. | Disability Benefits            | 235          |

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# Key Pages

What pages are users viewing and leaving?

Apr 1, 2021 - Jun 30, 2021

**Legend:** / = home page (etf.wi.gov) **Pages** are indicated by URL address location after home page (etf.wi.gov/\_\_\_\_\_)

## Pages users entered the site from:

|     | Page Title   | Page   | Pageviews |
|-----|--|--|-----------|
| 1.  | Wisconsin Department of Employee Trust Funds   ... | /  | 105,085   |
| 2.  | WRS Retirement Benefits Calculator   ETF           | /retirement/calculators/wrs-retirement-benefits-cal... | 43,741    |
| 3.  | My Info   ETF                                      | /my-info   | 41,222    |
| 4.  | Latest Investment Performance   ETF                | /wrs-performance/latest-investment-performance         | 36,413    |
| 5.  | WRS Retirement Benefit   ETF                       | /retirement/wrs-retirement-benefit                     | 34,443    |
| 6.  | Wisconsin Deferred Compensation Program   ETF      | /retirement/wisconsin-deferred-compensation-prog...    | 27,467    |
| 7.  | My Statement of Benefits (WRS Account)   ETF       | /retirement/wrs-retirement-benefit/my-statement-b...   | 26,976    |
| 8.  | Contact Us   ETF                                   | /contact-us  | 25,873    |
| 9.  | Calculators   ETF                                  | /retirement/calculators                                | 25,060    |
| 10. | Employers   ETF                                    | /employers   | 15,064    |
| 11. | ETF Web Applications for Employers   ETF           | /employers/wisconsin-retirement-system/etf-web-a...    | 14,730    |
| 12. | Retirement   ETF                                   | /retirement  | 13,924    |
| 13. | Benefits Available to Me   ETF                     | /benefits-by-employer                                  | 13,742    |
| 14. | Applying for Retirement   ETF                      | /retirement/applying-retirement                        | 12,778    |
| 15. | American Rescue Plan Act of 2021: COBRA Subsi...   | /news/american-rescue-plan-act-2021-cobra-subsidy      | 11,814    |

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## Pages users left the site from:

|     | Page Title   | Exit Page  | Pageviews |
|-----|--|--|-----------|
| 1.  | Latest Investment Performance   ETF                | /wrs-performance/latest-investment-performance         | 31,447    |
| 2.  | WRS Retirement Benefits Calculator   ETF           | /retirement/calculators/wrs-retirement-benefits-cal... | 30,688    |
| 3.  | Wisconsin Department of Employee Trust Funds   ... | /  | 27,429    |
| 4.  | Wisconsin Deferred Compensation Program   ETF      | /retirement/wisconsin-deferred-compensation-prog...    | 18,508    |
| 5.  | Contact Us   ETF                                   | /contact-us  | 17,495    |
| 6.  | My Info   ETF                                      | /my-info   | 12,858    |
| 7.  | Calculators   ETF                                  | /retirement/calculators/wrs-retirement-benefits-cal... | 12,674    |
| 8.  | ETF Web Applications for Employers   ETF           | /employers/wisconsin-retirement-system/etf-web-a...    | 11,895    |
| 9.  | My Statement of Benefits (WRS Account)   ETF       | /retirement/wrs-retirement-benefit/my-statement-b...   | 11,001    |
| 10. | American Rescue Plan Act of 2021: COBRA Subsi...   | /news/american-rescue-plan-act-2021-cobra-subsidy      | 10,638    |
| 11. | Wisconsin Department of Employee Trust Funds   ... | /retirement/calculators/wrs-retirement-benefits-cal... | 7,033     |
| 12. | Wisconsin Department of Employee Trust Funds   ... | /contact-us  | 6,222     |
| 13. | WRS Retirement Benefit   ETF                       | /retirement/wrs-retirement-benefit                     | 6,187     |
| 14. | Employers   ETF                                    | /employers/wisconsin-retirement-system/etf-web-a...    | 6,019     |
| 15. | Calculators   ETF                                  | /retirement/calculators                                | 5,635     |

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# Downloads

Apr 1, 2021 - Jun 30, 2021

What PDF files or forms are users downloading?

|    | PDF Title   | PDF URL  | Total Events |
|----|---|--|--------------|
| 1. | Substitute W-4P Tax Withholding Certificate for Pension or Annuity Payments   ETF | https://etf.wi.gov/publications/et43100pdf   | 2,897        |
| 2. | Direct Deposit Authorization   ETF  | https://etf.wi.gov/publications/et7282   | 1,337        |
| 3. | Address/Name Change   ETF   | https://etf.wi.gov/publications/et2815pdf  | 1,076        |
| 4. | American Rescue Plan Act of 2021: COBRA Subsidy   ETF                             | https://www.dol.gov/sites/dolgov/files/EBSA/about-ebbsa/our-activities/resource-center/faqs/cobra-premium-assistance-under-arp.pdf | 698          |
| 5. | Tax Liability on WRS Benefits   ETF   | https://etf.wi.gov/publications/et4125pdf  | 642          |
| 6. | Wisconsin Deferred Compensation Program   ETF                                     | https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Plan-Highlights.pdf  | 555          |
| 7. | Disability Retirement Benefits   ETF  | https://etf.wi.gov/publications/et5107pdf  | 504          |
| 8. | Getting Money From My WDC Account   ETF   | https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Distribution-Options.pdf   | 391          |
| 9. | HSA Eligible Expenses   ETF   | https://3yq4681caa0jsu34447gi9n1-wpengine.netdna-ssl.com/assets/HSA_eligible.pdf   | 376          |

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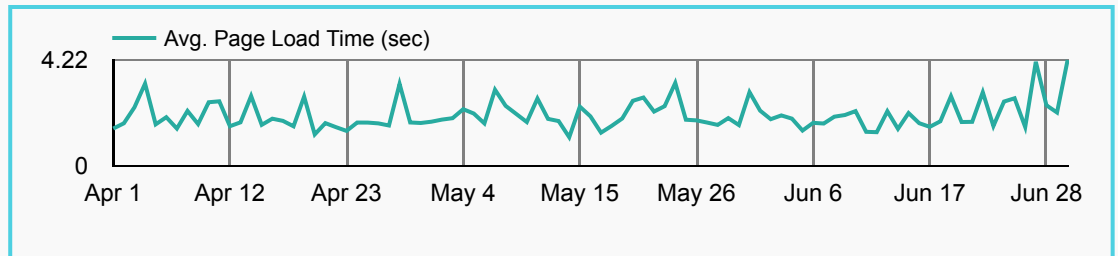
# Site Performance

How quickly are pages loading?

Avg. Page Load Time (sec)

**1.98**

↓ -1.4% from previous quarter



# Key Terms and Definitions

## Site Impact

**Users:** a person who has visited and interacted with the site

**Pageviews:** the recorded number of times a page is viewed by a user during the reporting period

**Unique Pageviews:** the number of pageviews by a user during a session

**Sessions:** a series of pageviews that a single user makes during a period of web activity. The session ends after the user either closes the browser, clears cookies, or is inactive for 30 minutes

Continued next page...



## Engagement

The number of pages users have viewed per session and how long they were on the site.

**Bounce Rate:** the number of users who viewed one page and left the site

**Avg. Session Duration:** the amount of time users are spending on the site

**Pages/Session:** the average number of pageviews in each session

**New Visitor:** a person who visited the site for the first time from a specific device

**Returning Visitor:** a person who visited the site before and returned using the same device

## Source

Tracking how users come to the site and what type of device they use.

**Full Referrer:** an external site or application that directed the user to our site

**Organic Search:** users came to the site by entering terms into a search engine

**Referral:** users came to the site from a link on another website

**Direct:** users came to the site from an external direct link

## Summary

There were 198,208 members and others who visited and interacted with the site during the quarter.

Compared to the **previous quarter**, there was a:

- 9.5% decrease in site users
- 19.2% decrease in page views
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It's typical for the number of site users to be lower in Quarter 2 compared to Quarter 1 when annuity adjustments are announced.

Compared to the **same quarter last year**, there was a:

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The bounce rate for Quarter 2, 2021, is 49%. As the bounce rate gets closer to exceeding the 50% threshold, engagement decreases because this means users are spending less time on the site and viewing fewer pages. We are seeing an overall trend of an increasing bounce rate when comparing Quarter 2, 2021 to the previous quarter and the same quarter last year. A next step will be identifying possible issues affecting the bounce rate and solutions for improvement.

It is important to note that ongoing mass email marketing for the [Wisconsin Strong: Your Financial Security™](#) financial wellness program links members to other websites and resources provided by Wisconsin Strong partners such as the Financial Fitness Group and Summit Credit Union.

**Hot Topics** – Out of 34,674 unique searches, “decision guide” is the #1 search followed by “preparing for retirement,” “statement of benefits,” “et-2320,” and “beneficiary.” ETF’s [Beneficiary Designation](#) form is ET-2320. With the distribution of members’ Wisconsin Retirement System Annual Statement of Benefits in April, it makes sense that “statement of benefits” would be a top-searched term.

**Downloads** – Like Quarter 1, the Substitute W-4P Tax Withholding Certificate for Pension and Annuity Payments (ET-4310) is the #1 downloaded form. A new form in the Top 5 downloaded forms is a [list of FAQs](#) on the COBRA premium assistance under the American Rescue Plan Act of 2021. This form was added to the [ETF website](#) for easy access by employers and links to the U.S. Department of Labor website.

**Satisfaction** – There were 3,093 anonymous web surveys completed. 79% of survey respondents indicated “yes,” the information was helpful. In general, users are happy with the ability to electronically complete and submit certain forms via the secure, cloud-based Box platform.