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## Correspondence Memorandum

**Date:** May 29, 2017  
**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.**

### Customer Service Options

While members will begin to have limited, secure access to their Wisconsin Retirement System accounts in 2018 via the new myETF Member Online Services, they currently have many different convenient and easy ways to access benefits information and receive assistance, including:

- o ETF website: [etf.wi.gov](http://etf.wi.gov)
- o Call 1-877-533-5020 or 608-266-3285
- o Face-to-face appointments
- o In-person and interactive, online member education

We offer members three types of face-to-face appointments with a benefits specialist to learn about their WRS benefits, receive an explanation of their retirement estimate, WRS annuity options, the retirement application process, what to expect post-retirement, and much more:

- o Individual, online appointment – a convenient and secure appointment using a computer, telephone and internet connection.
- o Individual, in-person appointment – a confidential appointment held at ETF's office.
- o Group appointment – small group appointments, held every month throughout the state, available to members who have retirement estimates and are within a year of retirement.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 6/12/17

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Members can also receive assistance from a benefit specialist over the phone. Last year benefits specialists handled 172,092 calls from members with questions about their WRS retirement, health and other benefits administered by ETF.

### Public Service Recognition

We continue to collect responses from members to the question: [Why are you in public service?](#) This effort was started in May 2016 and coincided with national Public Service Recognition Week. Member testimonials are a great way to show the impact of the WRS on our state and the valuable services provided by state and local government employees.

Here are a few recent responses:

“There is nothing more rewarding than seeing a family who just lost their home or a loved one be comforted and assisted with these difficult incidents. I am now even more fortunate to be able to work in county emergency management with all of the municipalities helping them prepare, respond and recover from disasters.”

“My grandfather was a Milwaukee District Fire Chief. My father was a teacher and principal. My mother was a teacher and I am a teacher. As a teacher for the Department of Corrections I get to help provide for a safer and better educated population of the state. What could be a better career? I am proud of my service.”

“I have always wanted to be a ‘voice’ for children and in many ways I am able to do that as a school counselor. If even one child leaves at the end of each day feeling like they have been heard and empowered in some way, then I have done what I set out to do.”

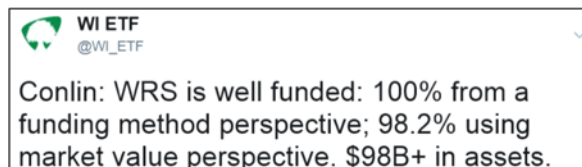
### User Engagement Metrics for March-May 2017

- [ETF E-mail Updates](#) – 64 emails sent; 77,165 total subscribers.

Members, employers and other stakeholders can subscribe to *ETF E-mail Updates* (via GovDelivery) on retirement, health and other WRS benefits. Almost half of the total subscribers include emails collected from webinar registrations and the Call Center.

- Twitter [@WI ETF](#) – 171 tweets; 70,500 impressions; 582 total followers.

As a part of our engagement strategy, this quarter we started live tweeting at select events and using more custom-developed graphics, including staff photos when appropriate. We averaged about three to five tweets per business day. Compared to the previous quarter (December 2016-February 2017): Tweets increased by 30%; impressions were down slightly by 4%; and we gained fewer new followers at 58. Here is the top viewed tweet:



- ETF website, [etf.wi.gov](http://etf.wi.gov) – Please see Attachment A for website trends, including a comparison of unique visitors, number of visits and viewed pages. There was a 10% increase in the number of viewed pages for this quarter compared to the same time a year ago and a slight increase from the previous quarter (December 2016-February 2017).

For March-May 2017, April had the highest number of pages viewed at 372,816. The Top 10 pages viewed for this month are:

1. [Members Tab](#)
2. [WRS Trust Funds Investment Performance](#)
3. [Member Education](#)
4. [WRS Retirement Benefits Calculator Disclaimer](#)
5. [WRS Retirement Benefits Calculator](#)
6. [Retirees Tab](#)
7. [Publications](#)
8. [What's New: Proposal to Increase WRS Minimum Retirement Age, Change Benefit Formula](#)
9. [Contact ETF](#)
10. [Government Relations: 2017 SB 190 – Increases the minimum retirement age and changes the formula for calculating a retirement benefit.](#)

### Other Updates

- **New e-Learning on Annuity Options** – With easy-to-follow infographics and narrated audio, the new e-learning, [WRS Annuity Payment Options – Receiving Your Retirement Benefit](#), explains the different monthly payment options. Members can access this six-minute presentation on the ETF website and YouTube.
- **Strong for Wisconsin Campaign** – At the March board meeting we rolled out the brochure, [Our Wisconsin Retirement System: Strong for Wisconsin](#). We will be highlighting many of the brochure's WRS facts and key messages on the ETF website home page, Twitter and other communications to stakeholders throughout the year.
- **Group Presentations** – Secretary Conlin provided updates on the WRS at annual meetings held by the University of Wisconsin-Madison Retirement Association and the Wisconsin Coalition of Annuitants.
- **Media** – Self-insurance has continued to receive significant media attention over the past two months, as the Joint Committee on Finance signaled its opposition to vendor contracts submitted by the Group Insurance Board.

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

Attachment A: ETF Website Trends

## ETF Website Trends, etf.wi.gov (as of June 1, 2017)

