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## CORRESPONDENCE MEMORANDUM

**DATE:** June 3, 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***

In May we published the second edition of *WRS News Online* for non-retired members. ETF continues to mail retirees printed editions of *WRS News* during the same times (January, May, September).

ETF will publish a fourth edition of *WRS News Online* in November. Publishing the extra edition allows us to keep engaging members throughout the year, connecting them to helpful online resources, and educating them about their retirement, insurance and other fringe benefits.

The two customized newsletters are designed to have some similar content, which should be relevant to all audiences. However, the *WRS News Online* offers the advantage of collecting web metrics through the email subscription service, ETF E-mail Updates. For the May edition, web metrics for the first two weeks after distribution to the 2,669 newsletter subscribers\* show:

- 97.3% delivery rate
- 43% open rate
- 52,208 opens by recipients who had the e-newsletter forwarded to them

\*Note: Newsletter subscribers include a controlled list of 1,500 employer agents who are responsible for forwarding to active employees, news and information from the Department of Employee Trust Funds.

For the 52,208 opens there was an 18% click rate, which is higher than the email click-through rate for industry benchmarks.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 6/8/15

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JM	6.25.15	4D

The top three viewed articles, based on click rate, were:

- [Ready to Retire: What Do I Do Next?](#)
- [Proposed Health Insurance Program Changes](#)
- [Legislative Update](#)

If we assume that the majority of recipients are active employees and they opened the e-newsletter only one time, the e-newsletter was viewed by 20% of state and local employees within the first two weeks of distribution. We are continuing to research metrics to determine if we can measure the long-term impact and that employers are forwarding emails to employees in a timely manner.

The e-newsletter includes a summary (or teaser) of the full article, with a link to the full article on the ETF website. Since content is accessible via the e-newsletter and archived on the web, we can also use website metrics to determine which topics interest members the most. Our current website metrics tool, Web Trends, provides limited analytics. We will be looking at other more robust solutions in the future, such as Google Analytics, in order to collect detailed analytics.

### **Follow ETF on Twitter**

Since ETF launched its Twitter campaign in mid-April, we have posted 32 Tweets and acquired 60 followers and growing. Board members are encouraged to follow ETF on Twitter.

Topics covered include:

- EMPOWER campaign to increase awareness about women saving for retirement
- Annuity increases
- Well Wisconsin Program
- Preliminary investment returns
- Upcoming webinars on Wisconsin Retirement System benefits

With Twitter we are able to expand our reach and engage members on a different level. We are continuing to establish communication guidelines for social media. We will also be adding a Twitter feed to different pages on our website and promoting ETF on Twitter [@WI ETF](#) in member communications.

### **Other Activities**

- Over the next several months, the Office of Communications will be working with the Office of Strategic Health Policy to develop key messages for members, redesign and streamline the It's Your Choice group health insurance program printed materials, and increase online resources for the open enrollment period in October.
- We will continue to provide marketing support for the duration of the EMPOWER campaign throughout the year. This includes management of [campaign webpages](#), posters, brochures, displays, etc. The campaign is being coordinated by Tarna Hunter, Legislative Liaison, and Shelly Schueller, Director of the Wisconsin Deferred Compensation Program.

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