

# Communications Update

Mark Lamkins  
Director of Communications

December 11, 2014



# Communications Update: WRS News Online

- Project Status
- Purpose and Benefits
- Design and Content
- Frequency and Distribution

# WRS News Online

- Project Status

- Communications to stakeholders/SMEs
- Distribution channel
- Design prototype converted to GovDelivery e-mail template
- Editorial team
- Testing
- Fine-tune e-mail template
- Wrap up editorial content for 1<sup>st</sup> issue and set themes for future issues
- Launch: mid-January 2015
- Survey stakeholders

# WRS News Online

- Purpose
  - Focus on needs of members
    - Support them throughout the customer lifecycle— from the beginning of their public service career to mid-career to retirement
    - Provide education on all WRS benefits and impact of SWIB investments on retirement fund
    - Make it convenient and easy to access online resources and self-service tools
    - Acquaint them to receiving electronic information from ETF (pre-BAS)

# WRS News Online

- Purpose
  - Engage and connect with members
  - Customize and target communications
    - [Example: ETF website](#)
  - Improve the customer experience
    - Deliver relevant information quickly and efficiently—A part of our modernization and process improvement initiative



# WRS News Online

- Benefits
  - Access from your computer or mobile device
  - Information quicker; when needed
  - Easy-to-understand articles
  - Four-color infographics provide another way to learn
  - Interactive Web design increases engagement
  - Ability to survey members for satisfaction and feedback
  - Opportunities for greater Web metrics

# WRS News Online

- Benefits, etc.
  - Follows CEM best practices for customer service
  - Links to “learn more” on Web, “share” via social media, and member portal (in future)



# WRS News Online

- Benefits, etc.
  - View and print individual articles
  - Web search by topic
  - Archives
  - Back-end improvements
    - More than \$100K cost savings per year
    - Quicker and more efficient e-mail distribution
    - Flexible layout and production
    - Cross-functional editorial team







[Click to View](#)  
[WRS News Online](#)  
[Demo](#)

## Welcome to WRS News Online!

We are pleased to present a newsletter created just for non-retired members of the Wisconsin Retirement System. Whether you are a state or local government employee, newly hired, at the mid-point of your career, or closing in on retirement, WRS News Online will provide WRS benefits-related news and information relevant to your needs - and in an exciting new format. [Learn More >](#)

### Highlights

- Message From Leadership
- ETF Board Election
- Are You Saving Enough?
- Rates and Adjustments
- Five Things to Watch in 2016
- Hedge Funds & Other News & Features

## Message From Leadership



**ETF Shares Strengths of Wisconsin's Pension System**  
by Robert Conlin, ETF Secretary

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet. [More ETF >](#)

**Strengthening the WRS for the Future**  
by Michael Williamson, SWIB Executive Director

Ma quando lingua coalescit, il grammatica del resultant lingue es più simple e regulari quam il del coalescent lingue. Li nov lingua franca va esser più simple e regulari quam il coalescent European lingue. It va esser tam simple quam Occidental, in fact, it va esser Occidental. A un Angleso it va semblar un simplifcat Angles, quam un skeptic Cambridge amico di me qui Occidental es. [More SWIB >](#)



## ETF Board Election Educational Support Personnel

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec a diam lectus. Sed sit amet ipsum mauris. Maecenas congue ligula ac quam viverra nec consectetur ante hendrerit. Donec et mollis dolor. Praesent et diam eget libero egestas mattis sit amet. [More Board Election >](#)



### Highlights — ETF

- 2 BorspIEbist, quia vel lendis dolorum qui
- 3 quia vellendis dolorum qui sonser esrerola
- 4 conseres ipsparum
- 5 sconemquoncone conemquun quia vellendis dolm qui sonser esrerola aolor illatemp
- 6 e dolum res sanlts nemporio eaquu

### Highlights — SWIB

- 8 seque assit earoria
- 9 blabor acrum corum etum to tem
- 10 Moquam eos saniti \$100 Billion la expe rum ad mollabore Bomairo illatem et acrum dolentid
- 11 SWIB ETF volere lup tatur sam id quam quia fuga libusam qio pffaccoo, aorrlw

**Pages 6 and 7:**  
Important ETF Board election candidate information and voting instructions.

## A Message from the Secretary

— Robert Conlin, ETF Secretary

Quature libusam fuga. Ut qui blab id quo dolor si occum fugiae venest adiam quia quod molupti nimoluptaquo odios adia doloterunto corro quam ulparum inimint, quunt assit earioria dolupta conemquunt adipist qui si rendae et ut fugit, omnim acepl evellautem quas et dellatem.

Eeum facuptam aut rrorria accaturiti asimos re, cupitur, sume seque voluptio conseres ipsum dolupta epelemdus volere, sumquibus ditatureium lam, sent caerchicte con pellupatur sam reptatis reperiae id quam eos magnis maio consed que nonseria idescium

ra cuprate nibic temqui diae dolum res sanlts nemporio eaquunt et dolorum ressendit exerum qui officitor resequid quo to tem. Ut pori officiet earitaquam, quiae sit, vitaccae arciant que simos cum, ad mollabore di ressumq uianis trum reri et testibus quam facosio.

Dolentid maiorro illatemped et quam, tecae est qui blandent quo blabor acrum corum aute la experum, sust opturi reevellautem quas et dellatem.

Eeum facuptam aut rrorria accaturiti asimos re, cupitur, sume seque voluptio conseres ipsum dolupta epelemdus volere, sumquibus ditatur.

*Secretary, continued on page 2*

## Executive Director's Message

— Michael Williamson, SWIB Executive Director

Quature libusam fuga. Ut qui blab id quo dolor si occum fugiae venest adiam quia quod molupti nimoluptaquo odios adia doloterunto corro quam ulparum inimint, quunt assit earioria dolupta conemquunt adipist qui si rendae et ut fugit, omnim acepl evellautem quas et dellatem.

Eeum facuptam aut rrorria accaturiti asimos re, cupitur, sume seque voluptio conseres ipsum dolupta epelemdus volere, sumquibus ditatureium lam, sent exerchicte con pellupatur sam reptatis reperiae id quam eos magnis maio consed que nonseria idescium oria accaturiti asimos re, cupitur, sume seque voluptio conseres ipsum dolupta epelemdus volere, sumquibus ditatureium lam, sent exerchicte con pellupatur sam reptatis reperiae id quam eos magnis maio consed que nonseria idescium quia ola experum, sust opturi re, ddkjlicu.

que nonseria idescium oria accaturiti asimos re, cupitur, sume seque voluptio conseres ipsum dolupta epelemdus volere, sumquibus ditatureium lam, sent exerchicte con pellupatur sam reptatis reperiae id quam eos magnis maio consed que nonseria idescium ra cuprate nibic temqui diae dolum res sanlts nemporio eaquunt et dolorum ressendit exerum qui ola experum, sust opturi re, ddkjlicu.

*Executive Director, continued on page 11*

Calendar Year-to-Date Preliminary Returns as of 12/31/2014	
Core Fund Benchmark	%
Variable Fund Benchmark	%

# Non-Retired Members

# Retired Members

# WRS News Online

- Frequency and Distribution
  - Published in January, May, September, November; with periodic issues as needed
  - Employers distribute to their employees
  - E-mail subscription
    - Controlled list of all local and state employers
    - Individuals can subscribe





Any questions?

Thank You