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CORRESPONDENCE MEMORANDUM

DATE: March 9, 2015
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.

WRS News Online Launched

In January we successfully rolled out the premiere edition of *WRS News Online* for non-retired members. The e-newsletter was distributed through our GovDelivery email subscription service to employers who forwarded it to their active employees. Initial feedback has been positive. Readers like the easy access to content from their computer or mobile device, as well as full-color graphics and links to additional information. More than 1,200 new subscriptions were added shortly after distribution, increasing subscribers for *ETF Email Updates* to 38,729.

We are continuing to evaluate available metrics to determine successful delivery, open and click rates. There was a 97.7% delivery rate and 38% open rate by employers during the first two weeks after distribution. While the open rate is high compared to industry standards of 27%, it warrants further research to ensure that employers are opening emails and subsequently forwarding them to employees.

Employers were surveyed to determine their satisfaction with the new paperless format, which many employers had requested, and to ensure that e-newsletters were forwarded to employees in a timely manner. Results of the survey are pending. We also plan to survey members in the future to collect more feedback on topics of interest and ways to improve content.

The top three viewed articles, based on preliminary metrics from GovDelivery, are:

- Will You Have Enough Money to Retire? (infographic)
- What's My Minimum Retirement Age?
- Ten Facts About Women and Retirement

The editorial team has begun work on the next (May) issue, identifying strategic themes and messages. In addition

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 3/18/15

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to annual benefits-related messages on investment returns, effective rates of interest and annuity adjustments, we will include results of board elections, biennial budget update, overview of wellness incentives and general information on Governmental Accounting Standards Board reporting requirements, among other topics.

Tweets for EMPOWER

In April we will begin using Twitter as one way to engage members and increase awareness about EMPOWER, a statewide educational campaign to inspire and encourage women to save for retirement, as well as WRS benefits.

EMPOWER goes through December 2015 and is sponsored by ETF, the Wisconsin Deferred Compensation Program and state agency Affirmative Action Committees. The goal is to provide helpful online resources, promote local and national educational events and information for members to learn more about their current retirement benefits, improve basic financial literacy and build awareness of the tax advantages of saving for retirement through the WDC.

We are also developing a resources section on the ETF website, brochure, poster series, and display for the Well Wisconsin Expo in May. The brochure will be included in the annual *Statement of Benefits* mailing to active employees.

Participating agencies include the Office of State Employment Relations, the Departments of Administration, Financial Institutions, Health Services, Revenue, Military Affairs, Agriculture, Trade and Consumer Protection, and Transportation, and the Wisconsin Housing and Economic Development Authority.

2015-2019 Strategic Plan

ETF is preparing its strategic plan for the next four years, effective July 1, 2015. An internal workgroup, with representation from different business areas, will continue developing a vision and roadmap of the future—enterprise-wide goals, tasks/initiatives, timelines and measurable outcomes—over the next several months. Our mission and core values are guideposts for the planning process.

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