



STATE OF WISCONSIN
Department of Employee Trust Funds
 Robert J. Conlin
 SECRETARY

Wisconsin Department
 of Employee Trust Funds
 PO Box 7931
 Madison WI 53707-7931
 1-877-533-5020 (toll free)
 Fax 608-267-4549
 etf.wi.gov

Correspondence Memorandum

Date: November 10, 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.

ETF Website Redesign

The Office of Communications is currently collaborating with the Bureau of Information Technology Services to complete the technical and security requirements for redesigning the ETF website, etf.wi.gov. The full site redesign will build on the incremental enhancements – horizontal layout, accordions for content organization, quick links, graphics, and interactive design – that have been implemented over the past two years.

The website redesign supports strategic goal #7 of the 2015-2019 Strategic Plan, which states: “Provide information and education, accessible services, and interactive communications to meet customers’ needs.”

The website was last redesigned in 2002. We want to provide a website that is progressive, adds value and creates an effortless experience for members, employers and other stakeholders. We will accomplish this by applying best practices for web design, testing and usability, as well as listening to our customers via focus groups and surveys.

We will contract with a vendor for the planning, design, testing, implementation and training of the new website. A statement of work will be released in December and vendor demos and selection in January. Development will be in phases over a 12-month period and the rollout is tentatively scheduled for first quarter of 2019, in coordination with the new benefits administration system, myETF.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 11/30/17

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Some of the high-level business requirements for the new website include:

- Maximized opportunities for myETF member and employer online services
- Adherence to the agency's security policies and guidelines
- Responsive user interface for laptops, smart phones and emerging technologies
- Improved search capabilities
- Compliance with user accessibility standards under Section 508 laws
- Web analytics and reporting tool
- Content management system

Out-of-scope items include the ONE site for employers, myETF and the agency's employee intranet website.

We will apprise the Boards as project milestones and deliverables are met.

Customer Engagement Metrics for Third Quarter: July-September 2017

- [ETF E-mail Updates](#) – 56 mass emails sent; 1,290 new subscribers; 84,222 total subscribers.

Members, employers and other stakeholders can subscribe to *ETF E-mail Updates* (via GovDelivery) on retirement, health and other WRS benefits. Approximately 49% of total subscribers include emails collected from webinar registrations and the Customer Service Call Center.

- Twitter [@WI ETF](#) – 119 tweets; 64,500 impressions; 36 new followers; 650 total followers.

Impressions decreased 8% compared to the previous quarter. This shift corresponds with fewer tweets and seasonal breaks in the Outreach and Education schedule in third quarter.

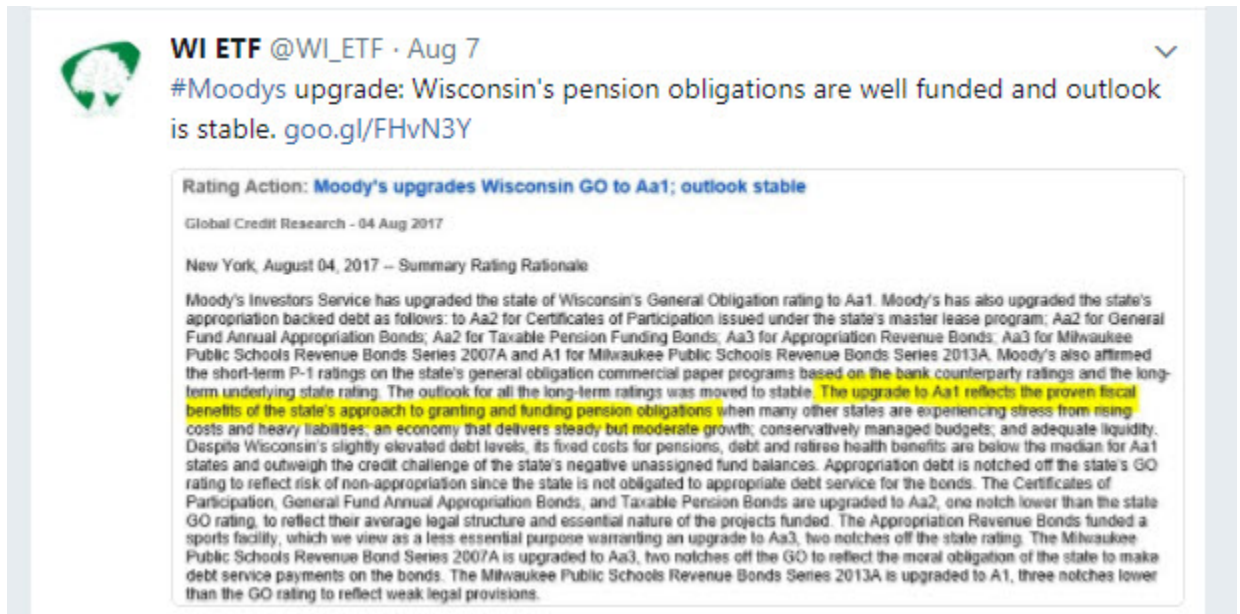
Top viewed tweet:



WI ETF @WI ETF · Jul 12

Hiring: #ITprojectmanager. A great opportunity to lead a team of dedicated professionals. goo.gl/h3ixRZ #WJjobs #itjobs @wiscjobs

Top media tweet:



- ETF website, 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 43% increase in the number of viewed pages for this quarter compared to the same time last year.

For third quarter, September had the highest number of pages viewed at 869,343; this corresponds with increased member and media attention leading up to the It's Your Choice annual open enrollment period (October 2-27, 2017).

The Top 10 pages viewed in September were:

1. [It's Your Choice – 2018 Plan Year Information](#)
2. [Members Tab](#)
3. [WRS Trust Funds Investment Performance](#)
4. [It's Your Choice 2017 State Employees and Retirees](#)
5. [Member Education](#)
6. [Retirees Tab](#)
7. [Employer Resources](#)
8. [Summary of 2017 Wisconsin Act 59](#)
9. [It's Your Choice 2018 State Employees and Retirees](#)
10. [Contact ETF](#)

Other Updates

EMPOWER Campaign Results

ETF's grassroots financial education campaign, EMPOWER, led to increased retirement security awareness and participation by women in the Wisconsin Deferred Compensation Program by 2.6 percentage points. The analysis of the campaign, held in 2015, was recently reported by the [Center for Retirement Research at Boston College](#).

Medicare Survey

In November, ETF mailed surveys to a random sample of 1,500 members age 62 or older in order to gather preferences for Medicare-coordinated coverage and future benefit options available through the group health insurance program. The confidential and aggregate survey results, to be compiled by the University of Wisconsin Survey Center, will be used to inform 2019 Medicare benefits recommendations to 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

3rd Quarter: July-September 2017

