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Correspondence Memorandum

Date: August 19, 2022
To: Employee Trust Funds Board
Teachers Retirement Board
Wisconsin Retirement Board
From: Mark Lamkins, Director
Office of Communications
Subject: Communications Update

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

ETF Web Forms

Earlier this summer, the Department of Employee Trust Funds launched a new secure platform, ETF Web Forms, that allows members to conveniently complete and submit benefits-related forms online while reducing data errors. A [presentation](#) on the platform was given at the ETF Board meeting in June.

Members can access ETF Web Forms via the ETF website. Currently, there is one form, Disability Retirement Estimate Request, being processed in the platform. Members need to have a MyWisconsin ID account with multi-factor authentication to use the platform and other secure Wisconsin government applications. ETF is exploring adding new forms and functionality in the future.

In addition to ETF Web Forms, members have another paperless online option with the Box platform. Approximately eight popular forms can be downloaded, completed, and securely uploaded using Box. There were 5,190 forms uploaded from January through July of this year.

Benefits Information on the Web

The ETF website has undergone recent changes to improve the online customer experience for frequently requested benefits information. The following covers information improvements related to sick leave credits and insurance.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary
Electronically Signed 9/6/22

Board	Mtg Date	Item #
ETF	9.22.22	6G

Sick Leave Credits

The Accumulated Sick Leave Conversion Credit Program is complex and is a benefit ETF has identified that needs increased education for members and employers.

We have improved web content and resources to better assist [members](#) and [employers](#) in converting unused sick leave credits to premiums for health, pharmacy, and dental insurance during retirement. Topics include eligibility for state employees, how credits work, the conversion formula, and how to re-enroll in the insurance program after termination of employment.

A new video, [Understanding Your Sick Leave Statement](#), has also been released. We are in the process of updating several other videos on sick leave credits, which should be available in the early fall.

Insurance

The new [Insurance](#) web menu launched in June with improved content, organization, and navigation to provide easier access to pharmacy and supplemental benefits. The drop-down menu in the site's top navigation includes health, pharmacy, dental, vision, accident, life, and other insurances administered by ETF. This new menu replaces the previous "Health" menu.

Members have fewer clicks to get to health plan and vendor contact information, plan descriptions, provider directories, and other resources. They can also tell us about their experience by using the Website Feedback tab, which is available on the right side of every page. Feedback from members, employers, and ETF staff contributed to the site improvements.

Employers will no longer need to update links for benefit pages because of evergreen content. Links will redirect to updated pages for the benefit year.

We will be able to measure the impact of site improvements during the It's Your Choice 2023 open enrollment period, September 26-October 21. Typically, this is when the website has the highest-traffic volume and engagement.

Web and Video Analytics

The attached quarterly analytics report for the ETF website and videos is for Quarter 2, 2022 (April-June). As expected, there was a decrease in web traffic and overall engagement this quarter, which is in line with the previous year.

Visitors gave the site an average score of 3.15 out of 5, which is down from 3.36 in the last quarter.

Other highlights from this quarter:

- Among the top viewed pages include the WRS Retirement Benefits Calculator, Investment Performance, and the WRS Retirement Benefit.

- The top external link source was *ETF Email Updates* followed by the University of Wisconsin, and WEA Trust (plan and member portal). WEA Trust announced that it will no longer offer health insurance as of December 31, 2022. This affects 52,000 health insurance participants.
- There was a 92% increase in downloads of the *Separation Benefits* (ET-3101) brochure and 160% increase in searches related to separation since the last quarter. Quarter 2 *Separation Benefits* downloads and searches tend to be high as a result of the annual statement of benefits being mailed out in the quarter.
- Applying for Retirement is the top watched video this quarter.

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

Other Updates

- **Divorce Video** – ETF recently released a new video, [How Divorce Affects Your WRS Retirement Benefits for Non-annuitants](#). The 10-minute video covers the impact of a domestic relations order on a member's retirement benefits and important steps to be taken. There is a separate divorce video for retirees, which can be accessed on the [Videos](#) page.
- **Member Outreach** – Secretary Voelker provided an update on the Wisconsin Retirement System at the Professional Fire Fighters of Wisconsin Convention in June. Secretary Voelker is set to present at the Wisconsin Retired Educators Association Annual Convention on September 28.
- **Board Elections** – ETF has begun promoting self-nominations for the five active employee and retiree open seats on the ETF Board and Teachers Retirement Board. Members can learn about the [governing board elections](#) in the September *WRS News*, social media, website, and targeted emails. Completed nomination materials are due in October, with elections tentatively in the first quarter of 2023.

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

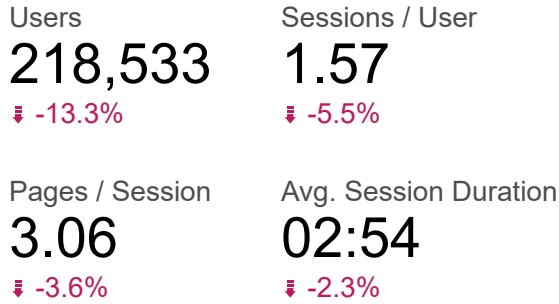
Attachment: 2022 Q2 Website and Video Analytics Report

Web and Video Analytics

Quarter 2, 2022 | April 1- June 30

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 ETFMSBCommunications@etf.wi.gov.

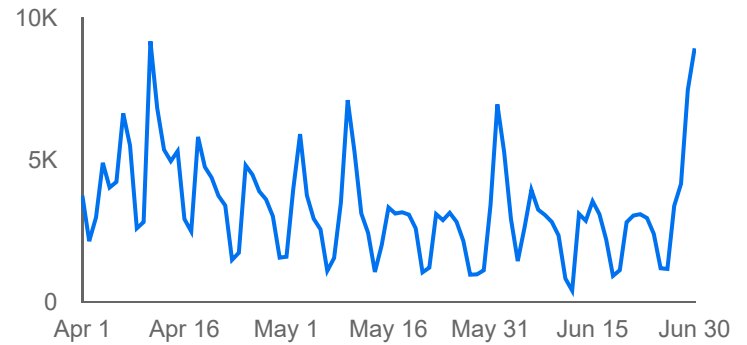
User Engagement



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.

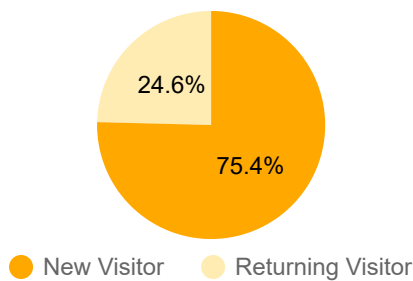
Visitors by Day



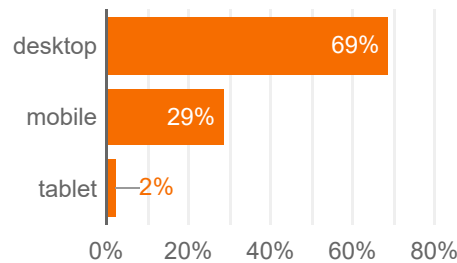
Top days:

- **April 11 with 9,183:** Communications related to the Statement of Benefits
- **June 30 with 8,933:** ETF E-mail Updates on 2023 contribution rates and GIB discussion regarding WEA Trust departure
- **May 10 with 7,108:** WRS New online sent out to employers and members

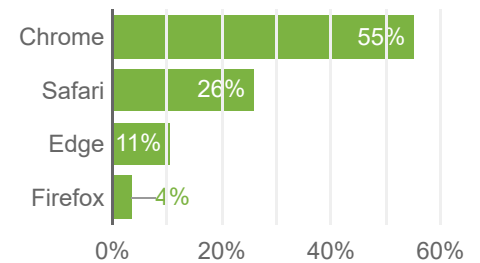
User Types



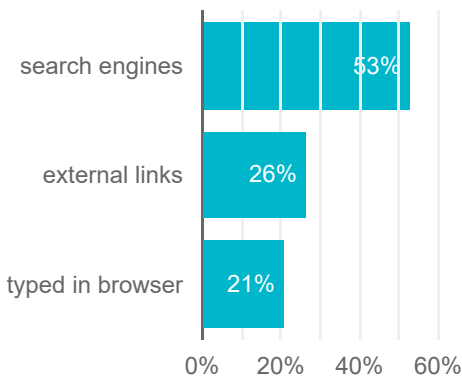
Devices



Top Browsers



How Users Get to the Site



Top External Link Sources

	Referrer	Users	Bounce Rate
1.	ETF E-mail Update	39,853	71%
2.	University of Wisconsin	6,551	39%
3.	member.maddyportal.com	521	18%
4.	weatruststatehealthplan.com	377	23%
5.	deancare.com	308	23%
6.	wisconsin.gov	262	27%
7.	mail.google.com	257	38%

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

34,262

↓ -21.3%

Total number of times the site search was used

Results Pageviews / Search

1.5

↓ -0.9%

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

Search Refinements

23%

↑ 0.6%

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

Search exits

11%

↓ -0.9%

Percentage of searches made immediately before leaving the site

Top Search Terms

	Search Term	Searches ...
1.	decision guide	1,308
2.	4310	433
3.	et-2320	354
4.	login	327
5.	beneficiary	325
6.	calculator	307
7.	separation benefit	305
8.	life insurance	304
9.	forms	284
10.	separation	283

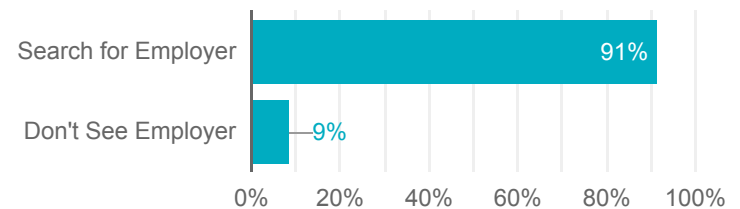
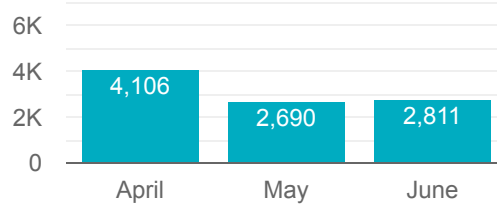
Benefits Available to Me

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

9,607

↓ -10.1%



Top Pages

	Page	Views	Bounce Rate
1.	Homepage	106,619	18%
2.	Search	45,635	31%
3.	WRS Retirement Benefits Cal...	41,291	67%
4.	My Info	39,407	23%
5.	Latest Investment Performance	38,389	91%
6.	WRS Retirement Benefit	35,272	20%
7.	Calculators	24,895	21%
8.	My Statement of Benefits (WR...	24,684	50%
9.	Contact Us	23,546	61%
10.	Wisconsin Deferred Compens...	18,801	49%

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	Downl...
1.	Beneficiary Designation	et2320	3,871
2.	Substitute W-4P Tax Withholding Certificate for Pension or Annuity Payments	et43100 pdf/download	2,616
3.	Separation Benefits	et3101	1,802
4.	Wisconsin Retirement System Administration Manual	et1127	1,801
5.	Your Benefit Handbook	et2119	1,750
6.	Direct Deposit Authorization	et7282	1,442
7.	Explanation of Annual Statement of Benefits	et7333	1,435
8.	WRS Guide to Retirement	et4133	1,403
9.	Calculating Your Retirement Benefits	et4107	1,344
10.	It's Your Choice 2022 Decision Guide: State of Wisconsin Group Health Insurance for Employees	22et-2107	1,263

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

3.15

↓ -6.3%

Feedback Received

100

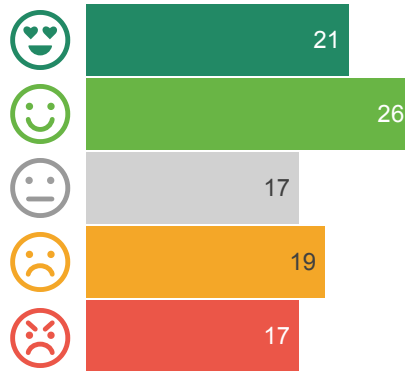
↑ 3.1%

Feedback with Comments

33

↓ -19.5%

Scores From All Pages



Top Themes from Comments

Users want online access to their accounts.

Some content needs updating (communications staff updated pages following feedback)

Top Reviewed Pages

Address	Feedback Received	Average Score
https://etf.wi.gov/	17	3.12
https://etf.wi.gov/wrs-performance/latest-investment-performance	7	3.86
https://etf.wi.gov/its-your-choice/health-benefits/health-plan-and-vendor-contact-information	3	4.33
https://etf.wi.gov/retirement/wrs-retirement-benefit	3	3
https://etf.wi.gov/benefits	3	3.33
https://etf.wi.gov/contact-us	3	2
https://etf.wi.gov/form/wrs-annuitant	3	2

Top Watched Videos

Video Title	Views	Average View Percentage
1. Applying for Retirement	1,200	89%
2. 5 Basic Steps to Your Retirement	993	73%
3. How to Fill Out Your Retirement Benefit Estimates and Application (ET-4301)	804	69%
4. How to Use ETF's Online Retirement Calculator	684	63%
5. Accumulated Sick Leave Credit Conversion Program Overview	655	86%
6. Annuity Options	599	87%
7. Overview of the Wisconsin Retirement System	593	61%
8. Choosing When to Retire	500	69%
9. Health Benefits in Retirement (Overview)	490	74%
10. Additional Contributions	441	78%

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

Report Summary

Less Web Traffic Expected

Historically, Quarter 2 is a slower quarter for web traffic. The decrease in visitors, pages/session, session/user, searches, and use of the Benefits Available to Me tool is in line with what we saw in 2021.

Top Topics

The top items driving traffic to the website were:

Investment Performance. Investment performance remains among one of our top pages, with 38,389 views.

Retirement. The WRS Retirement Benefits Calculator page with 41,291 views, and WRS Retirement Benefit page with 35,272 views remain among the top viewed pages on the website. Nine out of the top ten most watched videos this quarter are about retirement.

Separation Benefits. There was a 92% increase in downloads of the *Separation Benefits* (ET-3101) brochure and 160% increase in searches related to separation since last quarter.

Beneficiary designations. There was a 24% increase in downloads of the *Beneficiary Designation* (ET-2320) form and 113% increase in searches related to beneficiary designation (search terms: beneficiary and et-2320) since last quarter.

User Feedback

This quarter we saw a decrease in our average score from user feedback. Overall, users seemed frustrated that they did not have online access to their account to submit beneficiary designations or change their address. A few noted content that needed updating, which was promptly updated by Communications staff.