



STATE OF WISCONSIN
Department of Employee Trust Funds
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SECRETARY

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Correspondence Memorandum

Date: May 21, 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.

Website Metrics

Here are highlights of recent engagement metrics for etf.wi.gov, the website of the Department of Employee Trust Funds. Reporting period: Quarter 1 (January 1- March 31, 2021). There were 219,064 members and others who visited and interacted with the site during the quarter.

The bounce rate decreased by 12.5% to 45.6%, which means users stayed on the site longer and viewed more pages. When the bounce rate goes above the 50% threshold, users are less engaged.

Compared to the **previous quarter**, there was a:

- 3.4% increase in site users
- 9.9% increase in page views
- 4.5% increase in sessions

Compared to the **same quarter last year**, there was a:

- 3.4% increase in site users
- 12.8% decrease in page views
- 6.7% decrease in sessions

With decreases in both page views and sessions, it makes sense that the bounce rate increased slightly from 44.18% in Quarter 1, 2020 to 45.6% in Quarter 1, 2021.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

Electronically Signed 6/2/21

Board	Mtg Date	Item #
JM	6.17.21	4C

In early March 2021, we increased mass email marketing to members, in both volume and frequency, for ETF's [Wisconsin Strong: Your Financial Security™](#) program. Many of the program's free financial wellness education, resources, and tools are offered through partners' websites. This marketing may have intentionally contributed to changes in metrics compared to the same quarter last year as users were directed to external sites.

Did website users find the information they wanted? In Quarter 1, 2021, there were 5,090 completed web surveys. Eighty percent of users who completed the anonymous surveys indicated "yes," the information was helpful. Web surveys are regularly monitored for comments that may lead to improving content. Here are a few comments:

- "Regular updates provide peace of mind and pride in our system. Wisconsin's 'can do' spirit and hard-working government (at all levels) providing effective solutions for all. WRS has a well-earned reputation, and we are well served. Thank you!"
- "The information about insurance coverage for the COVID vaccine was helpful."
- "How do I log in to this website? Is nothing online?"

For additional website engagement metrics for Quarter 1, 2021, see the attached report.

2020 Member Engagement Survey

For the 2020 survey, we used 11 benchmarking questions as set by the CEM Member Engagement Consortium. Approximately 145,704 members (actives, retirees) received the emailed survey last November, with an 26% response rate.

Eighty-nine percent of respondents said they are completely satisfied or satisfied with ETF. CEM reports that ETF has an engagement score of 5.96 compared to the peer average of 5.60. Good news: ETF's engagement score has increased by 13.5% between 2019 and 2020.

In addition to ETF, participating systems include Arizona SRS; CalSTRS; Illinois MRF; Michigan ORS; Texas TRS; Indiana PRS; Pennsylvania PSERS; and the Teachers' Pension Scheme (UK).

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

Attachment: Google Analytics for etf.wi.gov (Quarter 1, 2021)

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 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

219,064

↑ 3.4% from previous quarter

Pageviews

1,249,245

↑ 9.9% from previous quarter

Sessions

362,822

↑ 4.5% from previous quarter

New Users

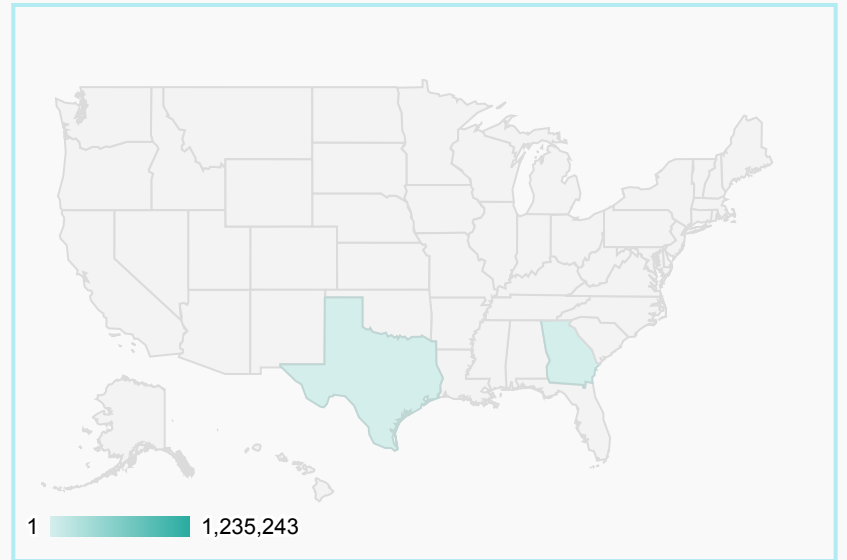
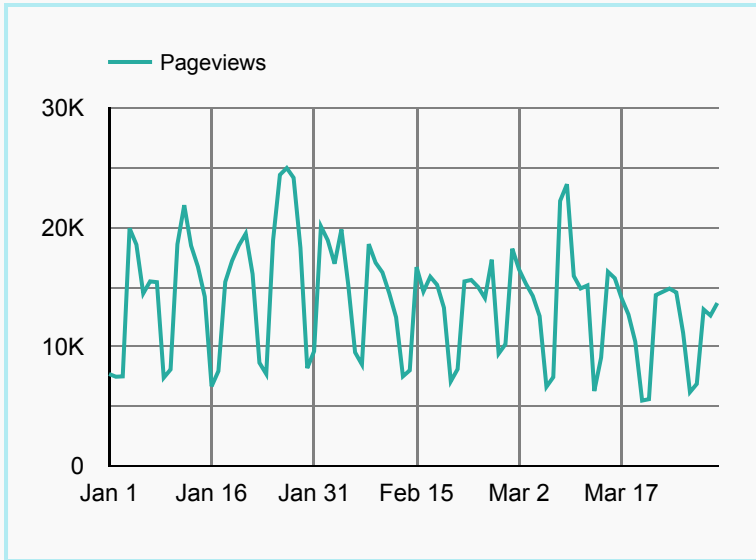
193,927

↑ 4.1% from previous quarter

Unique Pageviews

946,544

↑ 9.4% from previous quarter



Engagement

How engaged were users within the website?

Pages / Session

3.44

↑ 5.1% from previous quarter

Bounce Rate

45.62%

↓ -12.5% from previous quarter

Number of Sessions per User

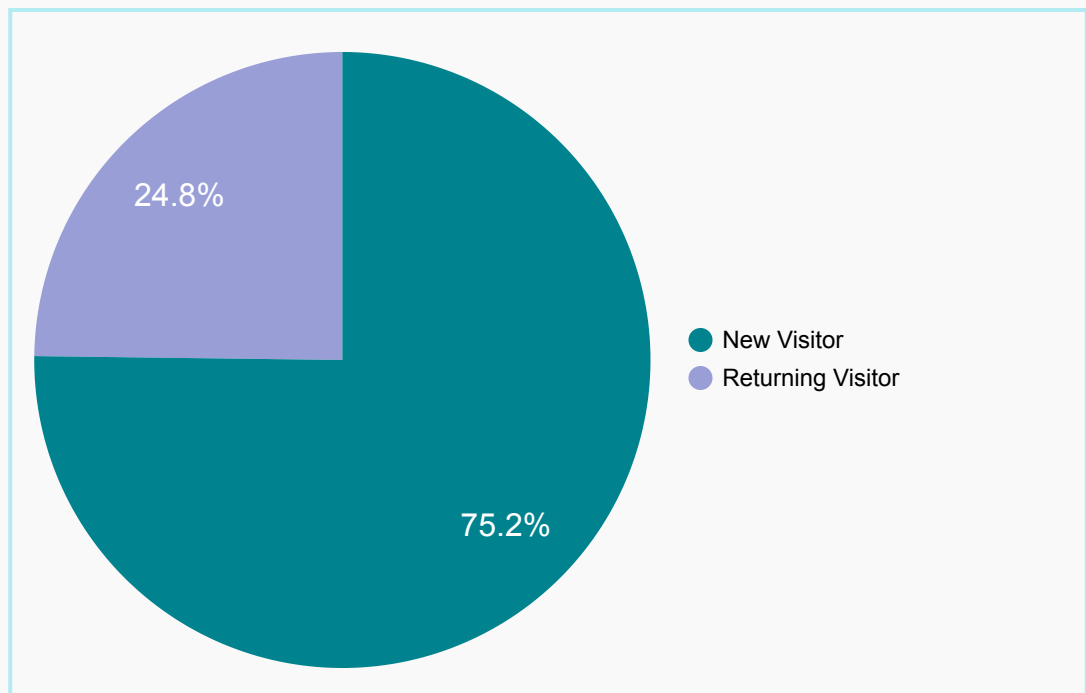
1.66

↑ 1.1% from previous quarter

Avg. Session Duration

00:03:07

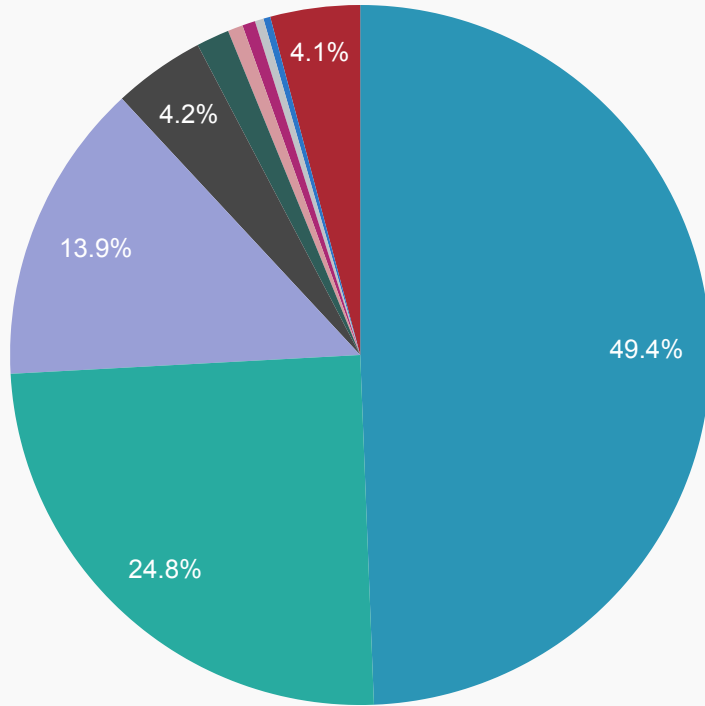
↑ 6.7% from previous quarter



Source

Where do users come from?

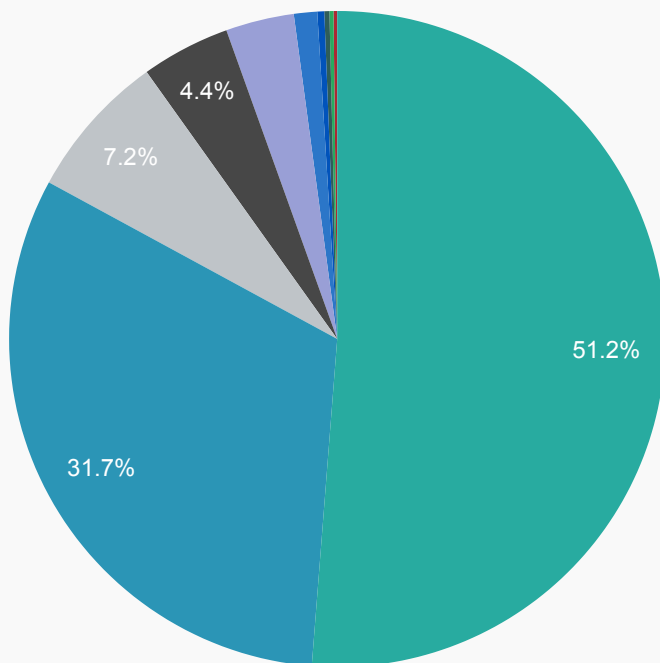
Jan 1, 2021 - Mar 31, 2021



Full Referrer:

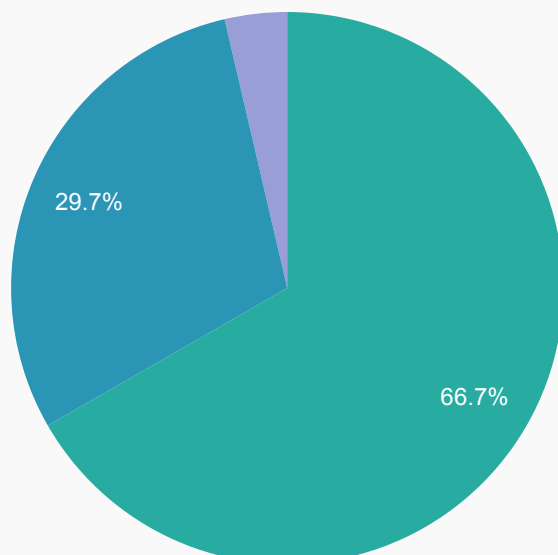
- google
- (direct)
- Inks.gd/
- bing
- yahoo
- research.net/
- duckduckgo
- hr.wisc.edu/
- uconnect.wisc.edu/
- others

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



Web Browser:

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



User Device:

- desktop
- mobile
- tablet

Hot Topics

What were users looking for?

Jan 1, 2021 - Mar 31, 2021

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

Total Unique Searches

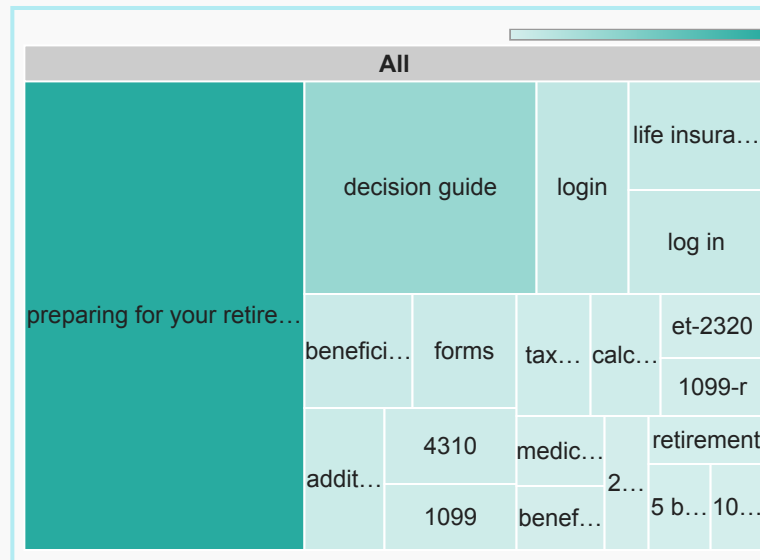
40,687

↑ 418.0% from previous quarter

Site searches:

	Search Term	Total Unique Searches
1.	preparing for your retirement	3,301
2.	decision guide	1,238
3.	login	495
4.	life insurance	376
5.	log in	365
6.	beneficiary	303
7.	forms	300
8.	additional contributions	286
9.	4310	254
10.	1099	232
11.	tax withholding	227
12.	calculator	215

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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)	10,745
2.	University Of Wisconsin Sy...	1,070
3.	UW Hospital Authority	315
4.	Corrections, Dept Of	153
5.	Employee Trust Funds, De...	127
6.	Transportation, Dept Of	118
7.	Health Services, Dept Of	105
8.	Madison, City Of	92
9.	State of Wisconsin	89
10.	Natural Resources, Dept Of	84

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After entering employer, users clicked on:

	Event Action	Total Events
1.	Search for Employer	10,394
2.	State Employee & Retiree ...	3,921
3.	WRS Retirement Benefit	2,635
4.	Don't See Employer	1,025
5.	Group Life Insurance	466
6.	Reset Employer Name Clic...	389
7.	Wisconsin Deferred Comp...	383
8.	Local Traditional Health Pl...	369
9.	Disability Benefits	290
10.	Local Deductible Health Pl...	287

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Key Pages

What pages are users viewing and leaving?

Jan 1, 2021 - Mar 31, 2021

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 ...	/	133,773
2.	My Info ETF	/my-info	59,056
3.	WRS Retirement Benefit ETF	/retirement/wrs-retirement-benefit	45,692
4.	WRS Retirement Benefits Calculator ETF	/retirement/calculators/wrs-retirement-benefits-cal...	40,436
5.	Latest Investment Performance ETF	/wrs-performance/latest-investment-performance	36,467
6.	Contact Us ETF	/contact-us	32,309
7.	Wisconsin Deferred Compensation Program ETF	/retirement/wisconsin-deferred-compensation-prog...	28,168
8.	Calculators ETF	/retirement/calculators	27,773
9.	ETF Web Applications for Employers ETF	/employers/wisconsin-retirement-system/etf-web-a...	25,461
10.	My Statement of Benefits (WRS Account) ETF	/retirement/wrs-retirement-benefit/my-statement-b...	20,898
11.	Employers ETF	/employers	20,865
12.	Retirement ETF	/retirement	16,679
13.	Benefits Available to Me ETF	/benefits-by-employer	16,167
14.	Applying for Retirement ETF	/retirement/applying-retirement	15,197
15.	Annual Returns, Rates and Adjustments ETF	/wrs-performance/annual-returns-rates-and-adjust...	14,088

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Pages users left the site from:

	Page Title	Exit Page	Pageviews
1.	Wisconsin Department of Employee Trust Funds ...	/	33,073
2.	WRS Retirement Benefits Calculator ETF	/retirement/calculators/wrs-retirement-benefits-cal...	27,026
3.	Latest Investment Performance ETF	/wrs-performance/latest-investment-performance	24,820
4.	Contact Us ETF	/contact-us	22,167
5.	ETF Web Applications for Employers ETF	/employers/wisconsin-retirement-system/etf-web-a...	21,464
6.	Wisconsin Deferred Compensation Program ETF	/retirement/wisconsin-deferred-compensation-prog...	19,934
7.	My Info ETF	/my-info	17,222
8.	Calculators ETF	/retirement/calculators/wrs-retirement-benefits-cal...	11,791
9.	ETF Announces Pension Increases for Retirees ...	/news/etf-announces-pension-increases-retirees	11,239
10.	WRS Retirement Benefit ETF	/retirement/wrs-retirement-benefit	10,328
11.	Employers ETF	/employers/wisconsin-retirement-system/etf-web-a...	10,269
12.	Wisconsin Department of Employee Trust Funds ...	/contact-us	8,304
13.	Annual Returns, Rates and Adjustments ETF	/wrs-performance/annual-returns-rates-and-adjust...	7,776
14.	Calculators ETF	/retirement/calculators	7,472
15.	My Statement of Benefits (WRS Account) ETF	/retirement/wrs-retirement-benefit/my-statement-b...	7,143

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Downloads

Jan 1, 2021 - Mar 31, 2021

What PDF files or forms are users downloading?

	PDF Title	PDF URL	Total Events
1.	Substitute W-4P Tax Withholding Certificate for Pension or Annuity Payments ETF	https://etf.wi.gov/publications/et43100pdf	2,800
2.	Direct Deposit Authorization ETF	https://etf.wi.gov/publications/et7282	1,422
3.	Address/Name Change ETF	https://etf.wi.gov/publications/et2815pdf	1,151
4.	Tax Liability on WRS Benefits ETF	https://etf.wi.gov/publications/et4125pdf	828
5.	HSA Eligible Expenses ETF	https://3yq4681caa0jsu34447gi9n1-wpengine.netdna-ssl.com/assets/HSA_eligible.pdf	539
6.	Disability Retirement Benefits ETF	https://etf.wi.gov/publications/et5107pdf	533
7.	Wisconsin Deferred Compensation Program ETF	https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Plan-Highlights.pdf	506
8.	Getting Money From My WDC Account ETF	https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Distribution-Options.pdf	400
9.	Income Continuation Insurance Application - State ETF	https://etf.wi.gov/publications/et2307pdf	206
10.	2021: Health Plan Search ETF	https://www.deancare.com/getmedia/ae058f9e-29c9-4cd2-9cc2-995e666305a1/Dean-Provider-	185

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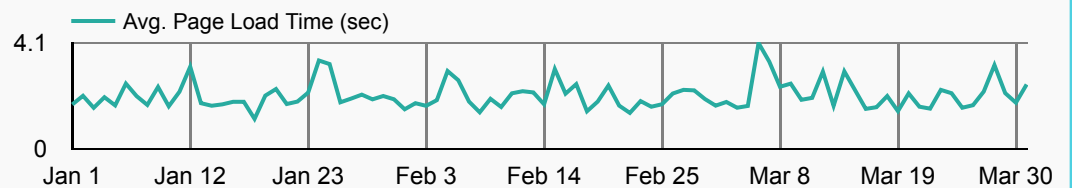
Site Performance

How quickly are pages loading?

Avg. Page Load Time (sec)

2.01

↓ -2.6% 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

There were 219,064 members and others who visited and interacted with the site during the quarter. The bounce rate decreased by 12.5% to 45.6%, which means users stayed on the site longer and viewed more pages. When the bounce rate goes above the 50% threshold users are less engaged.

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Hot Topics – Out of the 40,687 unique searches, “preparing for retirement” is the #1 search followed by “decision guide,” “login” or “log in,” “life insurance,” and “beneficiary.”

Downloads – Pre-tax season, it makes sense that the Substitute W-4P Tax Withholding Certificate for Pension and Annuity Payments (ET-4310) is the #1 downloaded form, followed by Direct Deposit Authorization (ET-7282), Address/Name Change (ET-2815), Tax Liability on WRS Benefits (ET-4125), and ConnectYourCare's HSA Eligible Expenses.

Satisfaction – There were 5,090 web surveys completed. 80% of users who completed the anonymous surveys indicated “yes,” the information was helpful.