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Correspondence Memorandum

Date: March 8, 2021

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.

Department of Employee Trust Funds (ETF) Website: Metrics

Beginning with [website](#) metrics for Quarter 4 (October 1-December 31, 2020), data excludes the internet protocol address for ETF. This means ETF staff usage of the site is not mixed in with external users. Typically, Quarter 4 has the highest website traffic compared to previous quarters due to the It's Your Choice annual open enrollment for health benefits. This proved true for the open enrollment period, September 28-October 23.

Compared to the previous quarter, there was a:

- 18.5% increase in site users
- 15.4% increase in page views
- 17.2% increase in sessions

The bounce rate also increased by 5.4% to 52%. This is higher than the 50% threshold, which means users did not go deeper into the site for information. There is a negative correlation with the decreases in both page views and sessions per user. It's possible that minimal health benefit changes for 2021 contributed to users needing less information, or that the comprehensive It's Your Choice health benefit decision guides met their needs.

Did website users find the information they wanted? In Quarter 4, 75% of users who completed web surveys indicated "yes," the information was helpful. We can also look at survey results for specific pages. For example, here are survey results for the Important

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Pamela L Henning

Electronically Signed 3/11/21

Board	Mtg Date	Item #
JM	3.25.21	4L

Communications Update

March 8, 2021

Page 2

Changes for 2021 pages for state and local plans:

- 85% – Yes, helpful
- 14% – No, not helpful
- 1% – Blank

These same users had the opportunity to provide comments, which lend some insight about their experiences.

Positive comment:

- “Important information was clearly described and easy to find.”

Negative comment:

- “So much information I can’t find what I’m looking for.”

We also take into consideration feedback about the web user experience from ETF’s Call Center, Employer Services, the interdisciplinary Member Communications and Education Workgroup, and employers such as University of Wisconsin System, the City of Madison, and the Department of Administration.

As a result, we are currently exploring solutions to identified pain points with health benefits web pages, navigation, and search. In addition, recent group health insurance program changes, such as local employers being able to opt-in for supplemental dental and vision benefits, means web content can be reorganized.

For additional engagement metrics for Quarter 4, 2020, see the attached report.

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

Attachment: Google Analytics for etf.wi.gov (Quarter 4, 2020)

Quarter 4, 2020 | October 1 – December 31, 2020

This report is a high-level data dashboard created using Google Data Studio. Interactive functionality has been disabled. See page 6 for definitions of key terms and definitions and a summary of the reporting period. Questions? For assistance, please contact the Office of Communications at ETFSMBCommunications@etf.wi.gov.

Site Impact

How many users visited the website?

Users

211,909

↑ 18.5% from previous quarter

Pageviews

1,136,834

↑ 15.4% from previous quarter

Sessions

347,123

↑ 17.2% from previous quarter

New Users

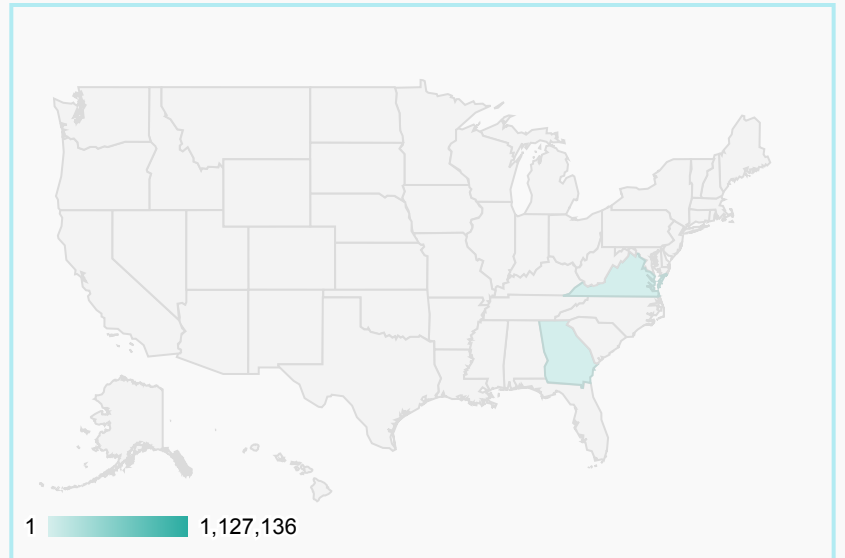
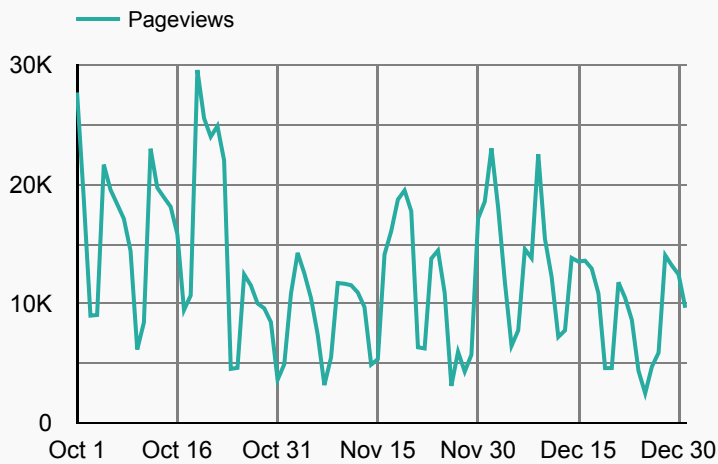
186,299

↑ 19.4% from previous quarter

Unique Pageviews

864,901

↑ 15.9% from previous quarter



Engagement

How engaged were users within the website?

Pages / Session

3.28

↓ -1.5% from previous quarter

Bounce Rate

52.14%

↑ 5.4% from previous quarter

Number of Sessions per User

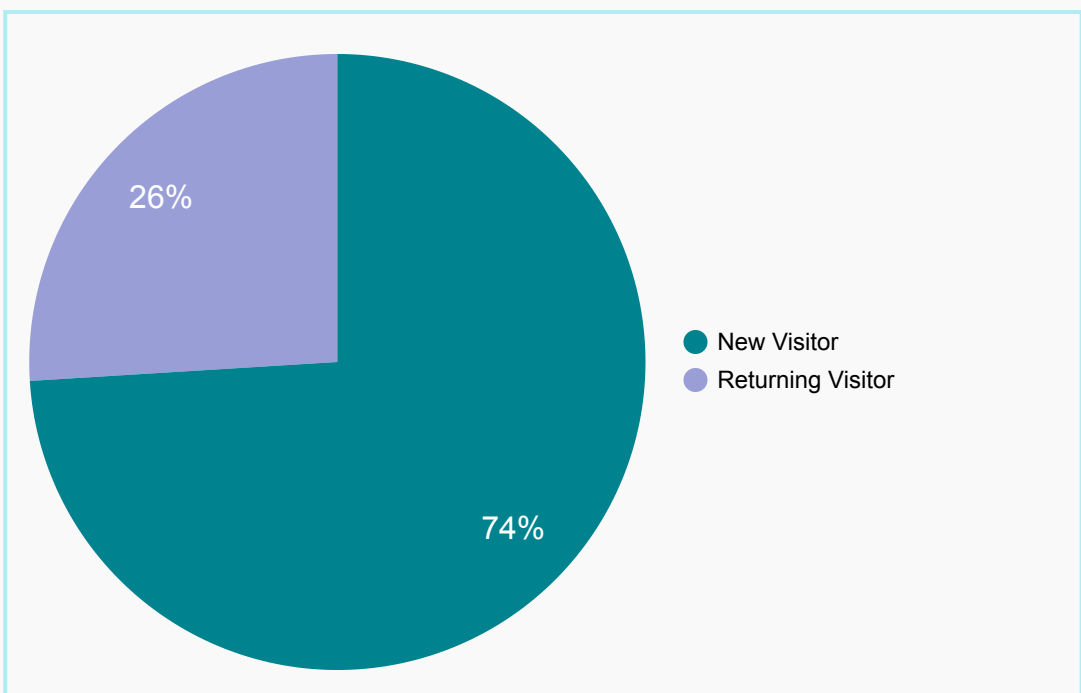
1.64

↓ -1.1% from previous quarter

Avg. Session Duration

00:02:56

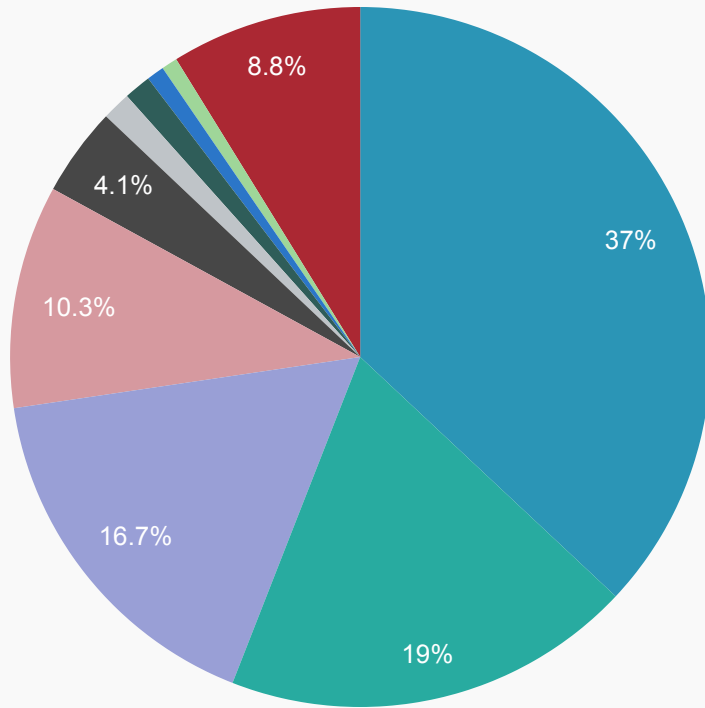
↑ 0.4% from previous quarter



Source

Where do users come from?

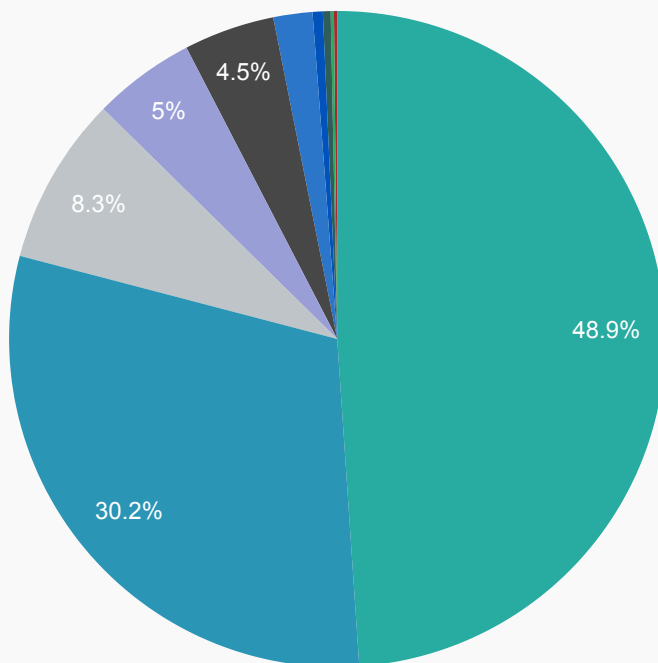
Oct 1, 2020 - Dec 31, 2020



Full Referrer:

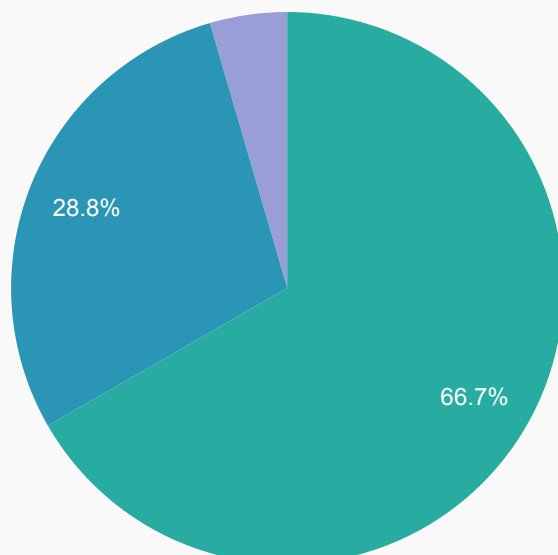
- google
- (direct)
- Inks.gd/
- research.net/
- bing
- research.net/r/
ETF_2020_Member_Engagement_Survey...
- yahoo
- research.net/r/
ETF_2020_Member_Engagement_Survey...
- research.net/r/
- others

ETF E-mail Updates are represented by Inks.gd/



Web Browser:

- Chrome
- Safari
- Edge
- Internet Explorer
- Firefox
- Samsung Internet
- Amazon Silk
- Android Webview
- Safari (in-app)
- others



User Device:

- desktop
- mobile
- tablet

Hot Topics

What were users looking for?

Oct 1, 2020 - Dec 31, 2020

Site search terms indicate how users are looking for information or completing a task.

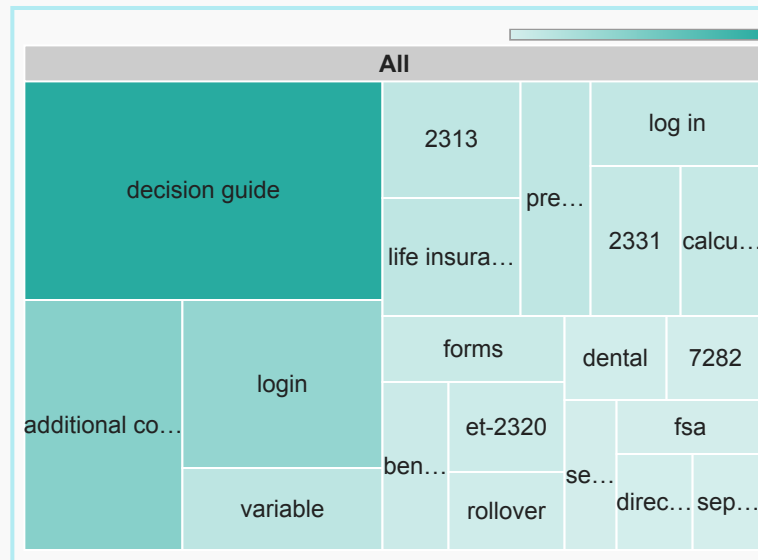
Total Unique Searches

7,854

Site searches:

Search Term	Total Unique Searches
1. decision guide	267
2. additional contributions	134
3. login	115
4. variable	58
5. 2313	55
6. life insurance	55
7. preparing for your retirement	55
8. log in	51
9. 2331	46
10. calculator	44
11. forms	41

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Benefits Available to Me

What are users searching for?

On the [Benefits Available to Me](#) page, users can find their ETF-administered retirement, health, and other benefits by entering their current or last employer.

Legend: (not set) = user error and not tracked by Google Analytics

Users entered for employer:

Event Label	Total Events
1. (not set)	16,193
2. University Of Wisconsin System	1,532
3. UW Hospital Authority	453
4. Corrections, Dept Of	252
5. Employee Trust Funds, Dept Of	230
6. Transportation, Dept Of	174
7. Workforce Development, Dept Of	153
8. Natural Resources, Dept Of	145
9. State of Wisconsin	123
10. Health Services, Dept Of	123

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After entering employer, users clicked on:

Event Action	Total Events
1. Search for Employer	12,299
2. State Employee & Retiree Health Plan	8,296
3. WRS Retirement Benefit	2,126
4. Don't See Employer	1,421
5. Local Traditional Health Plan (PO2)	595
6. Group Life Insurance	542
7. Reset Employer Name Clicked	515
8. Local Deductible Health Plan (PO4)	508
9. Local Deductible Health Plan (PO14)	425
10. Accumulated Sick Leave	374

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Key Pages

Oct 1, 2020 - Dec 31, 2020

What pages are users viewing and leaving?

Legend: / = home page (etf.wi.gov) **Pages** are indicated by URL address location after home page (etf.wi.gov/_____)

Pages users entered the site from:

	Page Title	Page	Pageviews
1.	Wisconsin Department of Employee Trust Funds ETF	/	142,761
2.	Latest Investment Performance ETF	/wrs-performance/latest-investment-performance	62,277
3.	My Info ETF	/my-info	42,858
4.	WRS Retirement Benefit ETF	/retirement/wrs-retirement-benefit	32,142
5.	WRS Retirement Benefits Calculator ETF	/retirement/calculators/wrs-retirement-benefits-calculator	29,734
6.	Contact Us ETF	/contact-us	23,893
7.	Calculators ETF	/retirement/calculators	19,980
8.	Wisconsin Deferred Compensation Program ETF	/retirement/wisconsin-deferred-compensation-program	19,527
9.	Benefits Available to Me ETF	/benefits-by-employer	19,366
10.	My Statement of Benefits ETF	/retirement/wrs-retirement-benefit/my-statement-benefits	17,830
11.	Employers ETF	/employers	16,417
12.	ETF Web Applications for Employers ETF	/employers/wisconsin-retirement-system/etf-web-applications-emp...	15,977
13.	Health ETF	/health	13,457
14.	State Employee & Retiree Health Plan ETF	/its-your-choice/2021/state-employee-retiree-health-plan	12,854
15.	Retirement ETF	/retirement	11,915

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Pages users left the site from:

	Page Title	Exit Page	Pageviews
1.	Wisconsin Department of Employee Trust Funds ETF	/	59,239
2.	Latest Investment Performance ETF	/wrs-performance/latest-investment-performance	53,535
3.	WRS Retirement Benefits Calculator ETF	/retirement/calculators/wrs-retirement-benefits-calculator	20,194
4.	Contact Us ETF	/contact-us	16,421
5.	Wisconsin Deferred Compensation Program ETF	/retirement/wisconsin-deferred-compensation-program	14,372
6.	ETF Web Applications for Employers ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	13,173
7.	My Info ETF	/my-info	12,691
8.	Calculators ETF	/retirement/calculators/wrs-retirement-benefits-calculator	9,160
9.	Stay Well, Wisconsin! ETF	/news/stay-well-wisconsin	8,740
10.	WRS Retirement Benefit ETF	/retirement/wrs-retirement-benefit	7,864
11.	Employers ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	6,597
12.	Wisconsin Department of Employee Trust Funds ETF	/contact-us	6,477
13.	Wisconsin Department of Employee Trust Funds ETF	/wrs-performance/latest-investment-performance	6,026
14.	My Statement of Benefits ETF	/retirement/wrs-retirement-benefit/my-statement-benefits	5,582
15.	Calculators ETF	/retirement/calculators	5,365

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Downloads

Oct 1, 2020 - Dec 31, 2020

What PDF files or forms are users downloading?

	PDF Title	PDF URL	Total ...
1.	Direct Deposit Authorization ETF	https://etf.wi.gov/publications/et7282	1,405
2.	Address/Name Change ETF	https://etf.wi.gov/publications/et2815pdf	946
3.	Disability Retirement Benefits ETF	https://etf.wi.gov/publications/et5107pdf	504
4.	HSA Eligible Expenses ETF	https://3yq4681caa0jsu34447gi9n1-wpengine.netdna-ssl.com/assets/HSA_eligible.pdf	469
5.	2021: Health Plan Search ETF	https://www.deancare.com/getmedia/ae058f9e-29c9-4cd2-9cc2-995e666305a1/Dean-Provider-Directory-State-WI-compressed.pdf	457
6.	2021: Health Plan Search ETF	https://networkhealth.com/employer/pdf/etf/provider-member-reference-guide-etf.pdf	417
7.	Tax Liability on WRS Benefits ETF	https://etf.wi.gov/publications/et4125pdf	414
8.	Wisconsin Deferred Compensation Program ETF	https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Plan-Highlights.pdf	284
9.	Getting Money From My WDC Account ETF	https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Distribution-Options.pdf	277
10.	Group Health Insurance Application/Change for Retirees & COBRA Continuants ETF	https://etf.wi.gov/publications/et2331pdf	233

1 - 100 / 689 < >

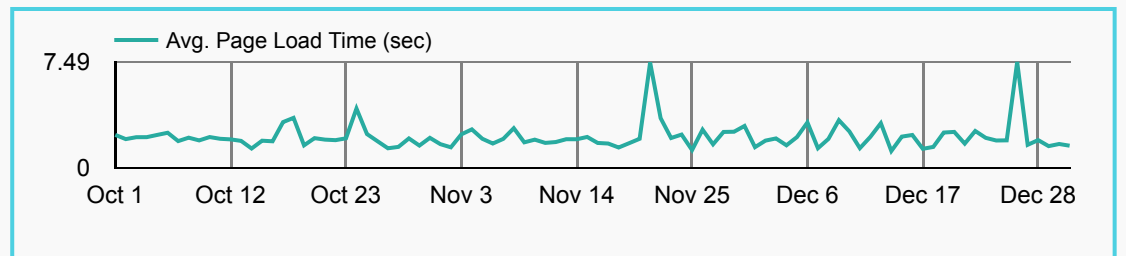
Site Performance

How quickly are pages loading?

Avg. Page Load Time (sec)

2.06

⬆️ 5.8% from previous quarter



Site Impact

Users: a person who has visited and interacted with the site

Pageviews: the recorded number of times a page is viewed by a user during the reporting period

Unique Pageviews: the number of pageviews by a user during a session

Sessions: a series of pageviews that a single user makes during a period of web activity. The session ends after the user either closes the browser, clears cookies, or is inactive for 30 minutes

Engagement

The number of pages users have viewed per session and how long they were on the site.

Bounce Rate: the number of users who viewed one page and left the site

Avg. Session Duration: the amount of time users are spending on the site

Pages/Session: the average number of pageviews in each session

New Visitor: a person who visited the site for the first time from a specific device

Returning Visitor: a person who visited the site before and returned using the same device

Source

Tracking how users come to the site and what type of device they use.

Full Referrer: an external site or application that directed the user to our site

Organic Search: users came to the site by entering terms into a search engine

Referral: users came to the site from a link on another website

Direct: users came to the site from an external direct link

Summary

Beginning with metrics for this quarter, data excludes the IP address for ETF. Typically, Quarter 4 has the highest website traffic compared to previous quarters due to the It's Your Choice annual open enrollment for health benefits. This proved true for the open enrollment period: September 28-October 23, 2020.

Compared to the previous quarter, there was a:

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The bounce rate also increased by 5.4% to 52%. This is over the 50% threshold, which means users did not go deeper into the site for information. There is a negative correlation with the decreases in both page views and sessions per user. It's possible that minimal health benefit changes for 2021 contributed to users needing less information or the comprehensive It's Your Choice health benefit decision guides met their needs.

Hot Topics – Out of 7,854 unique searches, “decision guide” is the #1 search followed by “additional contributions,” “login,” “variable,” and “life insurance.”

Downloads – Direct Deposit Authorization (ET-7282) is the #1 downloaded form followed by the Address/Name Change (ET-2815), Disability Retirement Benefits (ET-5107), ConnectYourCare's HSA Eligibility Expenses brochure, and Dean Health Plan's Provider Directory.

Satisfaction – A technical error generated a significant number of blank submissions for the website survey. When those are removed, 75% of submitted surveys indicated the information was helpful and 25% indicated not helpful.