



State of Wisconsin
 Department of Employee Trust Funds
 Robert J. Conlin
 SECRETARY

801 W Badger Road
 PO Box 7931
 Madison WI 53707-7931
 1-877-533-5020 (toll free)
 Fax 608-267-4549
 etf.wi.gov

Correspondence Memorandum

Date: February 26, 2016

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.

Group Health Insurance

Over the past several months there has been significant public interest leading up to the Group Insurance Board's recent approval to request proposals for:

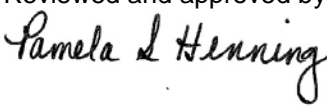
- Evaluation of self-insurance of medical benefits in 2018 and other program structural changes
- Data warehousing vendor
- Wellness benefits administrator
- Pharmacy benefits manager

The GIB also decided to make no new benefit changes for the state's group health insurance program for 2017, except for a wellness benefit carve-out. The Board meeting, held on February 17, 2016, was live streamed and recorded by [WisconsinEye](#).

All four proposals are planned for release this year and are a part of a total health management initiative recommended by the Board's health benefits consultant, Segal Consulting (Segal). A regionalized, self-insured structure could save up to \$70 million in medical claims, according to Segal.

Outreach and education activities:

- Lisa Ellinger, ETF Director of the Office of Strategic Health Policy (OSHP), participated in a public forum earlier this month on self-insurance that was hosted by PROFS, a University of Wisconsin-Madison faculty advocacy group. The forum was [videotaped](#).
- Ellinger also discussed Segal's two reports and recommendations to the GIB during an interview with Wisconsin Public Television's [Here and Now](#) program, which aired on December 4, 2015.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

 Electronically Signed 3/14/16

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- [Frequently Asked Questions](#) – FAQs regarding GIB action and initiatives are available on the ETF website.
- A multi-pronged communications plan, coordinated by OSHP and the Office of Communications, will be implemented.

WRS News for Members

In addition to announcing the preliminary 2015 investment returns (-0.4% Core Trust Fund; -1.2% Variable Trust Fund) of the WRS trust funds, the January edition of the [WRS News Online](#) for active employees covered a range of topics.

Highlights include:

- Elections for three seats on the Teachers Retirement Board, with voting February 1-29, 2016
- Columns by ETF Secretary Bob Conlin and SWIB Executive Director Michael Williamson
- Results of last fall's member survey on myETF Member Online Services:
 - 90% of respondents rated the ability to access their individual WRS accounts and benefits information as important.
 - Respondents commented that online services should be secure, convenient and quick.
- Projections for this year's WRS effective rates and annuity adjustments, based on SWIB's preliminary 2015 investment returns
- Infographic showing the impact of the WRS:



Retirees were mailed the January edition of the print [WRS News](#), which includes some shared content with the e-newsletter. Watch for the next editions of the member newsletters in May.

User Engagement Metrics for December 2015-February 2016

- *ETF E-mail Updates* – 48 emails; 43,450 total subscribers
- Twitter – 69 tweets; 30,700 impressions; 266 total followers
- ETF Website – See Attachment A for website trends, including a comparison of unique visitors, number of visits and viewed pages for the current quarter, same

time last year, and the previous quarter.

In general, there is a slight increase in web traffic compared to the same time last year and a decrease in web traffic compared to the previous quarter (September-November), which is to be expected. We typically see an increase during the It's Your Choice (IYC) open enrollment period in October when members and employers are directed to online resources. For 2016 IYC, we moved most health insurance information from printed guides to a new, customized and dynamic web page structure.

The calendar year comparisons on page 2 show a steady increase in web traffic for all 12 months of 2015 compared to 2014. This trend may be closely tied to increased communication efforts that steer users to the web. These include *WRS News Online*, 2016 IYC online resources, *ETF E-mail Updates*, and Twitter. As expected, there was a dramatic spike during the IYC open enrollment period in October.

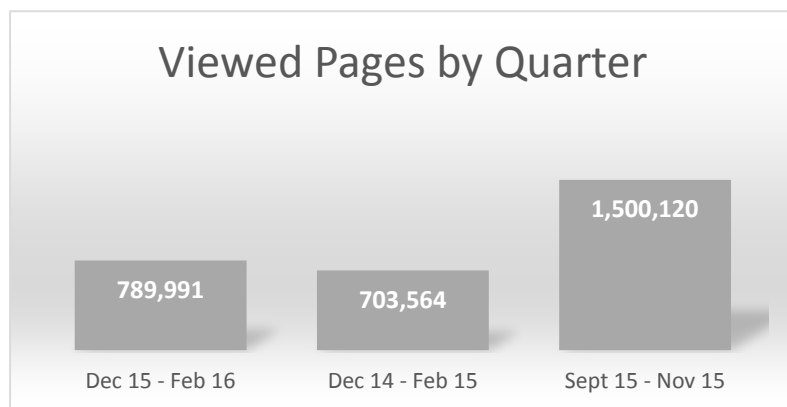
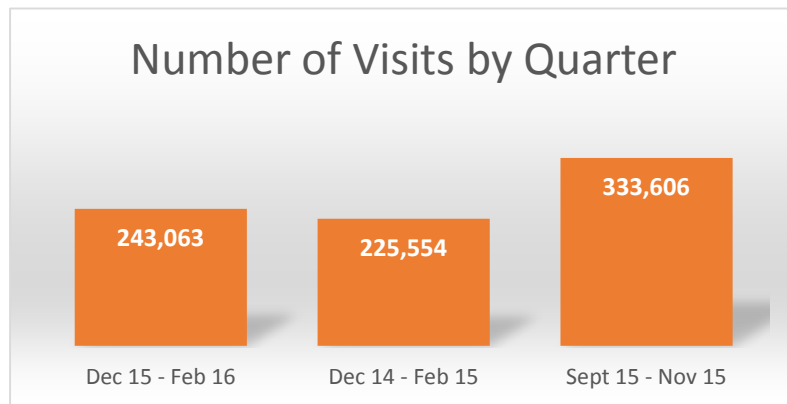
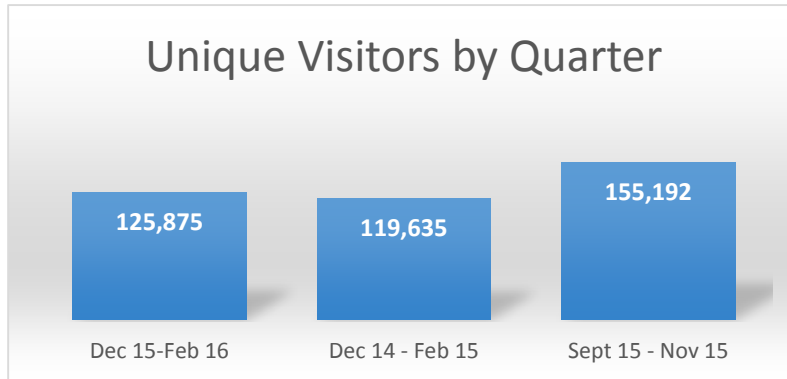
Other Updates

- New SWIB video – Executive Director Michael Williamson explains the effects of investment volatility and SWIB's investment strategy to protect WRS investments in a new [video](#) released this month.
- EMPOWER campaign – ETF received the 2015 Wisconsin Financial Literacy Award from the Governor's Council on Financial Literacy for its [EMPOWER campaign](#), which provides outreach and education for women to save for retirement. ETF was among eight state organizations to receive this award. ETF Legislative Liaison Tarna Hunter presented on the campaign's communication strategies at Pensions and Investments magazine's Defined Contribution Conference in March.
- 2014 Comprehensive Annual Financial Report (CAFR) – The [2014 CAFR](#) was published in January. Financial statements were audited by the Legislative Fiscal Bureau. ETF also received the Public Pension Standards Award for Funding and Administration from the Public Pension Coordinating Council.

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

Attachment: ETF Website Trends

ETF Website Trends



ETF Website Trends

