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Correspondence Memorandum

Date: May 26, 2023
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.

Website Improvements

The Department of Employee Trust Funds (ETF) recently made several changes to the ETF website that are designed to improve the customer experience. This included changing the:

- Web content archiving schedule to reduce content of past years' annual health benefits and improve search results for timely information.
- [Contact Us](#) webpage and secure email forms to provide quick links to popular topics and seasonal benefits information for easier access to existing self-service opportunities.
- Life Changes and My Benefits section to include new resources to help members understand the impact of [Financial Power of Attorney](#) on their Wisconsin Retirement System account. There are plans to add guardianship information in the future.

Web metrics show that members access the ETF website via Google followed by typing a webpage URL in the browser or clicking on links in *ETF E-mail Updates*. Google and other search engines often direct users to web content published the longest and most likely to be outdated. In addition, users go to the Contact Us webpage as the entry and exit point to the site rather than searching or navigating for the information they want.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary
Electronically Signed 06/12/23

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The goal is to achieve increased member satisfaction with self-service that contributes to a decreased volume of calls and emails due to frustration and not finding desired information on the website.

We will continue to review user feedback from members, employers and ETF staff, as well as web metrics, to determine the long-term effectiveness of these website improvements.

Mental Health Resources

ETF launched the [Mental Health Resources](#) webpage prior to Mental Health Awareness Month in May. This was a collaborative effort between the Office of Strategic Health Policy and Office of Communications driven by the Group Insurance Board's initiative to promote mental health awareness and access to services.

The new webpage includes:

- An infographic that shows a mental health scale of thriving, managing, struggling, or in crisis signs to watch for and helpful tips, such as seeking professional help if needed.
- Information on employer-sponsored employee assistance programs and the Well Wisconsin Program as well as mental health services available through the State of Wisconsin Group Health Insurance Program.
- Links to the free 988 Suicide & Crisis Lifeline and other resources from the Wisconsin Department of Health Services and the National Alliance of Mental Illness.

Web and Video Analytics

The attached quarterly analytics report for the ETF website and videos is for Quarter 1, 2023 (January-March). While there was an expected decrease (15%) in web traffic compared to the previous quarter, the site experienced a 27% increase compared to the same time in 2022. The increase is attributed to *ETF E-mail Updates* announcing the return of in-person group retirement appointments offered statewide and the availability of member newsletters.

Highlights:

- Taxes were a popular topic of interest, which is typical in the first quarter each year and likely related to the IRS W4-P changes effective January 1, 2023.
- Engagement increased slightly compared to the previous quarter based on increases in webpages viewed per session and repeat visitors.
- There was a significant 42% decrease in views for investment performance compared to the same time in 2022. This is due to the announcement of February returns coming out in the first week of April.

When there are changes in web trends, we drill down to identify root causes and fixes if needed. Factors may include external communications or public relations, back-end technical problems, and web server attacks.

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

Presentations by Leadership

- Secretary John Voelker and Jim Guidry, director of the Benefit Services Bureau, presented on ETF's biennial budget request and duty disability benefits to the Professional Fire Fighters of Wisconsin in March.
- Secretary Voelker presented on the WRS and ETF's modernization projects and biennial budget request to the UW-Madison Retirement Association and the Wisconsin Coalition of Annuitants in April and May, respectively.
- Matt Stohr, director of the Division of Retirement Services, presented on WRS funding at the National Conference on Public Employee Retirement Systems in May.

Staff will be at the Board meeting to answer questions.

Attachment A: [2023 Q1 Website and Video Analytics Report](#)