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**Department of Employee Trust Funds**  
 Robert J. Conlin  
 SECRETARY

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**Correspondence Memorandum**

**Date:** May 18, 2020

**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.**

**ETF Response to COVID-19**

Over the past several months, the Department of Employee Trust Funds has been sharing timely communications with members and employers about the impact of the Coronavirus pandemic (COVID-19) on retirement, insurance, and other benefits administered by ETF.

While ETF offices have been closed to the public since mid-March following the state's social distancing guidelines and executive orders, our daily operations and services have not been interrupted. We have been able to efficiently provide customer service, education, and application or transaction processing remotely. All in-person, retirement appointments have been switched to online or over-the-phone appointments.

We set up a [COVID-19 resource center](#) on the ETF website to address frequently asked questions and provide information about annuitants returning to work in critical positions, coverage for testing, treatment and telehealth, and other benefits-related topics. The May member newsletters and social media have been effective channels for engagement and increasing awareness about the status of benefits and ETF services.

Campaigns on [Twitter](#) and [LinkedIn](#) promote overall health and wellness, upcoming educational offerings, and the financial strength of the Wisconsin Retirement System. We have also acknowledged government employees for their service during this challenging time.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

*Pamela L Henning* Electronically Signed 6/4/20

Board	Mtg Date	Item #
ETF	6.18.20	6F
TR	6.18.20	4F
WR	6.18.20	4F

ETF continues to follow state, federal, and county guidelines for COVID-19 to ensure the health and safety of members and our staff. We will use Governor Evers' multi-phase State Government Badger Bounce Back Plan as a foundation for decision making and managing the agency's operations and services in the future. Members are encouraged to watch [etf.wi.gov](http://etf.wi.gov), subscribe to [ETF E-mail Updates](#), or follow the agency's social media for the latest information.

### **Statement of Benefits**

The WRS annual *Statement of Benefits* was mailed to state government employees in April, as planned. Typically statements for local government employees are shipped to their employers for distribution. However, ETF did not ship statements because package delivery services temporarily changed their confirmation of receipt procedures due to COVID-19.

ETF quickly implemented a solution with employers to update employee addresses and mail statements to employees' homes for the first time. Testing of printing and mailing capabilities was also completed with the Department of Administration. As a result, roughly 170,000 employees should be mailed their statements by mid-June. This effort complements a direct mail pilot underway with a select group of employers.

Members have access to a variety of [resources](#) on the ETF website to help them closely review their statements and plan for retirement, including:

- A step-by-step walkthrough of how to read the statement
- Videos and webinars
- WRS retirement benefits calculator
- Information on making additional contributions, required minimum distribution, and beneficiary designations

### **ETF Website: Enhancements**

In early May we soft launched the interactive glossary, which is designed to help members easily and quickly learn about benefits while accessing [etf.wi.gov](http://etf.wi.gov) from their laptop, tablet, or phone.

The glossary provides plain language definitions of key terms used to describe the retirement, insurance, and other benefits administered by ETF. Users can hover over a linked term and a pop-up box with a definition will appear. Some definitions also include links to more information or related resources.

This summer we are working on minor improvements of content, organization, and navigation for health and other group insurance programs. These improvements are based on feedback from site users, customer service staff, and subject matter experts. Page updates will be completed before the annual open enrollment period this fall.

**ETF Website: Metrics**

The website had a 44% increase in site users for Quarter 1, 2020 (January 1-March 31) compared to the previous quarter. This increase is considered insignificant because data was not collected for one month in Quarter 4, 2019 due a technical error. We will be able to identify seasonal or new trends after there is a 12-month baseline for the redesigned site.

It is worth noting there was a marked increase in site users compared to the same period in previous years and prior to the site's redesign. There are no indicators for increased traffic in January or February. The agency's COVID-19 communications beginning in March likely contributed to increased traffic for the quarter compared to previous years.

The website experienced an overall decrease in engagement – pages viewed per session and average session duration – which is expected following open enrollment in October. The bounce rate increased to 44%, which remains favorable and under the 50% threshold.

For additional information, please see the attached report. Note: This report provides a comprehensive overview of current web user engagement. It does not duplicate the web metrics found in the quarterly ETF Operational Metrics report.

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

Attachment A: Google Analytics for etf.wi.gov (Quarter 1, 2020)

Quarter 1, 2020 | January 1 – March 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 or brief explanations of how to interpret data. Questions? For assistance, please contact the Office of Communications at [ETFSMBCommunications@etf.wi.gov](mailto:ETFSMBCommunications@etf.wi.gov).

## Site Impact

How many users visited the website?

Users

**211,890**

↑ 43.8% from previous quarter

Pageviews

**1,432,849**

↑ 14.7% from previous quarter

Sessions

**388,831**

↑ 49.8% from previous quarter

New Users

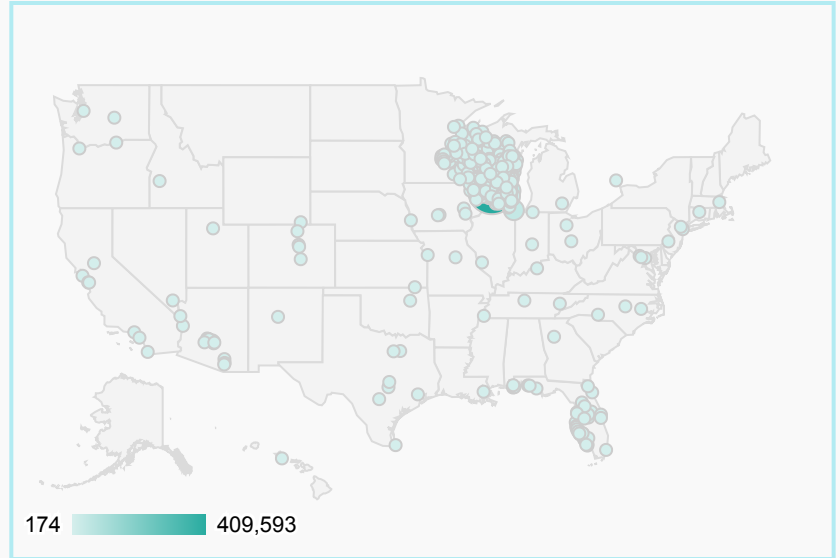
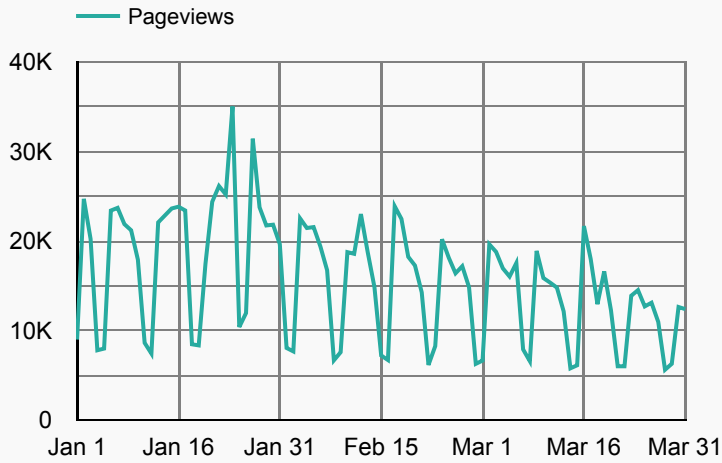
**183,517**

↑ 56.6% from previous quarter

Unique Pageviews

**1,075,597**

↑ 19.7% from previous quarter



## Engagement

How engaged were users within the website?

Pages / Session

**3.69**

↓ -23.4% from previous quarter

Bounce Rate

**44.18%**

↑ 10.4% from previous quarter

Number of Sessions per User

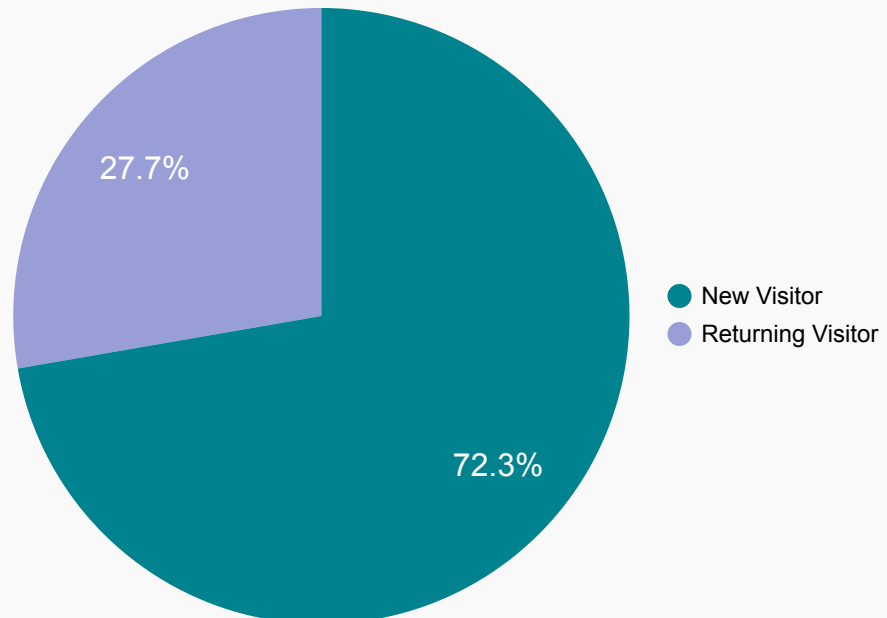
**1.84**

↑ 4.1% from previous quarter

Avg. Session Duration

**00:03:14**

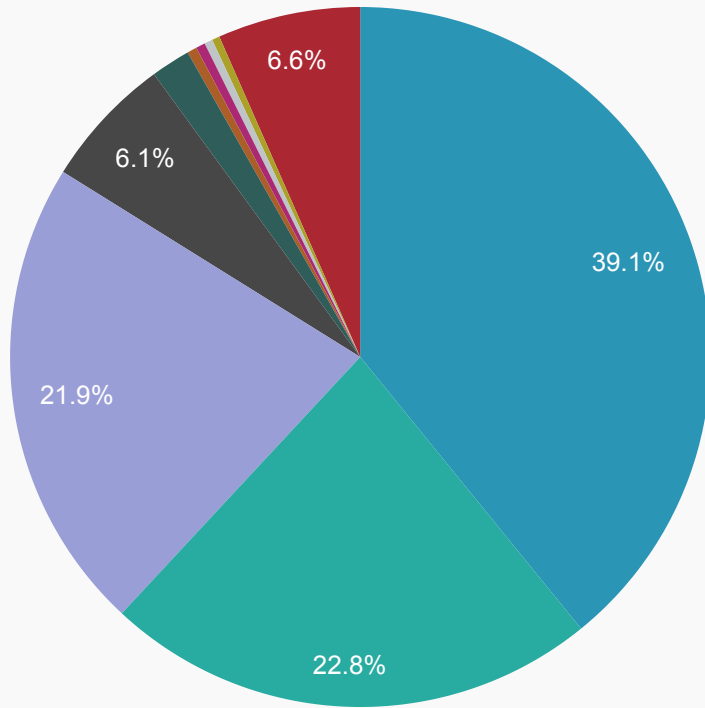
↓ -29.1% from previous quarter



# Source

Where do users come from?

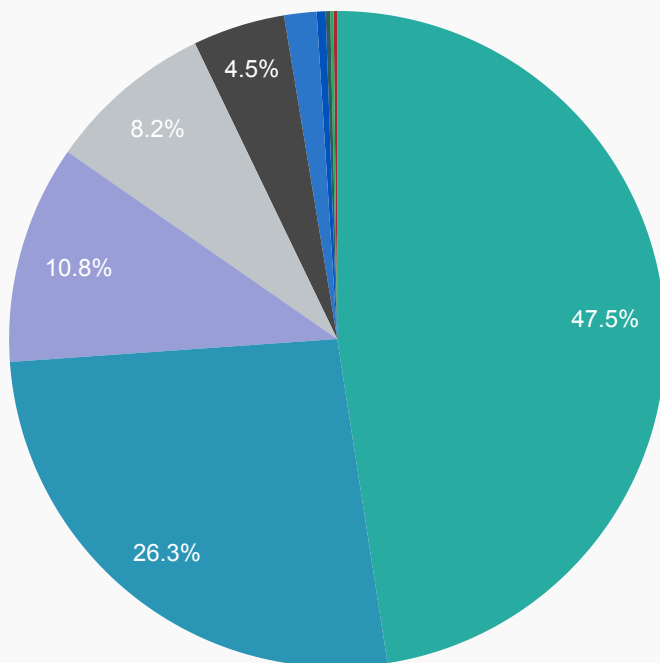
Jan 1, 2020 - Mar 31, 2020



## Full Referrer:

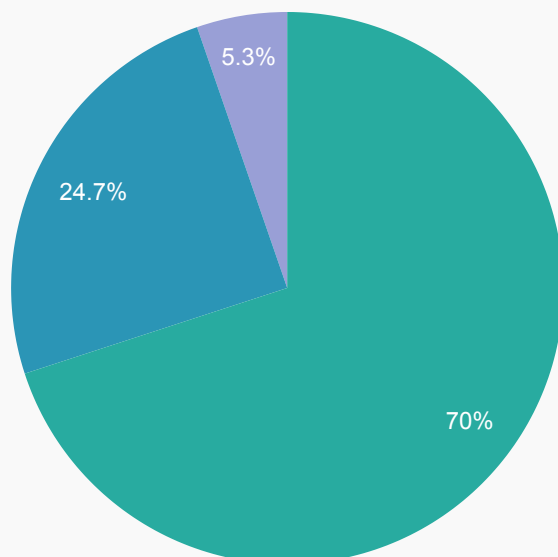
- google
- (direct)
- Inks.gd/
- bing
- yahoo
- wisc.jobs/public/job\_view.asp
- duckduckgo
- links.govdelivery.com/
- my.wisconsin.edu/web/static/uw-system-benefit-and-payroll-resources
- others

ETF E-mail Updates are represented by links.govdelivery.com/ and Inks.gd/



## Web Browser:

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



## User Device:

- desktop
- mobile
- tablet

# Hot Topics

Jan 1, 2020 - Mar 31, 2020

What were users looking for?

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

## Site searches:

	Search Term	Total Unique Se...
1.	preparing for your retir...	1,385
2.	4310	392
3.	login	349
4.	life insurance	338
5.	COVID	317
6.	2331	278
7.	7282	266
8.	log in	257
9.	beneficiary	255
10.	forms	245

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Total Unique Searches

52,163



# 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)	12,027
2.	University Of Wisconsin System	2,189
3.	Corrections, Dept Of	783
4.	Transportation, Dept Of	560
5.	UW Hospital Authority	536
6.	Employee Trust Funds, Dept Of	507
7.	Natural Resources, Dept Of	459
8.	Health Services, Dept Of	370
9.	Administration, Dept Of	294
10.	Madison, City Of	244

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## After entering employer, users clicked on:

	Event Action	Total Events
1.	Search for Employer	17,478
2.	State Employee & Retiree Health Plan	6,808
3.	WRS Retirement Benefit	3,160
4.	Don't See Employer	2,035
5.	Group Life Insurance	575
6.	Reset Employer Name Clicked	560
7.	Wisconsin Deferred Compensation	437
8.	Accumulated Sick Leave	354
9.	Local Traditional Health Plan (PO2)	336
10.	Disability Benefits	329

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# Key Pages

What pages are users viewing and leaving?

Jan 1, 2020 - Mar 31, 2020

**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	/	175,527
2.	Latest Investment Performance   ETF	/wrs-performance/latest-investment-performance	54,619
3.	My Info   ETF	/my-info	51,303
4.	WRS Retirement Benefit   ETF	/retirement/wrs-retirement-benefit	41,986
5.	WRS Retirement Benefits Calculator   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	38,566
6.	Contact Us   ETF	/contact-us	32,325
7.	Calculators   ETF	/retirement/calculators	28,089
8.	Employers   ETF	/employers	26,844
9.	ETF Web Applications for Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-emp...	24,440
10.	Benefits Available to Me   ETF	/benefits-by-employer	24,371
11.	My Statement of Benefits   ETF	/retirement/wrs-retirement-benefit/my-statement-benefits	24,225
12.	Wisconsin Deferred Compensation Program   ETF	/retirement/wisconsin-deferred-compensation-program	23,311
13.	Annual Returns, Rates and Adjustments   ETF	/wrs-performance/annual-returns-rates-and-adjustments	18,043
14.	Retirement   ETF	/retirement	16,303
15.	Planning for Retirement   ETF	/retirement/planning-retirement	15,510

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## Pages users left the site from:

	Page Title	Exit Page	Pageviews
1.	Wisconsin Department of Employee Trust Funds   ETF	/	44,915
2.	Latest Investment Performance   ETF	/wrs-performance/latest-investment-performance	39,126
3.	WRS Retirement Benefits Calculator   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	25,240
4.	Contact Us   ETF	/contact-us	22,580
5.	ETF Web Applications for Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	20,284
6.	My Info   ETF	/my-info	15,773
7.	Wisconsin Deferred Compensation Program   ETF	/retirement/wisconsin-deferred-compensation-program	13,694
8.	Calculators   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	12,323
9.	Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	11,370
10.	ETF Projections for Effective Rates, Annuity Adjustments   ETF	/news/etf-projections-effective-rates-annuity-adjustments-1	11,113
11.	Annual Returns, Rates and Adjustments   ETF	/wrs-performance/annual-returns-rates-and-adjustments	9,634
12.	Wisconsin Department of Employee Trust Funds   ETF	/contact-us	9,011
13.	WRS Retirement Benefit   ETF	/retirement/wrs-retirement-benefit	8,904
14.	Wisconsin Department of Employee Trust Funds   ETF	/wrs-performance/latest-investment-performance	8,265
15.	Wisconsin Department of Employee Trust Funds   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	7,951

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# Downloads

What PDF files or forms are users downloading?

	PDF Title	PDF URL	Total ...
1.	Direct Deposit Authorization   ETF	<a href="https://etf.wi.gov/publications/et7282">https://etf.wi.gov/publications/et7282</a>	1,060
2.	Retirement Boards Meeting Agendas and Materials   ETF	<a href="https://etf.wi.gov/boards/etf/2020/03/26/agenda/direct">https://etf.wi.gov/boards/etf/2020/03/26/agenda/direct</a>	291
3.	Wisconsin Deferred Compensation Program   ETF	<a href="https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Plan-Highlights.pdf">https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Plan-Highlights.pdf</a>	243
4.	Getting Money From My WDC Account   ETF	<a href="https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Distribution-Options.pdf">https://docs.empower-retirement.com/EE/WisconsinWR/DOCS/Distribution-Options.pdf</a>	232
5.	ETF Response to COVID-19   ETF	<a href="https://content.govdelivery.com/attachments/WIGOV/2020/03/12/file_attachments/1399035/EO072-DeclaringHealthEmergencyCOVID-19.pdf">https://content.govdelivery.com/attachments/WIGOV/2020/03/12/file_attachments/1399035/EO072-DeclaringHealthEmergencyCOVID-19.pdf</a>	197
6.	2020: Health Plan Search   ETF	<a href="https://www.deancare.com/getmedia/ae058f9e-29c9-4cd2-9cc2-995e666305a1/Dean-Provider-Directory-State-WI-compressed.pdf">https://www.deancare.com/getmedia/ae058f9e-29c9-4cd2-9cc2-995e666305a1/Dean-Provider-Directory-State-WI-compressed.pdf</a>	169
7.	Income Continuation Insurance Administration Manual - State   ETF	<a href="https://etf.wi.gov/publications/et1119pdf">https://etf.wi.gov/publications/et1119pdf</a>	158
8.	HSA Eligible Expenses   ETF	<a href="https://3yq4681caa0jsu34447gi9n1-wpengine.netdna-ssl.com/assets/HSA_eligible.pdf">https://3yq4681caa0jsu34447gi9n1-wpengine.netdna-ssl.com/assets/HSA_eligible.pdf</a>	152
9.	Retirement Boards Meeting Agendas and Materials   ETF	<a href="https://etf.wi.gov/boards/exe/2020/03/26/agenda/direct">https://etf.wi.gov/boards/exe/2020/03/26/agenda/direct</a>	150
10.	Know Your Benefits: Is There a "Magic Number"?   ETF	<a href="https://etf.wi.gov/publications/et4107/direct">https://etf.wi.gov/publications/et4107/direct</a>	137

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# Site Performance

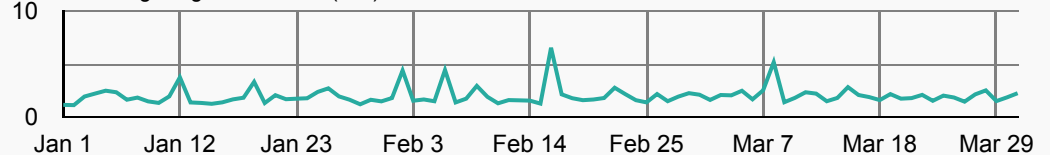
How quickly are pages loading?

Avg. Page Load Time (sec)

**1.81**

⬆️ 15.6% from previous quarter

Avg. Page Load Time (sec)



# Summary

The website had a 44% increase in site users compared to the previous quarter. This increase is considered insignificant because data was not collected for one month in Quarter 4, 2019 due to a technical error. We will be able to identify seasonal or new trends after there is a 12-months baseline for the redesigned site.

It is worth noting there was a marked increase in site users compared to the same period in previous years and prior to the site's redesign. There are no indicators for increased traffic in January or February. ETF's COVID-19 communications beginning in March likely contributed to increased traffic for the quarter compared to previous years.

The website experienced an overall decrease in engagement – pages viewed per session and average session duration – which is expected following open enrollment in October. The bounce rate increased to 44%, which remains favorable and under the 50% threshold.

**Hot Topics** – The top search term or phrase: "Preparing for your retirement".

**Downloads** – Tracking downloads of PDF files, such as top used forms and publications, started this quarter. The top downloaded form: Direct Deposit Authorization (ET-7282), which was recently revised to reduce the risk of fraud and made available in February.

**Watch For** – An increase in site users is expected due to the ongoing pandemic and heightened interest in the impact on WRS benefits and investments for the WRS trust funds. ETF is also sending timely mass emails about operations and services with links to web resources.



## 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