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Correspondence Memorandum

Date: March 4, 2019

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.

Update: ETF Website Redesign Project

The ETF website redesign project is on target; the new site is planned for release in June. Since the project update to the Board last fall, we have achieved significant milestones leading to next steps of migrating web content, testing of functionality and training.

The project vision: Lower customer effort across all touchpoints. An effortless customer experience with one stop, fewer clicks and increased satisfaction. Less is more.

When members come to the new website they will find Wisconsin Retirement System benefits information written in plain language and organized by tasks. Why tasks? Most members are looking for information to complete a task or action. As a result, the site's homepage will help members easily navigate to:

- Listings of WRS benefits by employer
- Information on how life events, such as a marriage or birth of a child, affect retirement and health benefits
- Online retirement and tax calculators, the retirement estimate request, and the virtual health benefits counselor (ALEX)
- Videos and check lists to aid members in making important benefits-related decisions
- Popular forms and publications

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Pamela L Henning

Electronically Signed 3/7/19

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JM	3.21.19	4D

New functionality includes:

- Responsive design for mobile devices
- Enhanced search capabilities
- Integration with social media
- Improved Section 508 accessibility for readers with disabilities

In addition, we are using an open source content management system (Drupal) for efficient and flexible website management. This is an improvement from the current website that uses static programming code (HTML).

Project Milestones

Over the past several months, our website design vendor, Palantir.net, has applied best practices for site design and navigation, including:

- Research and analysis to identify the top tasks members want to complete
- Taxonomy or tagging of content by audience and benefits
- Different page templates to guide members through content
- Usability and accessibility testing

The new website's information architecture was built based on different user interface testing. Card and tree sorting tests were conducted to determine how information should be organized and how users navigate to find information, respectively. There were more than 1,500 members, including active employees, retirees and employers, who voluntarily participated in testing.

High-Level Project Timeline

March-April

- Complete preparation of content with subject matter experts
- Migration of content (web pages, files) to Drupal
- Continue development

April-May

- Quality assurance and functionality testing

May

- Hold on major changes to current website
- Final migration of content
- Training for staff and employers
- Complete project work with vendor and begin support plan

June

- Soft launch in early June
- Official launch in mid-to-late June
- Begin ongoing awareness building with members and employers

A demonstration of the new website will be given at the Board's meeting in June. This will include an overview of the design and navigation strategy and key performance indicators to measure the site's success and future enhancements.