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Correspondence Memorandum

Date: May 31, 2024
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.

New Video for Teachers

The Department of Employee Trust Funds (ETF) recently published a new video, "[Preparing for Your Retirement for K-12 Staff](#)." The video, tailored for teachers and other K-12 staff who are within five years of retirement, is Part 1 of a three-part video series that covers the following topics:

- Preparing for retirement
- Applying for retirement
- Living in retirement

The approximately 13-minutes video explains how the Wisconsin Retirement System (WRS) retirement benefit is determined, eligibility, employment termination and benefit effective dates, impact on insurance, and other important considerations. Members are also encouraged to use online resources such as the retirement benefits calculator.

The video can be viewed any time. It provides a convenient alternative for members who are unable to attend a live webinar on the same topic with an ETF benefits specialist.

Web and Video Analytics

There was an increase of 39.2% in visitors to the ETF website for Quarter 1, 2024, (January-March) compared to the previous quarter. This web traffic pattern is consistent with the same time last year. While there was a decrease in searches to find ETF-administered benefits by employer, the site-wide search increased by almost 40%.

Pamela L Henning

Reviewed and approved by Pam Henning, Assistant Deputy Secretary
 Electronically Signed 06/05/2024

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The attached quarterly web and video analytics report also shows popular topics of interest, including the January 2024 edition of the retiree newsletter when calendar year investment returns and projections for annuity adjustments were announced. Members were preparing for tax season as “How to Use ETF’s Online Tax Withholding Calculator” was the third top watched video. The most watched video was “Applying for Retirement,” followed by “WRS Effective Rates and Annuity Adjustments.”

Website visitors gave the site an average score of 3 out of 5 on a 1 to 5 scale with 5 being the best.

For more details, please see the summary at the end of the report.

Presentations to Stakeholders

The below table includes recent presentations by ETF staff to constituent groups, industry peers, and other stakeholders. These presentations are in addition to the year-round outreach and education about WRS benefits for members and employers.

Event / Group	Date(s)	Topic(s)	ETF Presenter(s)
Annual Health Benefits Conference and Expo Group: International Foundation of Employee Benefits Plans	1/29-1/31/24	Well Wisconsin Program; ETF’s Staff Networking Group on Diversity, Equity, and Inclusion	Molly Dunks, Disease Management and Wellness Program Manager, and Korbey White, Health Program Manager
Women’s History Month Panel Discussion Group: Wisconsin Department of Transportation DRIVE Committee	3/13/24	Perspectives Related to Creating an Inclusive Workforce in State Government	Shirley Eckes, Deputy Secretary
The Hoover Institution	3/13/24	WRS: Shared Risk Design Equals Sustainability and Resilience	John Voelker, Secretary
Diabetes Prevention in Wisconsin Payer State Engagement Meeting	4/10/24	Well Wisconsin’s Diabetes Prevention Program	Molly Dunks, Disease Management and Wellness Program Manager
UW-Madison Retirement Association	4/11/24	WRS: Sustainability Through Resilient Design	John Voelker, Secretary

Event / Group	Date(s)	Topic(s)	ETF Presenter(s)
2024 PRISM Conference Group: Public Retirement Information Systems Management	4/21– 4/24/24	Supporting Benefit Administration Modernization with an Integration Platform and Master Data Management	Adam Simcock, Chief Information Officer
Wisconsin Coalition of Annuitants	5/22/24	The Resilience of the WRS	John Voelker, Secretary

Other Updates

- Website Content** – The ETF website has two new insurance pages on coverage guidelines for [preventive drugs](#) for non-Medicare members and [preventive care services](#). These drugs and services are covered at 100% with no out-of-pocket costs for Group Health Insurance Program (GHIP) members, per the Affordable Care Act.
- New GHIP Brochure** – ETF recently published a new [brochure](#) (ET-7108) on the GHIP. The brochure provides an overview of the medical, pharmacy, and other insurance benefits administered by ETF. Updated annually, the brochure will be used in outreach to legislators and other stakeholders.
- Member Stories** – Beginning with the May 2024 editions of the member newsletters, ETF resumed collecting stories from active employees and retirees about their personal journeys in public service and living in retirement, respectively. Members’ stories will be used in future communications. Members can email their stories to etfsmbcommunications@etf.wi.gov.

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

Attachment A: [Website and Video Analytics Report for Quarter 1, 2024](#)