



Communications Update

Mark Lamkins, Director of Communications



December 15, 2016

Joint Meeting of the Retirement Boards

Topics

- New Outreach Displays
- myETF Logo Design
- Engagement Metrics for Last Quarter
- Improving the Member Experience
- Recent Awards



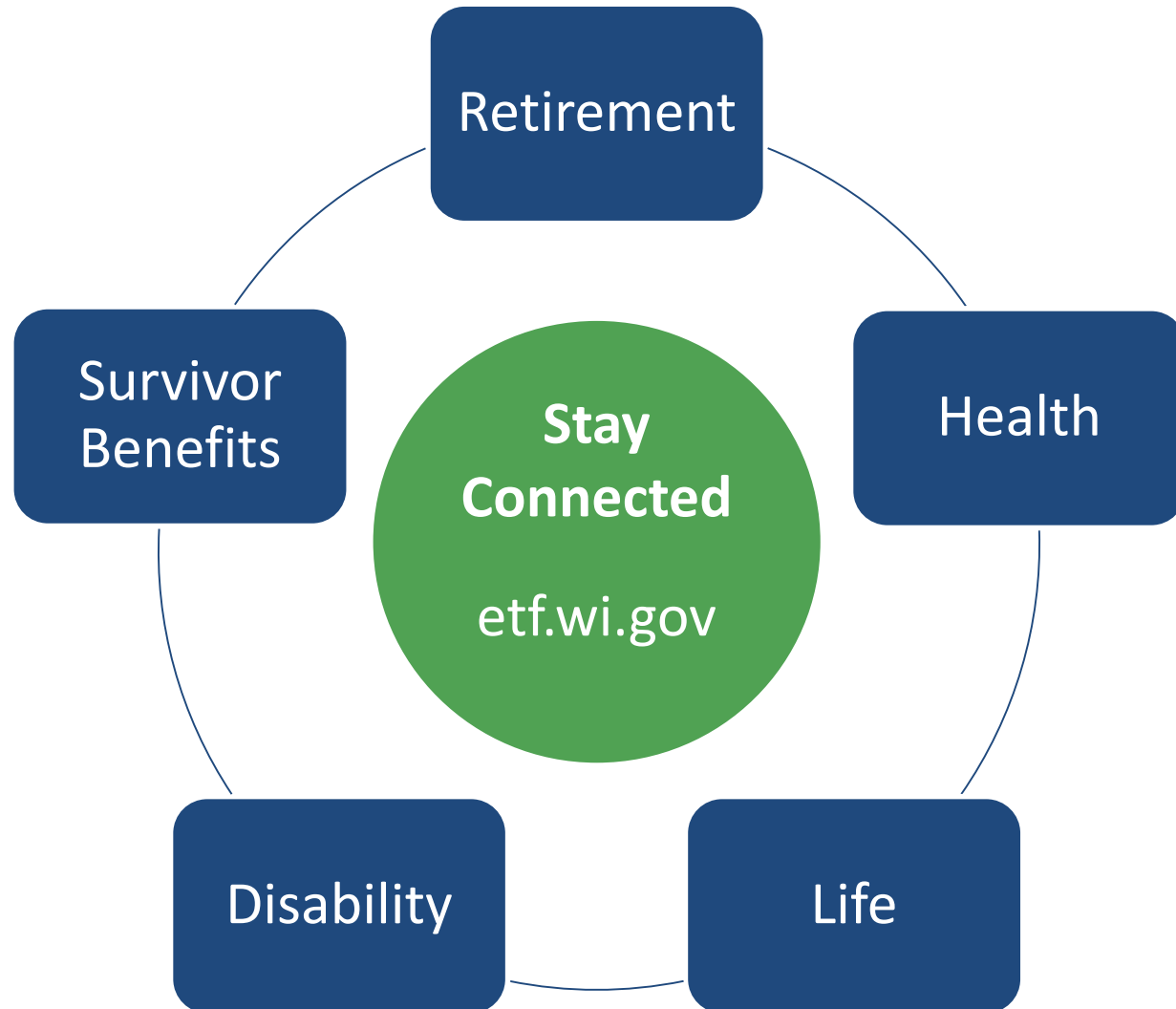


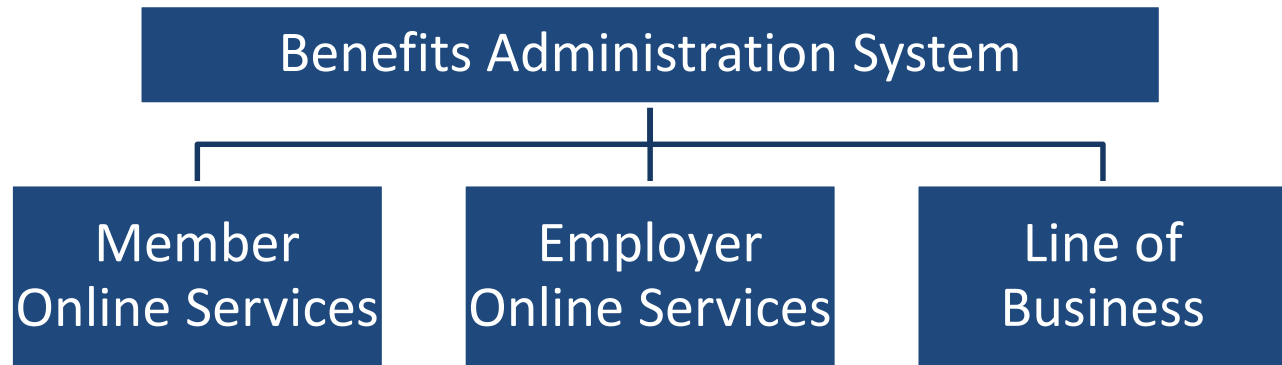






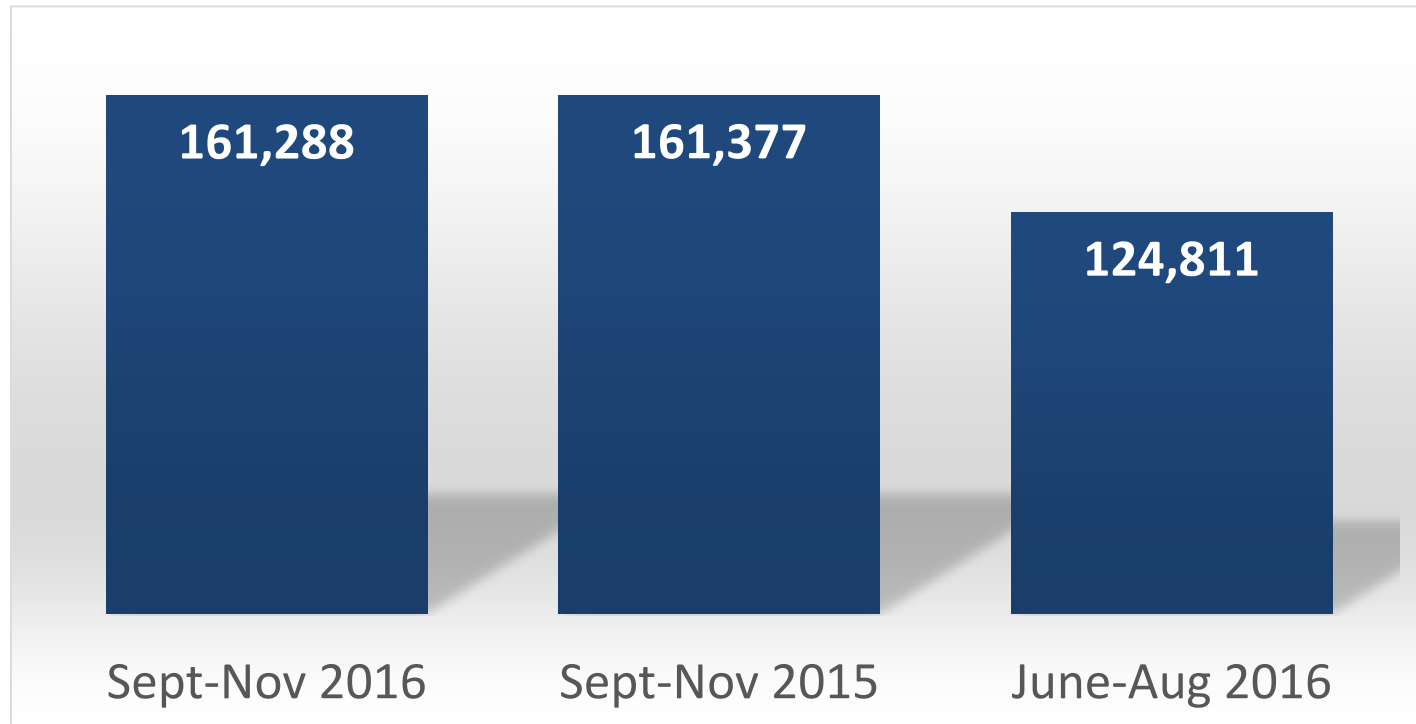
Know Your **WRS** Benefits





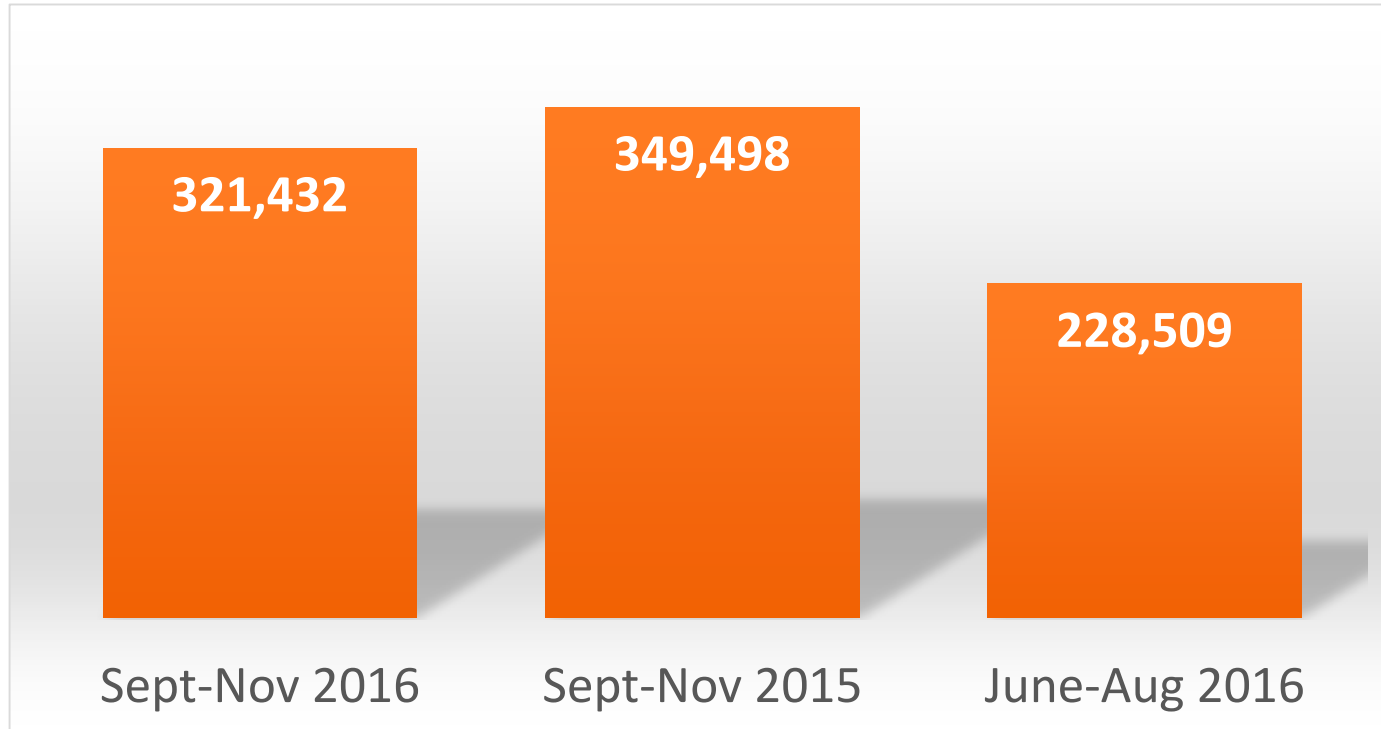


ETF Website Unique Visitors



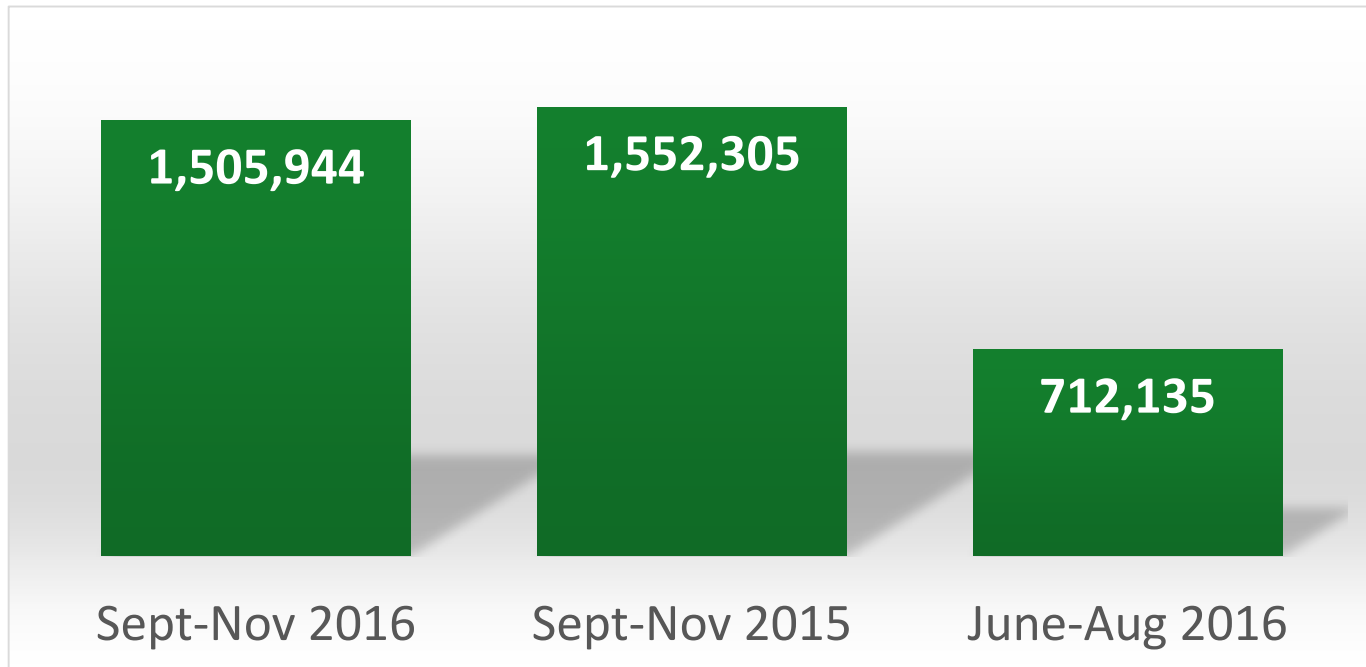
etf.wi.gov

ETF Website Visitors



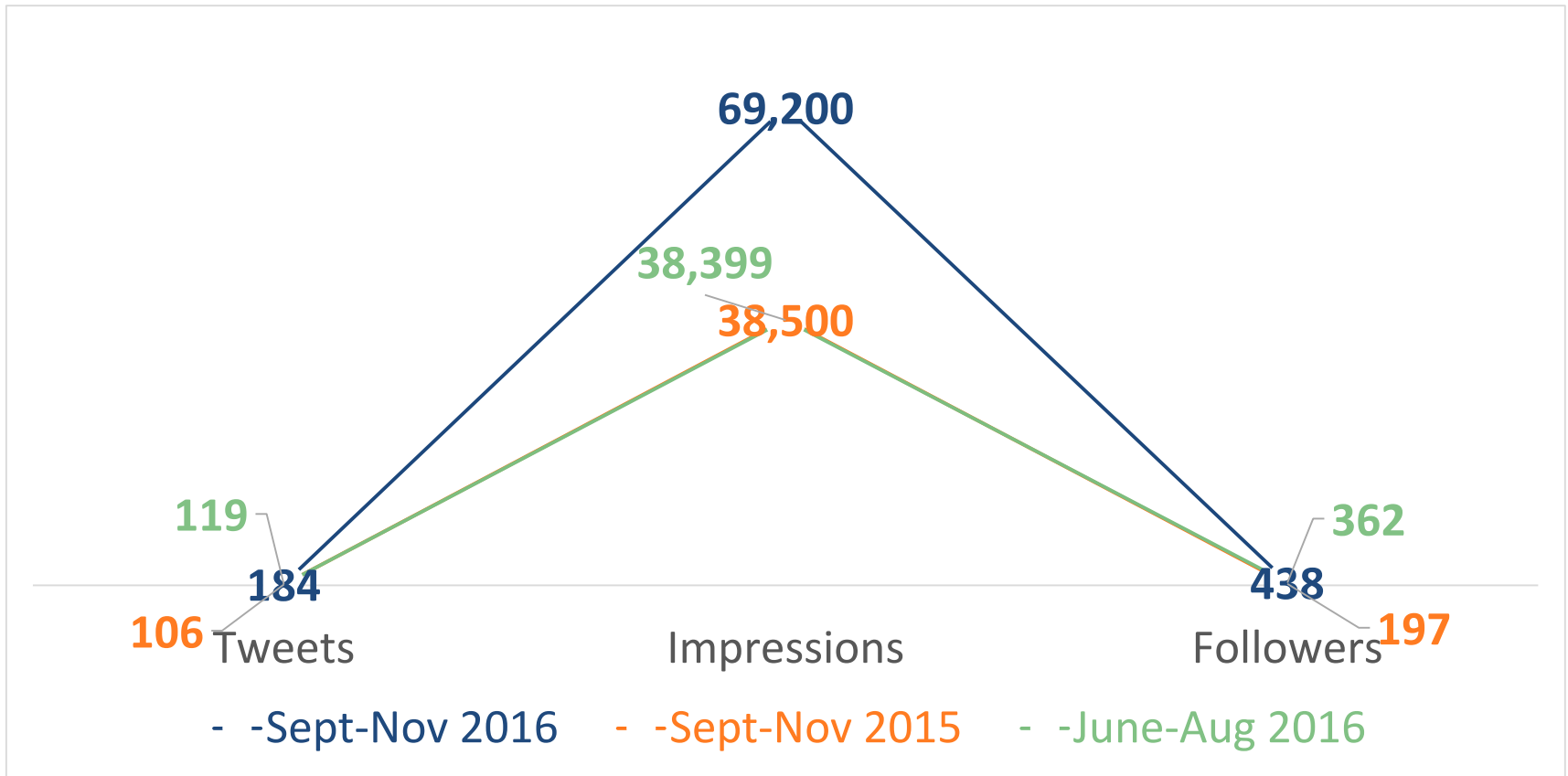
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ETF Website Viewed Pages



etf.wi.gov

Twitter Engagement



[@WI ETF](#)



WI ETF @WI ETF · Oct 21

Have Qs about your benefits? We're at 9 fairs next week, throughout WI. Stop by and talk with us! bit.ly/1Jvi49z
[#ItsYourChoice2017](#)





WI ETF @WI ETF · Nov 7

One week more: IYC ends Friday. Have you researched your options, made decisions, taken action? bit.ly/2eMKdnr #ItsYourChoice2017





WI ETF @WI ETF · Nov 11

We salute America's Veterans today and every day. Thank you for your service and commitment to freedom and peace.

[#VeteransDay](#)





WI ETF @WI ETF · Nov 29

Are you saving enough for the retirement you want? Contact the WDC via "Schedule a Meeting" & see where you stand.

wdc457.org





PROFS @PROFSUWMadison · 4m

WI Group Insurance Board meeting today. Will discuss possibility of self-insurance.

David K. Wahlberg @davidkwahlberg

I'll talk about state worker health benefits and the self-insurance proposal at 3 p.m. today on WPR's Central Time. @centraltimewpr @wpr



Journal Sentinel @journalsentinel · 4m



WI ETF @WI ETF · Dec 2

Is your WRS beneficiary designation current? Webinar covers why it's important, how to, more. 3 sessions this month: ow.ly/9C5U306L0H6





WI ETF @WI ETF · Dec 2

Notice & agendas for the Dec. 15 ETF Board and committee meetings
now available at etf.wi.gov/boards/agendas...



Wheeler Report

A Twitter list by @WheelerReports



WI ETF

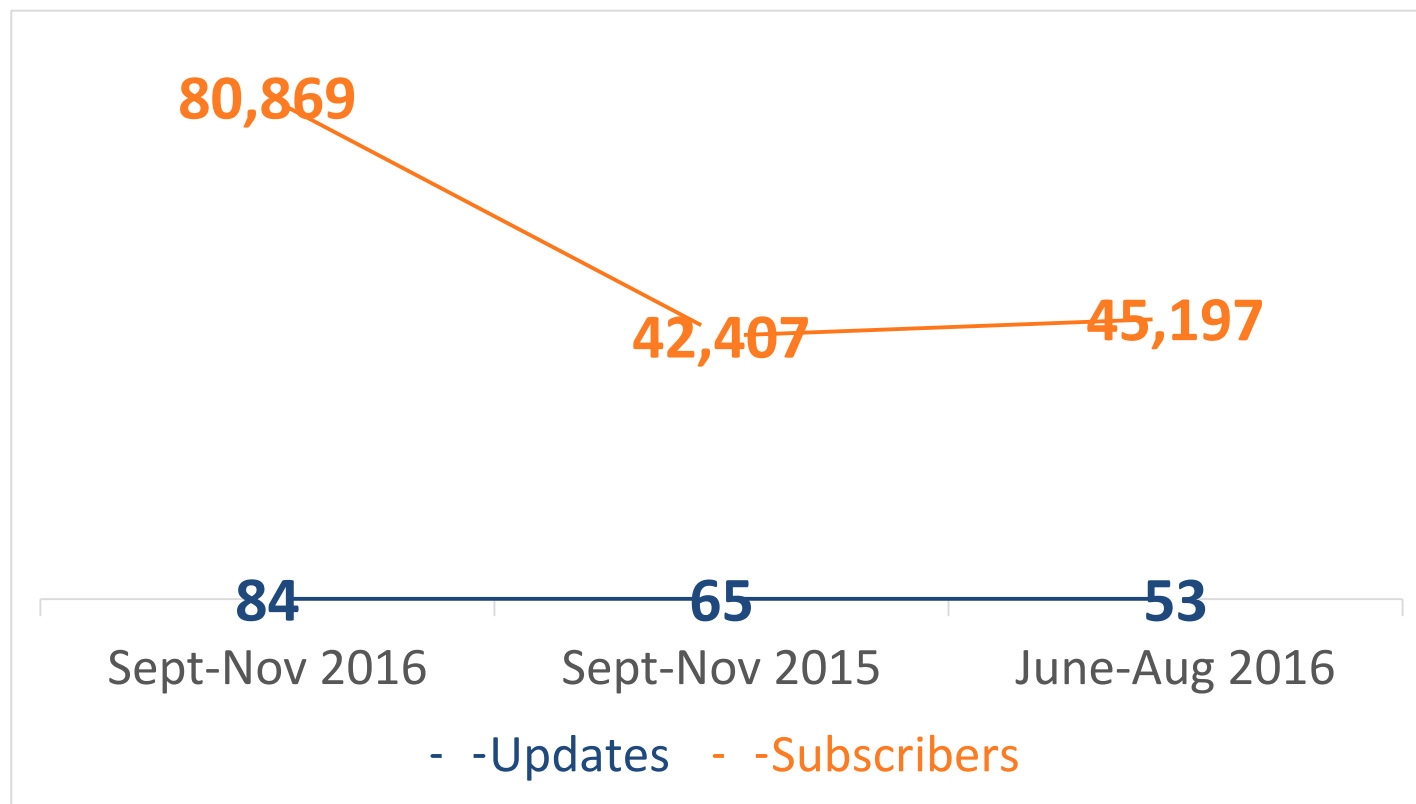
@WI_ETF



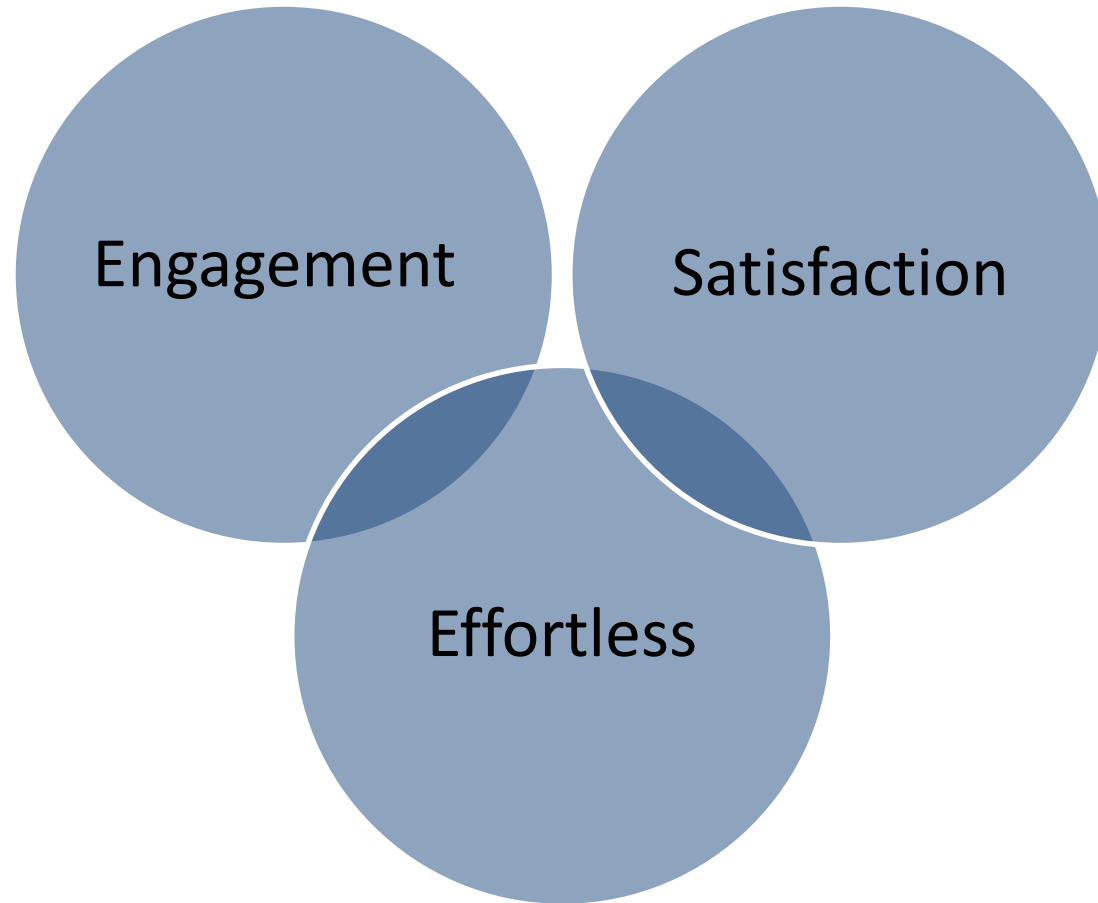
"I'm SO excited about the free financial fitness coaching – I start in January!"
– Cheryllynn, Challenge Taker.
ow.ly/RjTR306P78N



ETF E-mail Updates

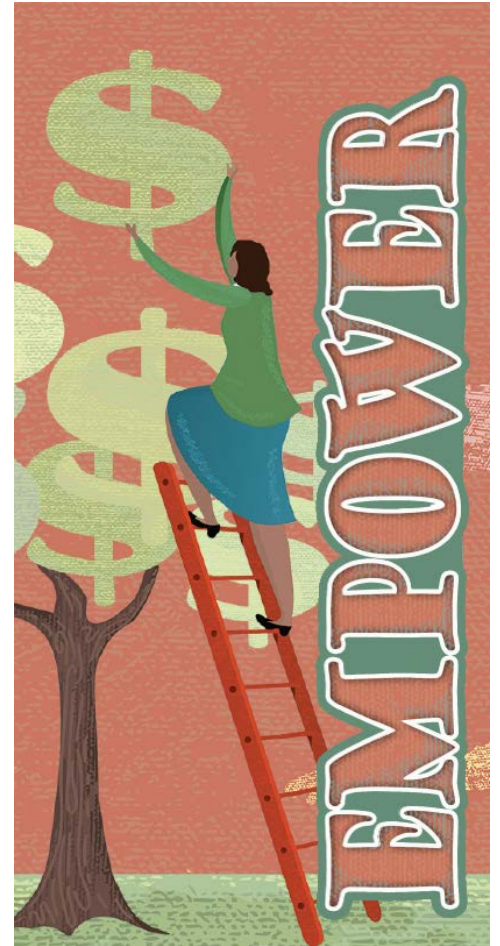


Improving the Member Experience



Recent Awards

- 2016 Challenger Level of the Wisconsin Forward Award
- 2016 Lloyd D. Gladfelter Award for Government Innovation
 - **EMPOWER Campaign**



Questions?

