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Correspondence Memorandum

Date: May 20, 2022
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.

WRS 40th Anniversary

This year marks 40 years since legislation implementing the Wisconsin Retirement System (WRS) became effective. On January 1, 1982, legislation merged the Wisconsin Retirement Fund, the State Teachers Retirement System, and the Milwaukee Teachers Retirement System and created the WRS.

The WRS journey to success is one of the key messages that Secretary John Voelker is sharing with constituent groups throughout the year.

Strong legislative oversight has fundamentally shaped the WRS and the other public employee benefits administered by the Department of Employee Trust Funds (ETF). Please see highlights of [legislative milestones](#), compiled by the Office of Communications and the Office of Policy, Privacy, and Compliance.

New Web and Video Analytics Report

The attached quarterly analytics report for the ETF website has a new look and shows engagement metrics for the agency’s on-demand, benefits educational videos. Another new feature in the report is the web user feedback score with an emoji scale of 1 (hate) to 5 (love) and top themes from comments.

The 5-scale user feedback score is a part of a new survey tool launched earlier this year. User feedback can be collected on every page, rather than only select pages like the previous tool. For Quarter 1 (January-March), users gave the site an average score of 3.36 out of 5.

Other highlights for this quarter include:

- 11% increase in visitors compared to the previous quarter, as well as an increase compared to the same time last year.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary
 Electronically Signed 6/8/22

Board	Mtg Date	Item #
ETF	6.23.22	5H

Communications Update

May 20, 2022

Page 2

- The “5 Basic Steps to Your Retirement” video had more than twice as many views compared to the same time last year.
- Site search refinements decreased, which suggests users found what they want. However, users may not have found desired webinar dates and times as they exited the site before clicking the webinar registration button.
- Based on user feedback, some outdated materials have been removed and broken links fixed.

You will find a summary of findings at the end of the report.

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

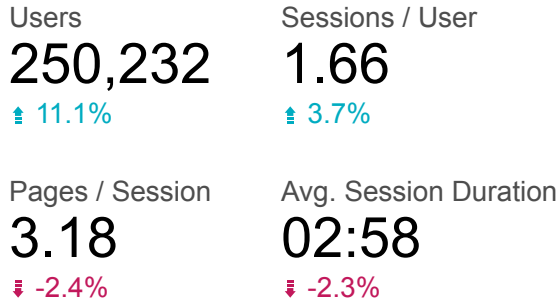
Attachment: 2022 Q1 Website and Video Analytics Report

Web and Video Analytics

Quarter 1, 2022 | January 1 - March 31

This high-level overview report is prepared by the Office of Communications. All comparison figures are in reference to the prior quarter. For assistance with this report, please contact ETFSMBCommunications@etf.wi.gov.

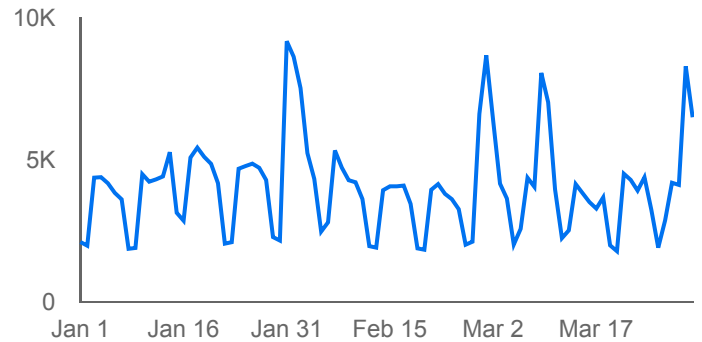
User Engagement



The more engaged a user is, the more likely they are to return to our site (sessions/user), view more pages (pages/session) and stay longer (avg. session duration).

A session is a user's visit to our webpage. A session ends after 30 minutes of inactivity or at midnight.

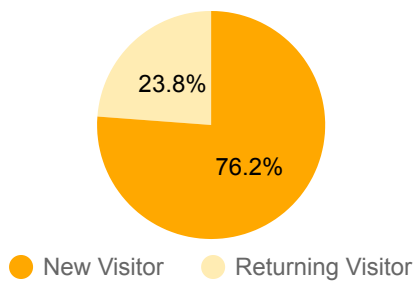
Visitors by Day



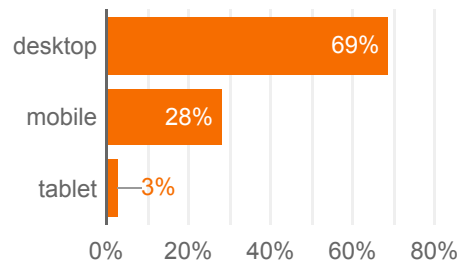
Top days:

- **Jan 31 with 9,182:** ETF E-mail Update on preliminary investment performance and WRS New for Retirees January edition
- **March 1 with 8,688:** ETF E-mail Update on investment performance
- **March 30 with 8,300:** ETF E-mail Update on investment performance

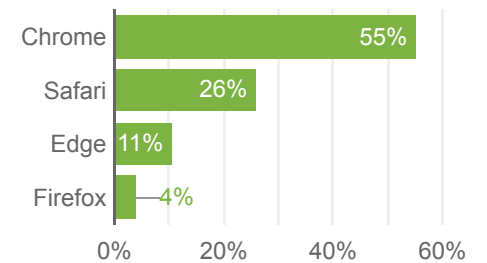
User Types



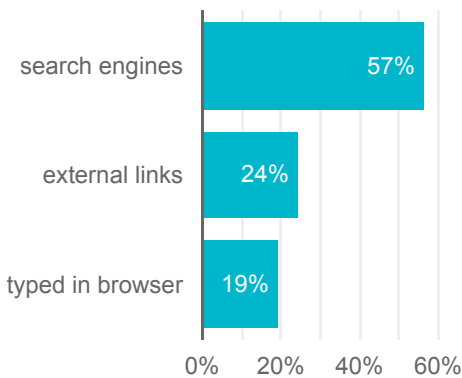
Devices



Top Browsers



How Users Get to the Site



Top External Link Sources

	Referrer	Users	Bounce Rate
1.	ETF E-mail Update	42,120	58%
2.	University of Wisconsin	6,002	38%
3.	weatruststatehealthplan.com	430	21%
4.	m.facebook.com	416	83%
5.	weatrust.com	390	35%
6.	cityofmadison.com	369	38%
7.	wisconsin.gov	352	26%

A bounce is when a user views only one page and then leaves. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Can Users Find What They're Looking for?

Unique searches

43,217

↑ 15.0%

Total number of times the site search was used

Results Pageviews / Search

1.5

↓ -3.0%

How many times a visitor views the search results page after performing a search.

Search Refinements

20%

↓ -3.5%

Percentage of searches where a user searched again immediately after performing a search

Search exits

16%

↑ 12.7%

Percentage of searches made immediately before leaving the site

Top Search Terms

	Search Term	Searches
1.	preparing for your retirement	4,401
2.	decision guide	1,343
3.	wrs effective rates and annuity adjustments	527
4.	login	485
5.	4310	439
6.	life insurance	362
7.	beneficiary	306
8.	log in	299
9.	forms	259
10.	calculator	228

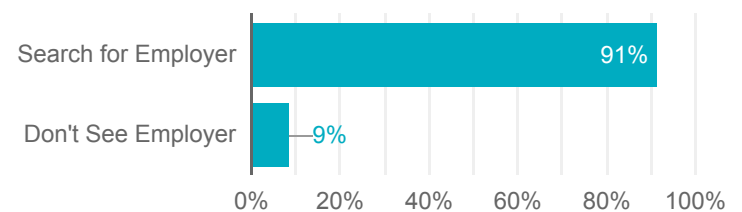
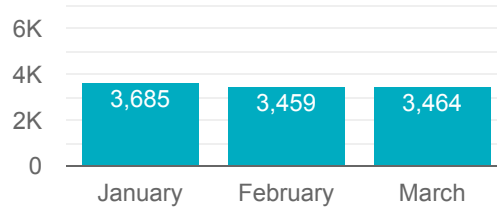
Benefits Available to Me

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.

Employer Searches

10,608

↓ -10.0%



Top Pages

	Page	Views	Bounce Rate
1.	Homepage	139,373	17%
2.	My Info	55,696	22%
3.	Search	51,251	30%
4.	WRS Retirement Benefits Calcula...	45,772	65%
5.	WRS Retirement Benefit	45,000	17%
6.	Latest Investment Performance	44,077	82%
7.	ETF Web Applications for Employ...	32,096	55%
8.	Contact Us	29,844	68%
9.	My Statement of Benefits (WRS A...	29,250	40%
10.	Wisconsin Deferred Compensatio...	28,528	47%

A bounce is when a user views only one page and then leaves. Bounce rate is calculated by counting the number of single page visits and dividing that by the total visits.

Top PDF Downloads

	Title	File	Downloads
1.	WRS News for Retirees January 2022	january-2022-edition	8,069
2.	Substitute W-4P Tax Withholding Certificate for Pension or Annuity Payments	et43100 pdf/download	3,162
3.	Beneficiary Designation	et2320	3,116
4.	Wisconsin Retirement System Administration Manual	et1127	2,312
5.	Your Benefit Handbook	et2119	1,978
6.	WRS Guide to Retirement	et4133	1,798
7.	Retirement Estimate Request	et4207	1,666
8.	Calculating Your Retirement Benefits	et4107	1,643
9.	Substitute W-4P Tax Withholding Certificate for Pension or Annuity Payments	et43100 pdf	1,448
10.	Direct Deposit Authorization	et7282	1,421

User Feedback

Visitors can provide feedback on any page through the feedback tab. The feedback tab lets users rate the page with an emoji scale, from hate (a numeric score of 1) to love (a numeric score of 5).

Overview

Average Score

3.36

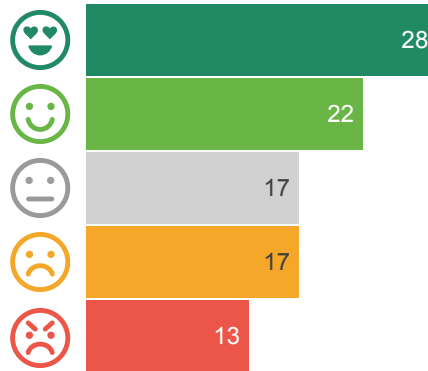
Feedback Received

97

Feedback with Comments

41

Scores From All Pages



Top Themes from Comments

Users want online access to their accounts.

Long wait times when calling in to ETF.

Difficulty finding information.

Good communication and ability to easily find information.

Top Reviewed Pages

Address	Feedback Received	Average Score
https://etf.wi.gov/	11	3.64
https://etf.wi.gov/news/etf-announces-pension-increases-wrs-retirees	7	4.86
https://etf.wi.gov/wrs-performance/latest-investment-performance	5	4.2
https://etf.wi.gov/wrs-performance/annual-returns-rates-and-adjustments	5	4.2
https://etf.wi.gov/wait-times	2	4
https://etf.wi.gov/about-etf/policy-and-privacy-notice	2	3.5
https://etf.wi.gov/retirement/wrs-retirement-benefit	2	4.5

Top Watched Videos

	Video Title	Views	Average View Percentage
1.	5 Basic Steps to Your Retirement	1,706	74%
2.	How to Use ETF's Online Retirement Calculator	850	63%
3.	Annuity Options	759	82%
4.	Overview of the Wisconsin Retirement System	737	60%
5.	Accumulated Sick Leave Credit Conversion Program Overview	720	83%
6.	Choosing When to Retire	716	74%
7.	Health Benefits in Retirement (Overview)	670	74%
8.	New to Medicare	416	91%
9.	Additional Contributions	408	83%

Average percentage viewed is the percent of each video the average viewer watched.

Report Summary

Investment Returns and Interest in Retirement Drives Web Traffic

Quarter 1 experienced higher traffic than expected. Compared to last Quarter 4, 2021, there was an 11% increase in visitors. There was a 14% increase in traffic versus this same quarter last year.

Strong 2021 investment performance appears to be a large contributor to this increase in traffic. The [Latest Investment Performance](#) page saw 21% more views this year than the same time last year. This page, along with the [Annual Returns, Rates and Adjustments](#) page and the [news item announcing pension increases](#) were the most highly reviewed pages through the website feedback survey.

Retirement also appears to be a driving factor. Compared to this time last year, the following pages saw large increases in views:

- [Retirement](#): 21%
- [Applying for Retirement](#): 32%
- [WRS Retirement Benefits Calculator](#): 13%
- [My Statement of Benefits](#): 21%

The same is seen echoed in video views. Compared to this time last year, the following videos saw large increases in views:

- [5 Basic Steps to Your Retirement](#): 150%
- [Annuity Options](#): 53%
- [Accumulated Sick Leave Credit Conversion Program](#): 34%
- [Choosing When to Retire](#): 70%

Search is Functioning Well

Search refinements decreased from last quarter, and results pageviews per search is below our goal of two. This suggests users are finding what they're looking for. One change that could cause concern is that search exits increased by 13% since last quarter. After reviewing this on a per-search-term basis, it was determined this was only for searches related to webinars. As part of marketing webinars, we direct users to pre-populated search results so that they can see all dates for a given webinar. The higher exit rate is likely due to members not finding a time that works for them, rather than not finding the correct content.

When reviewing the Top Search Terms table, keep in mind these are the terms entered by users. For example, "4310" was searched by 439 users this quarter. With taxes due in April, it's likely users were searching for the Substitute W-4P Tax Withholding (ET-4310) form.

New User Feedback Tool

In Quarter 1 we launched a new user feedback tool. Through the feedback tab, users rate a page with an emoji scale, from hate to love. This offers us more useful feedback than our previous tool, which was a simple yes or no question, "Was this page helpful?" We have seen a decrease in feedback after switching over to this new tool, but we hope once the tool becomes established, we will see more feedback.

With this new tool we are seeing a wider breadth of feedback. As noted in the report, we receive feedback not just about the web experience but their overall experience with ETF, including excitement about the pension increase and long wait times when calling ETF.

From the web feedback we made improvements to the web experience. We archived old webinar event pages to clean up search, removed some outdated material and fixed broken links. We have also compiled historic feedback to help guide an upcoming enhancement to the health section of the website.