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Correspondence Memorandum

Date: August 16, 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.

Since the new Department of Employee Trust Funds website successfully launched in mid-June, the Office of Communications has been monitoring user experience, fixing minor technical bugs, and managing site content. We also plan to start working with internal subject matter experts on the site's next enhancement -- an interactive glossary, which is set to launch this fall.

The communications plan for the website includes continuing to collect user feedback for improvements, and building awareness about new features such as the:

- Benefits Available to Me, which lists ETF-administered benefits by employer
- Capability to share content via social media
- Drill-down search for education by benefit program, audience and event location

In the September editions of the *WRS News* for employees and retirees, we will highlight some of the website's new features.

User Feedback

In general, feedback from website users has been positive. We have already re-organized content and quick links based on suggestions from employers.

There were more than 4,100 anonymous responses to the web survey, "Was this page helpful?", during the first eight weeks following the new website's launch.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Pamela L Henning Electronically Signed 8/29/19

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JM	9.19.19	4C

Here are a few user comments:

- “Easy to understand. It lists the steps to plan retirement and provides links to get brochures to amplify the information presented in the checklist.”
- “It is vital to our small municipality to get up-to-date information on expenses that will affect our future budget. Thank you.”
- “Spelled out in plain language – the worth of the funds.”

In addition, there is consistent feedback from members indicating they want secure access to their personal account information.

Metrics Snapshot: June-August 2019

- User sessions: 191,000
- Average session duration: 3 minutes and 39 seconds

Sessions by device:

- Desktop: 70%
- Mobile: 20%
- Tablet: 10%

We continue to analyze available Google Analytics, which are more robust than the previous tool (AW Stats), and plan to establish measures for the key performance indicators of the website's success. Here are two examples of key performance indicators:

- increased views of select web pages with program benefits content or educational videos;
- volume of form downloads

Website Award

The website has been nominated for a Digital Government Services Award by Driven x Design, a global community of more than 75,000 website designers and developers. The award recognizes the public sector for driving the transformation and innovation of applications and websites that provide critical information, engagement, and greater accessibility to government resources.