


# 2021 Member Engagement Survey Results

Item 4A – Joint Meeting of Retirement Boards  
March 24, 2022

Mark Lamkins, Director of Communications




# Member Engagement Survey



## 2021 Member Engagement Survey

This annual survey offers the Wisconsin Department of Employee Trust Funds (ETF) the important opportunity to incorporate your valuable feedback as we work to meet your needs. Thank you in advance for sharing your anonymous feedback.

1. How likely are you to recommend ETF as a great organization? 

Not at all likely Extremely likely

0 1 2 3 4 5 6 7 8 9 10

25%

Next

# Responses

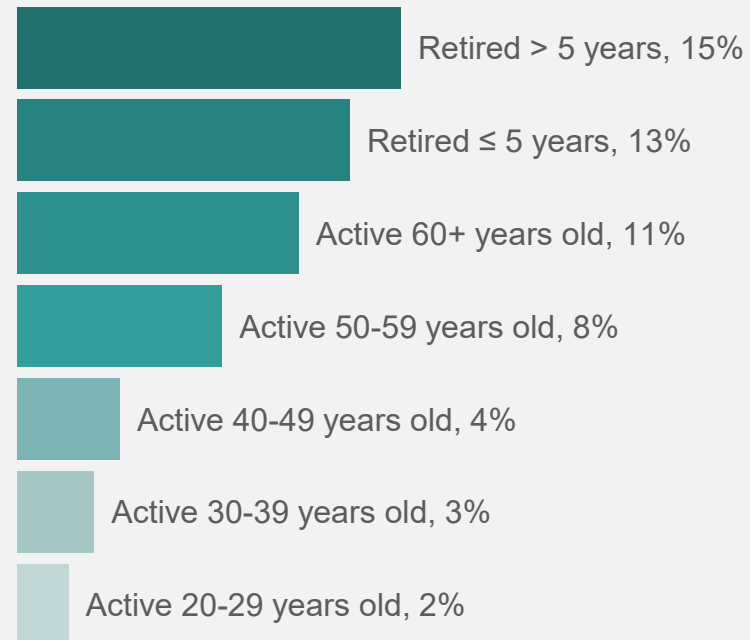


19,313  
responses



10%  
response rate

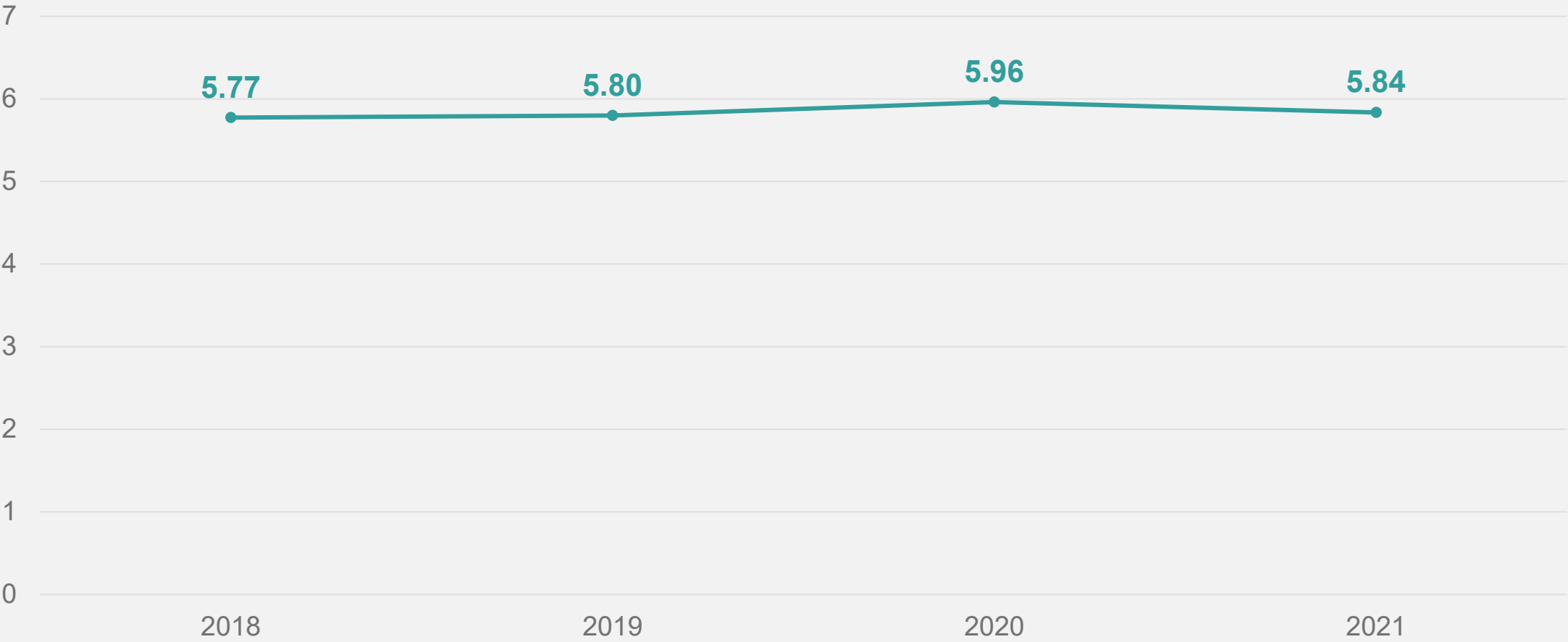
Response rate by group



# Total Engagement Score

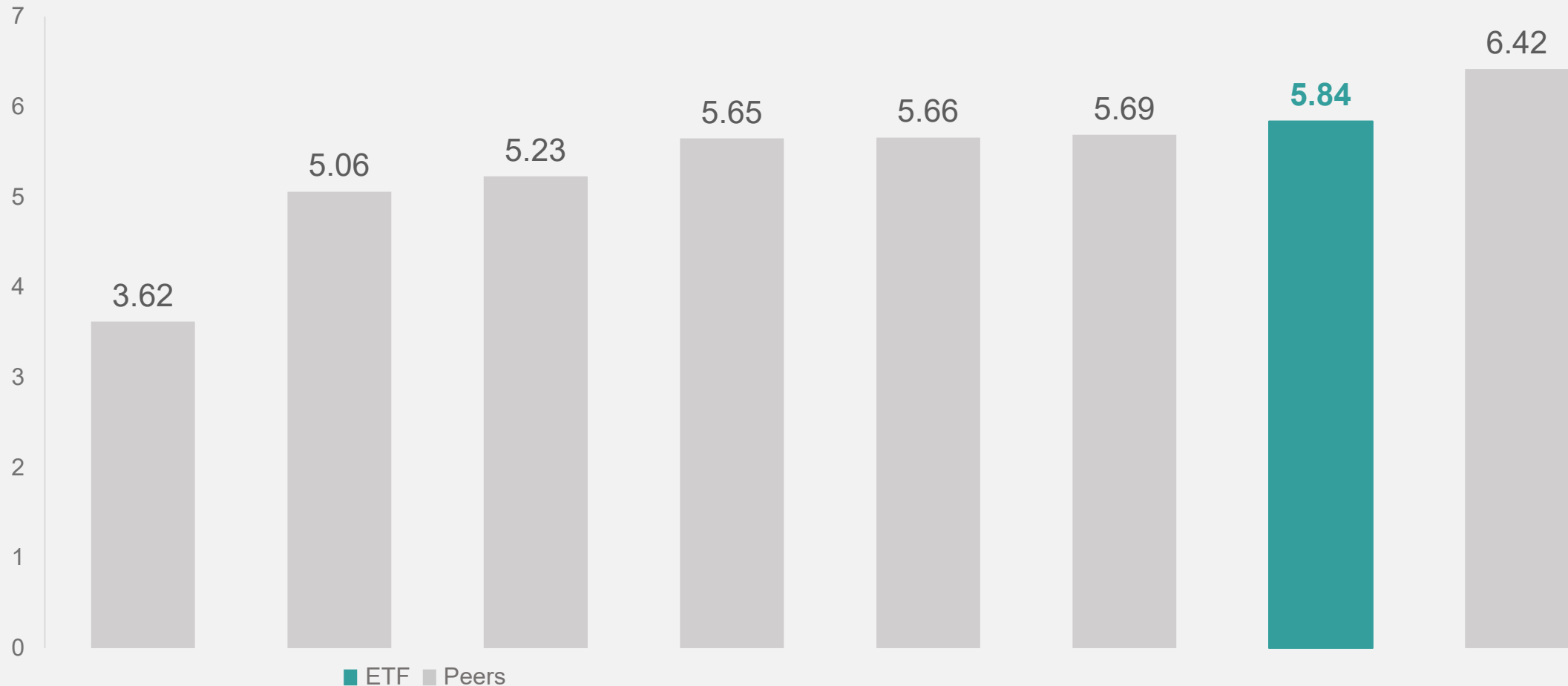
# Total Engagement Score

## Change Over Time



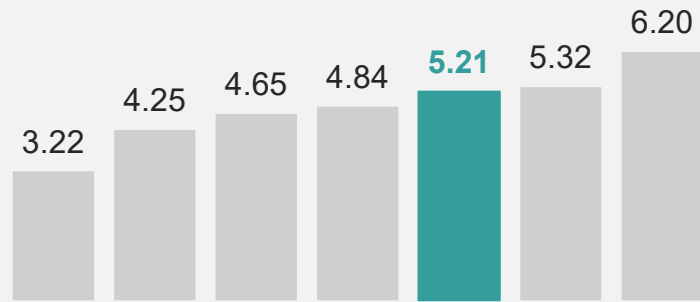
# Total Engagement Score

## Compared to Peers



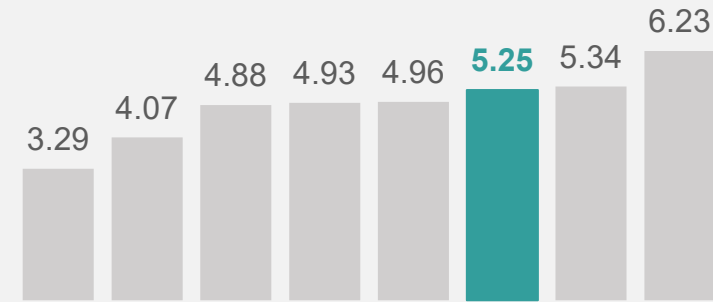
# Engagement Score by Age Group

## Compared to Peers (Active 20-59)

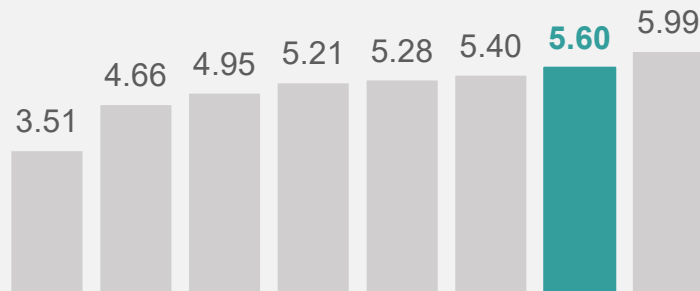


Active 20-29 years old

*\*one peer didn't get survey responses for this age group*

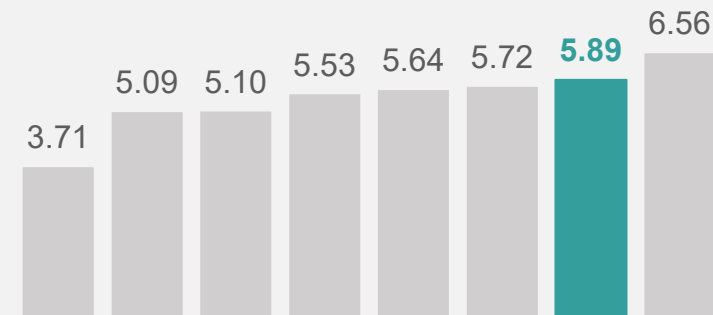


Active 30-39 years old



Active 40-49 years old

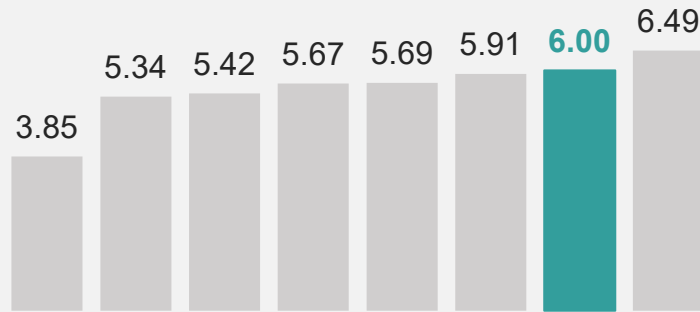
■ ETF ■ Peers



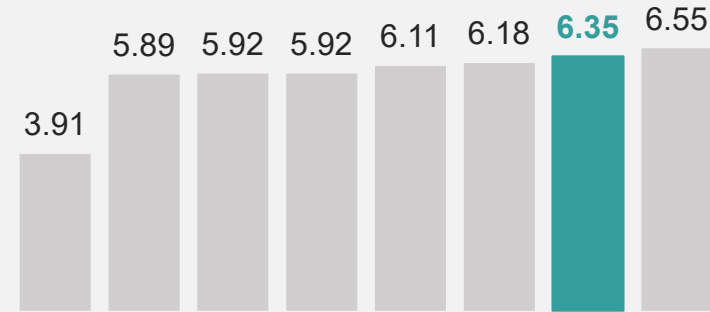
Active 50-59 years old

# Engagement Score by Age Group

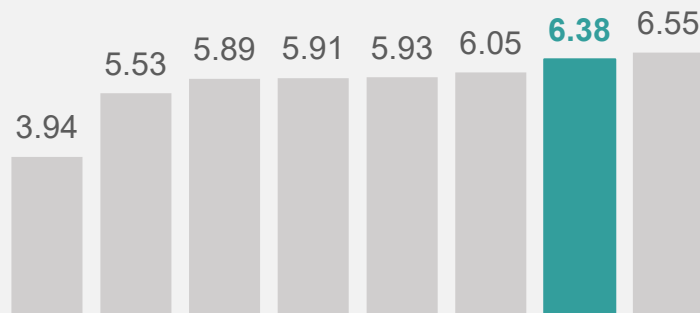
## Compared to Peers (Active 60+ and Retired)



Active 60+ years old



Retired Less Than 5 Years



Retired More than 5 Years

■ ETF ■ Peers



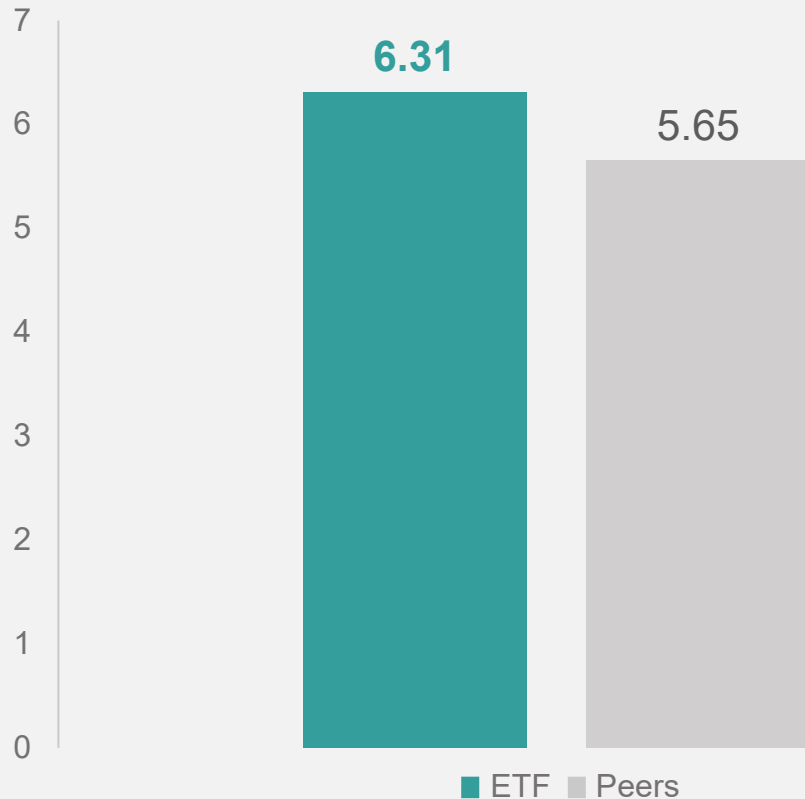
# Score Breakdown by Required Question

# Required Questions

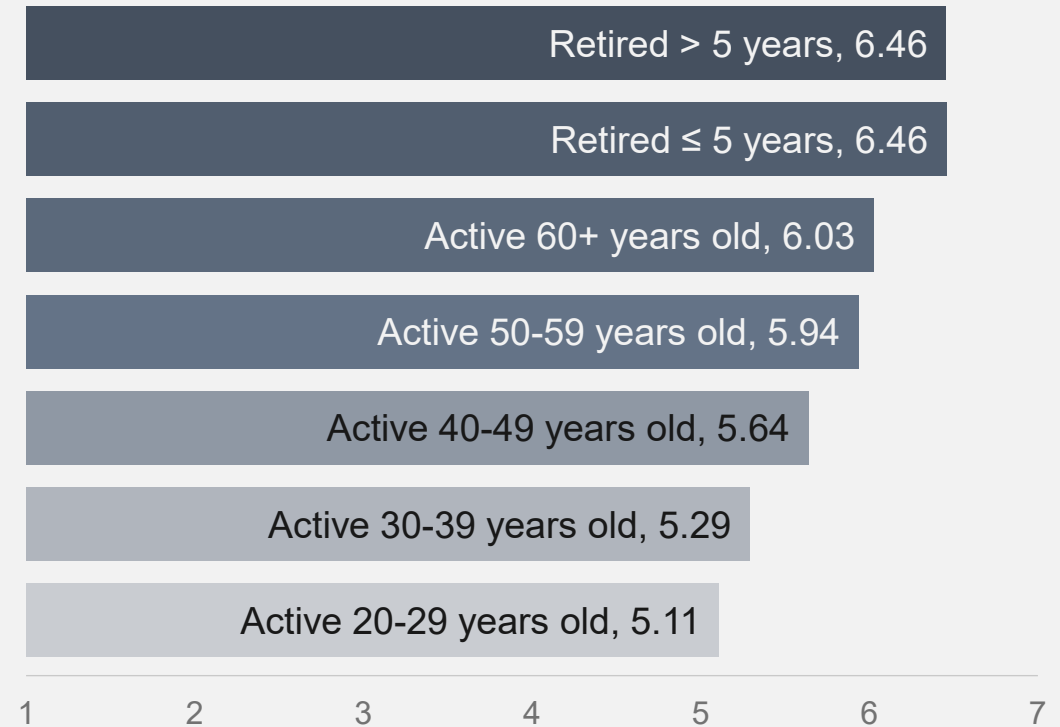
- How satisfied are you with ETF overall?
- I know ETF operates in my best interest.
- I feel confident my retirement is secure with ETF.
- ETF sends communications that are relevant to my needs.
- ETF acts ethically.

# How satisfied are you with ETF overall?

Average Score  
Compared to Peers

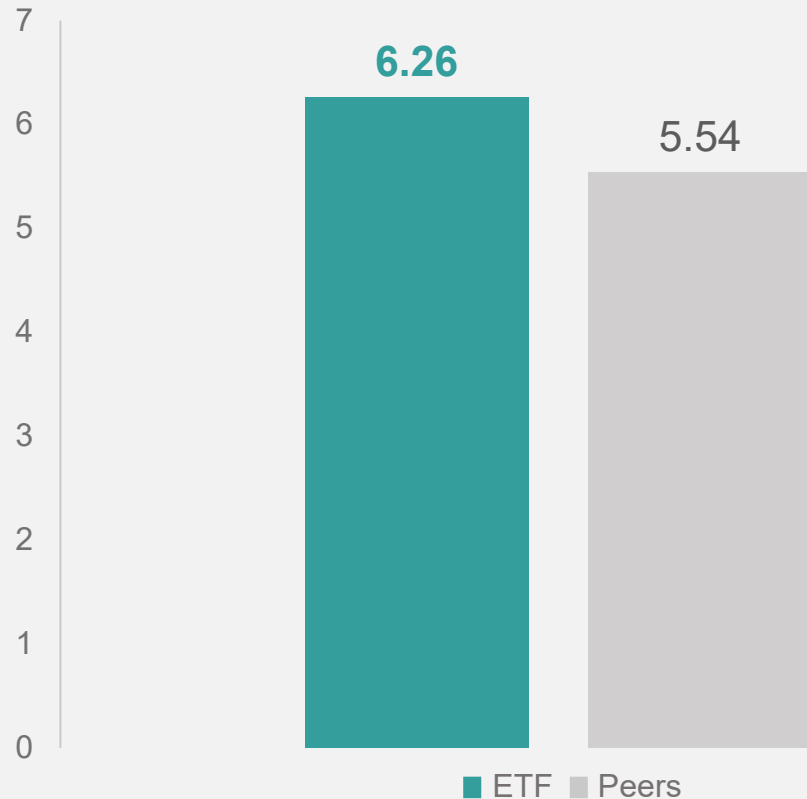


Average Score  
By Age Group

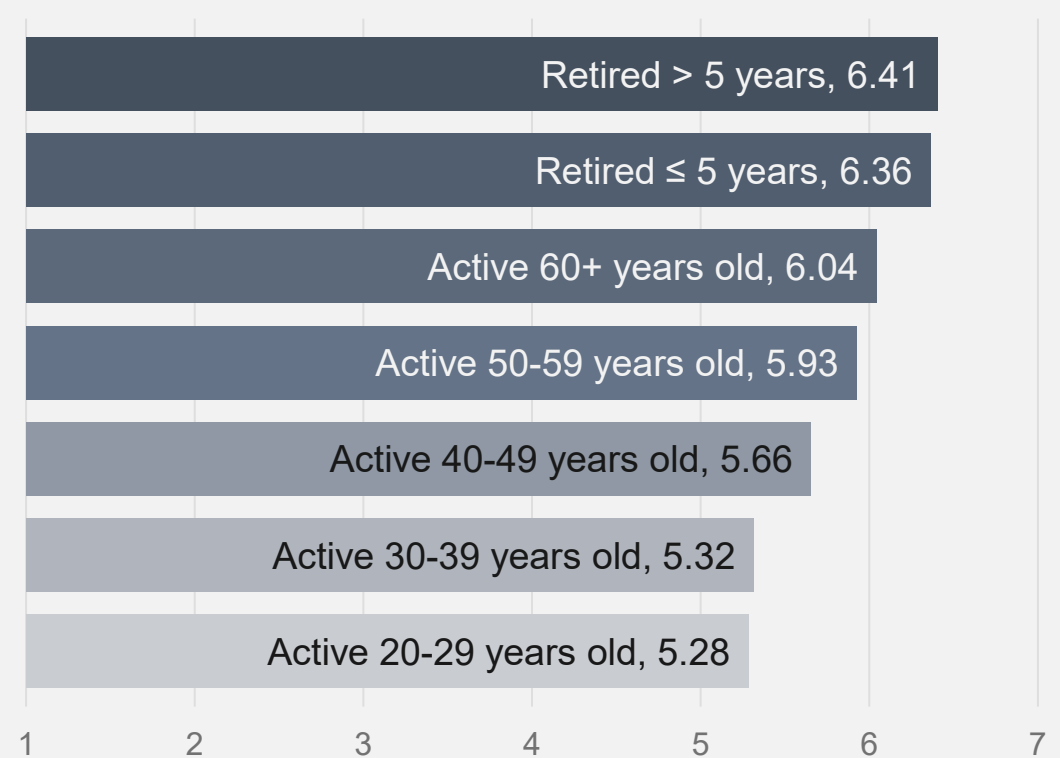


# I know ETF operates in my best interest.

Average Score Compared to Peers

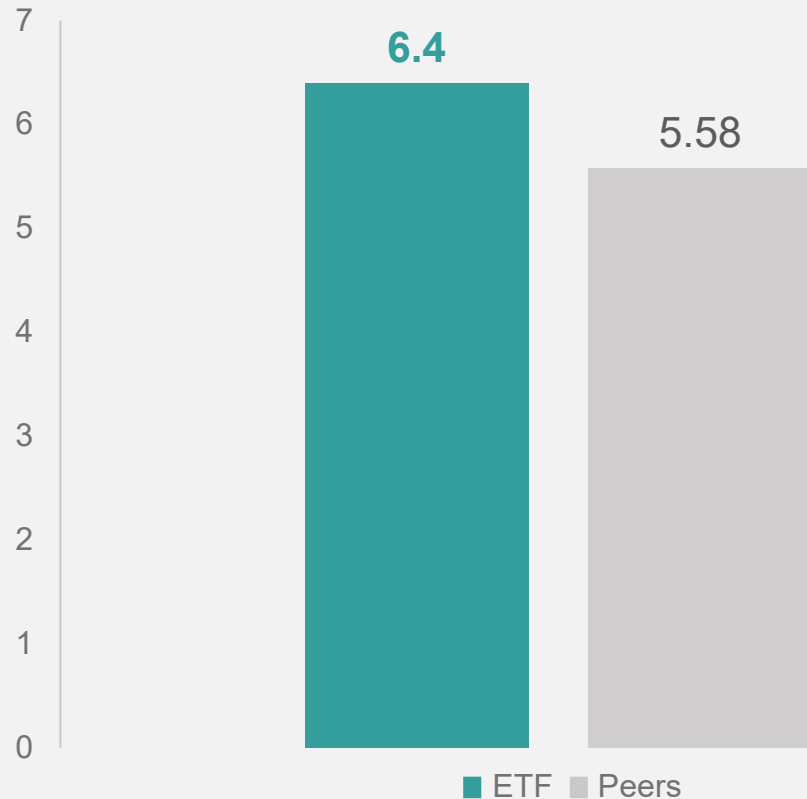


Average Score By Age Group

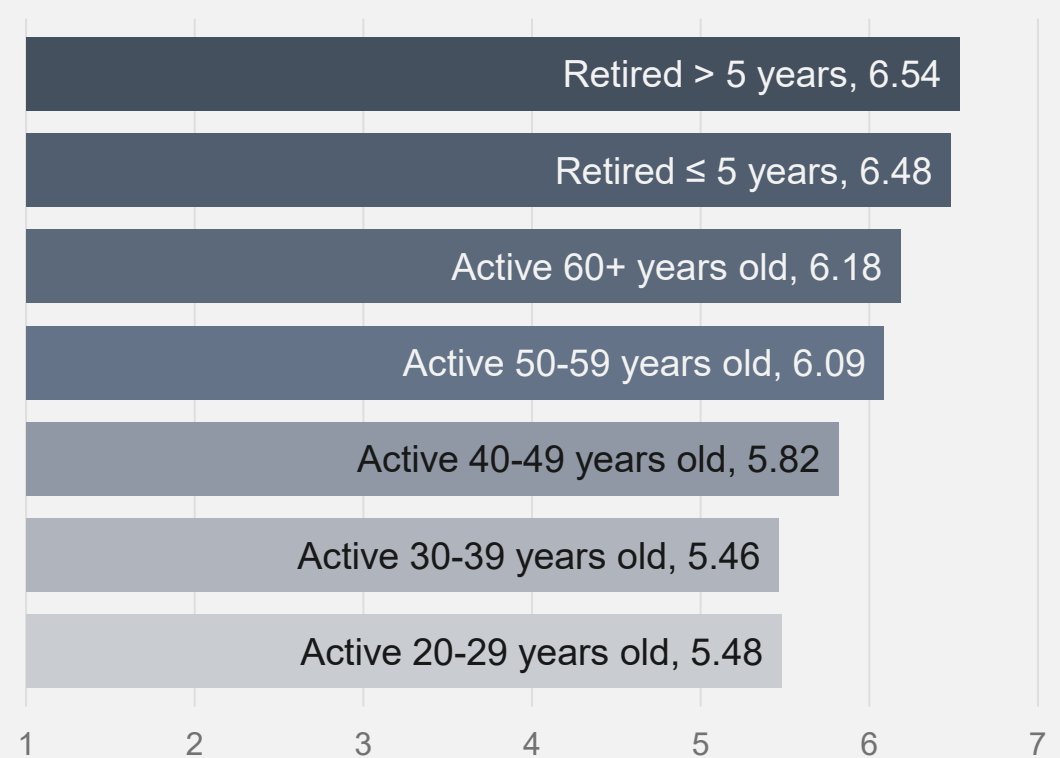


# I feel confident my retirement is secure with ETF.

Average Score Compared to Peers

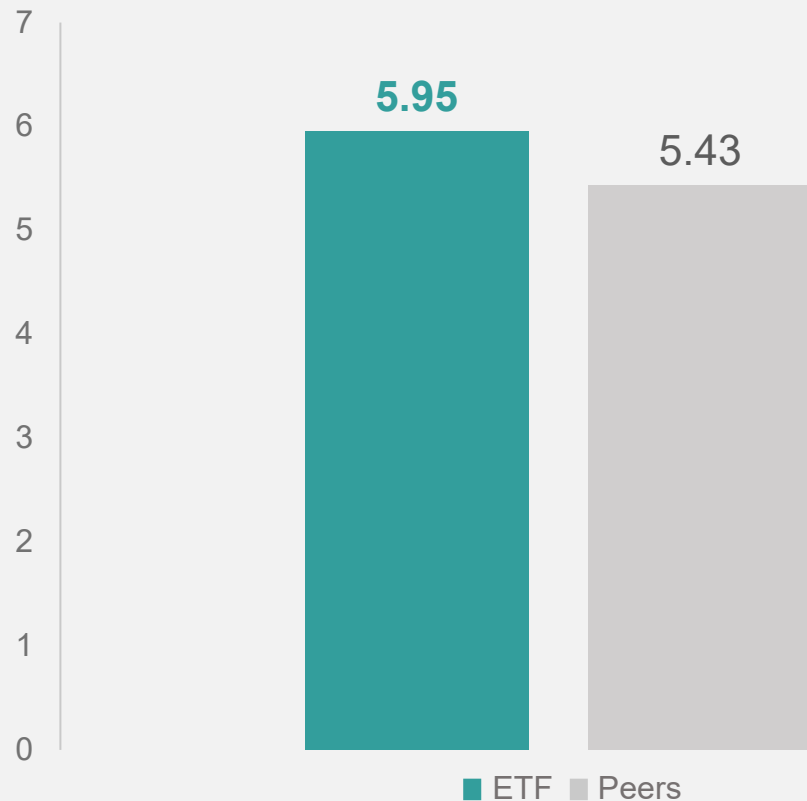


Average Score By Age Group

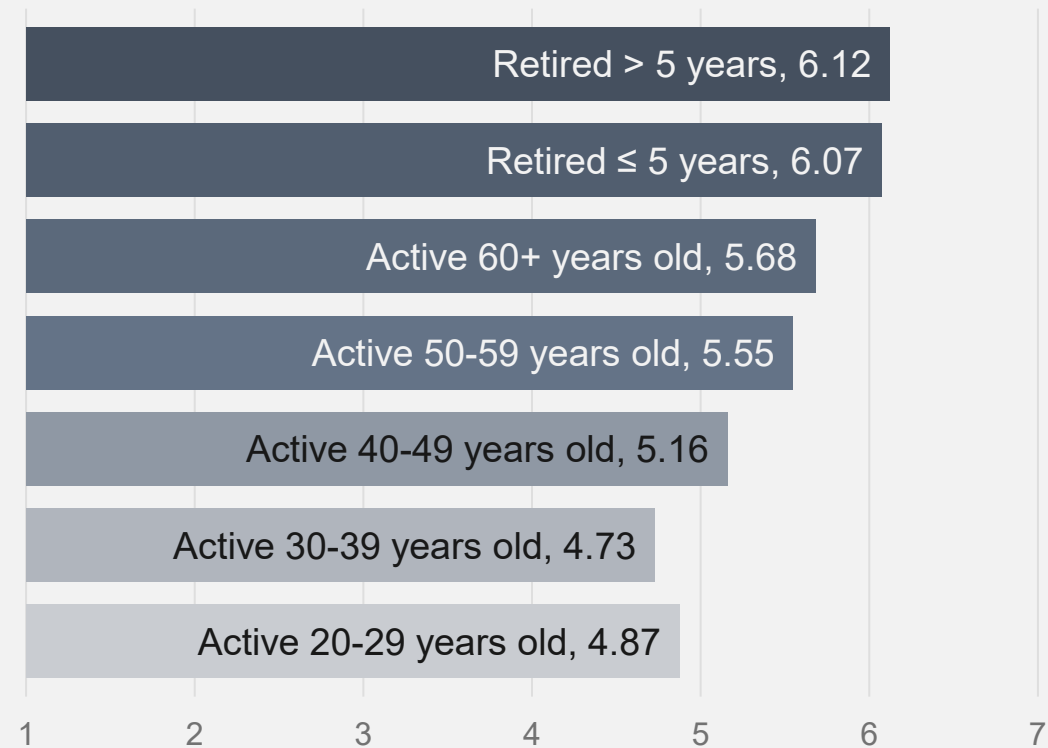


# ETF sends communications that are relevant to my needs.

Average Score Compared to Peers

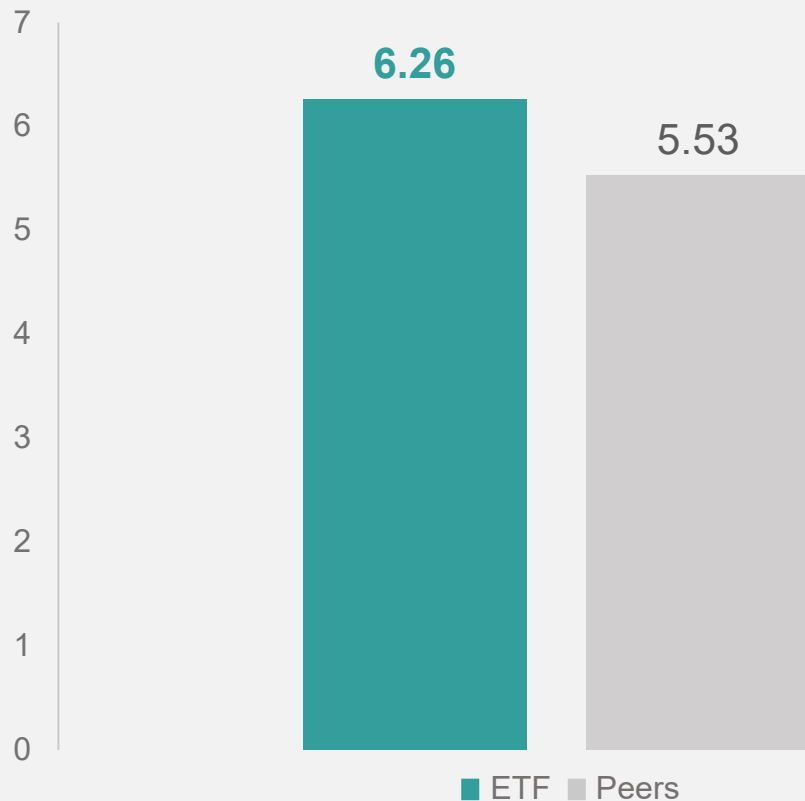


Average Score By Age Group

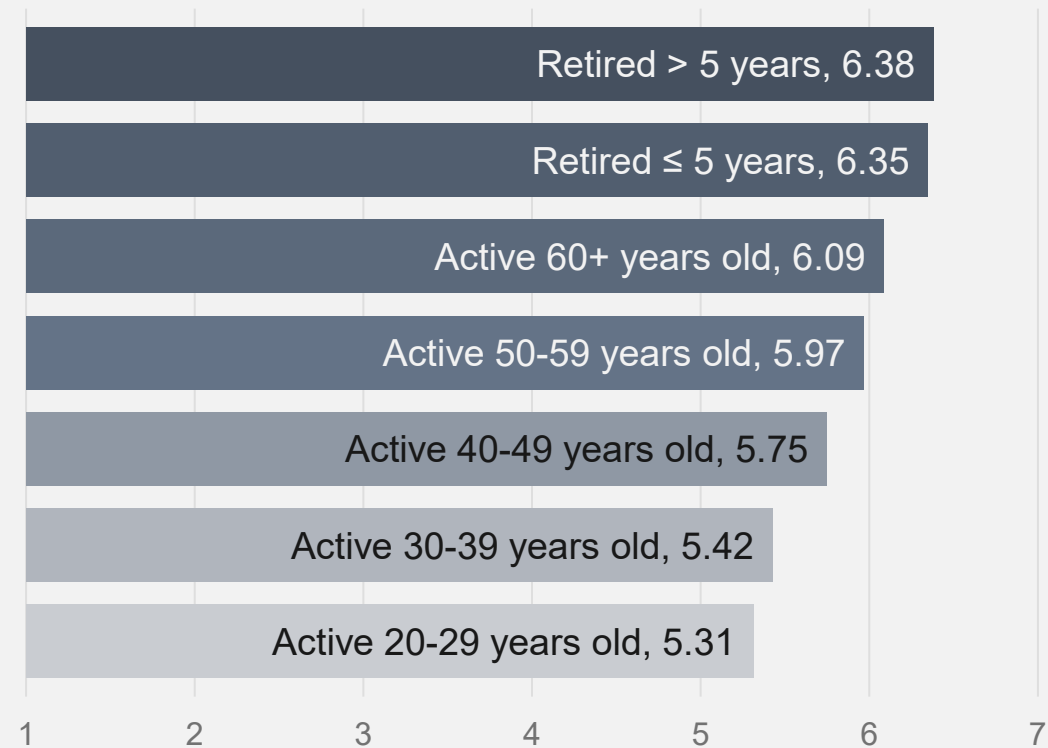


# ETF acts ethically.

Average Score  
Compared to Peers



Average Score  
By Age Group



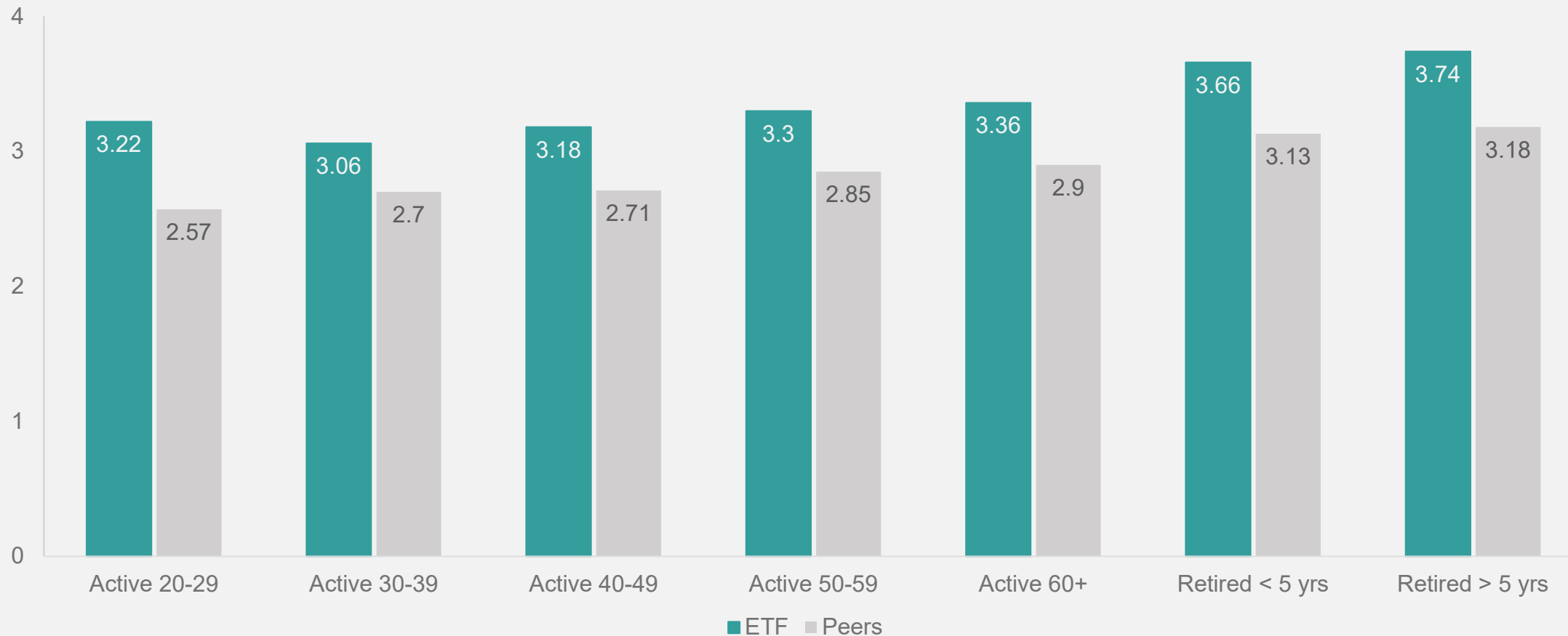
# Score Breakdown by Optional Question



# Optional Questions

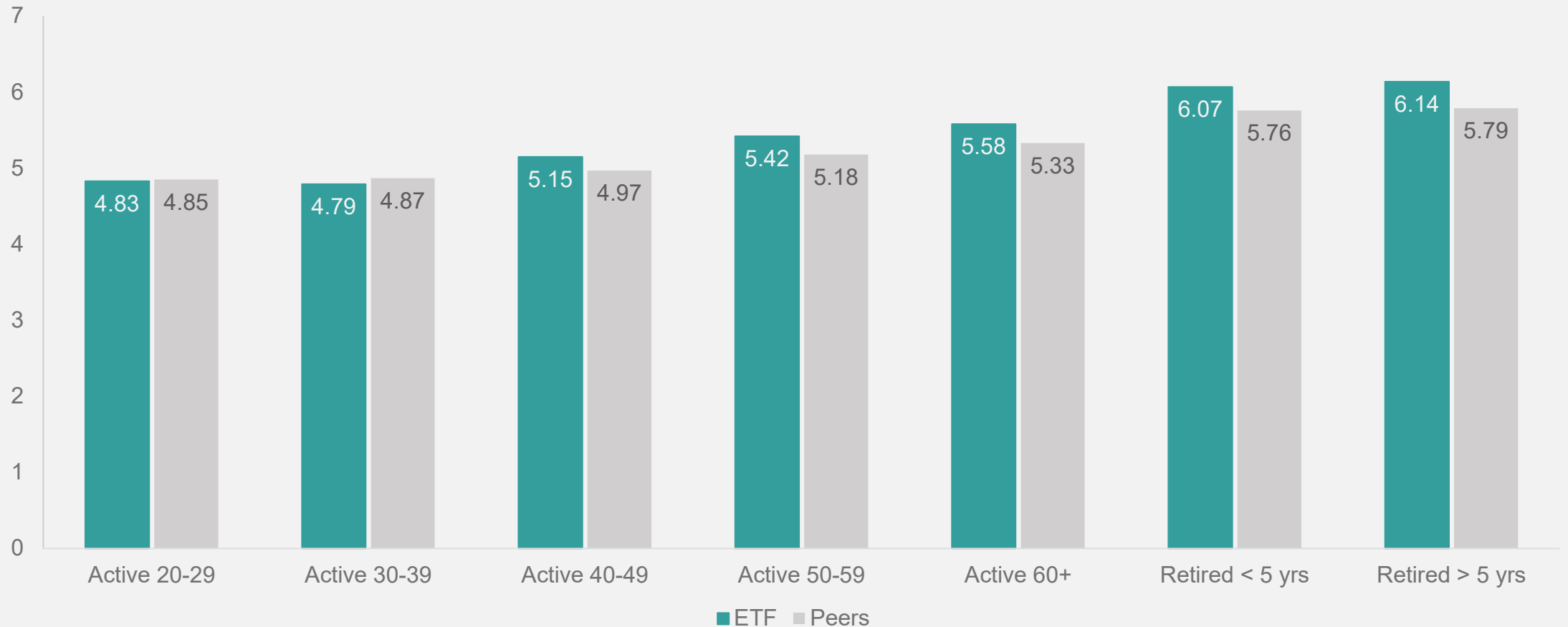
- I am confident that I will have enough money to live comfortably throughout my retirement years.
- Information provided by ETF is easy to understand.
- How likely are you to recommend ETF as a great organization?

# I am confident that I will have enough money to live comfortably throughout my retirement years. (Rank 1 – 4)



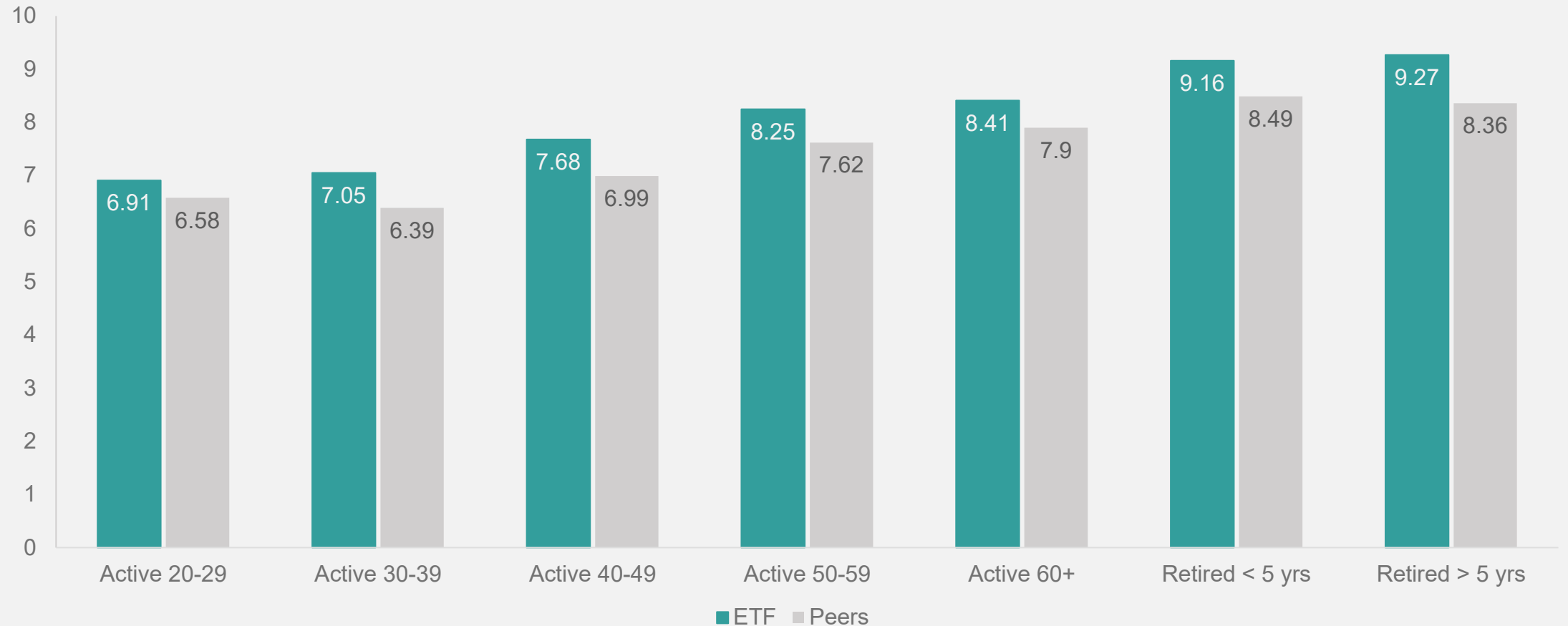
# Information provided by ETF is easy to understand.

(Rank 1 – 7)



# How likely are you to recommend ETF as a great organization?

(Rank 0 – 10)

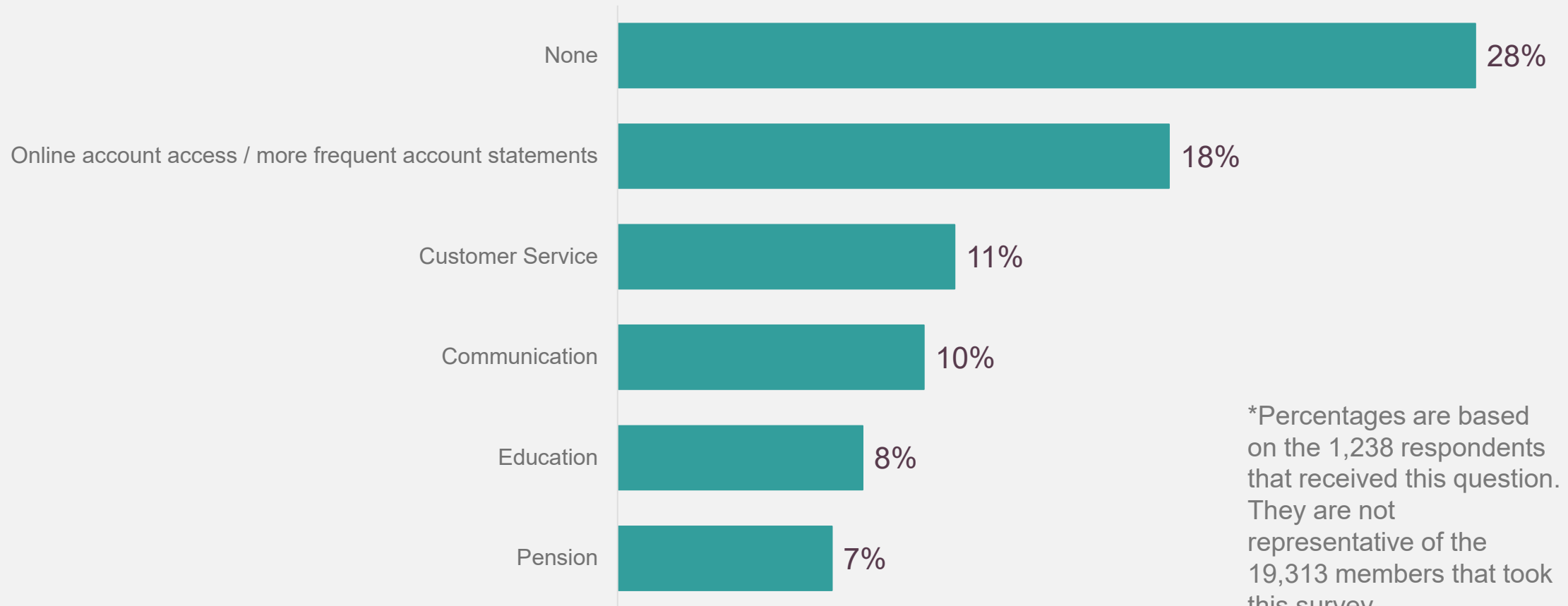


# Responses to Free-Response Question

# Free-Response Question

- What is one thing that we can do differently to improve our score?
- Presented if a member rated us 6 or lower for “How likely are you to recommend ETF as a great organization?”
- 1,238 responses

# Top Response Categories



\*Percentages are based on the 1,238 respondents that received this question. They are not representative of the 19,313 members that took this survey.

# Similarities to 2019 Responses

- Online account access
- More frequent communications targeted at their career stage
- More updates and transparency on investments
- Improve investment performance
- Improve customer service



# Differences from 2019

- In 2021 survey there is more awareness of who ETF is/ what ETF does.
- Less focus on in-person interactions in 2021. In 2019, members were asking for meetings at more locations; rarely mentioned in 2021.
- In 2019, members mentioned having difficulty getting an appointment; rarely mentioned in 2021.

The background is a dark blue gradient with numerous out-of-focus light spots in shades of blue and purple, creating a bokeh effect.

**Questions?**

---

# Thank you

---



[wi\\_etf](#)



[etf.wi.gov](#)



ETF E-mail Updates



608-266-3285  
1-877-533-5020