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 SECRETARY

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**Correspondence Memorandum**

**Date:** November 6, 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 Website: Metrics**

The [website](#) had a spike in traffic during Quarter 3, 2020 (July 1-September 30), especially leading up to the annual open enrollment period that began at the end of September.

Compared to the previous quarter, there was a:

- 9.5% increase in site users
- 15.2% increase in page views
- 12.5% increase in sessions

The bounce rate also increased slightly by 1.6% to 47%, but it is still below the 50% threshold. A higher bounce rate means users are not going deeper into the site, which may not be a problem as long as they are finding what they need. Other engagement scores, such as pages viewed per session and session duration, also increased.

Another important factor is user satisfaction tracked from web page surveys. During this quarter, 60% of survey respondents say information was helpful. Responses represent 2.7% of site visitors, which is typical. A common problem was broken links due to use of Internet Explorer, which is no longer supported by Microsoft. Users are directed to use Google Chrome for an optimal experience.

The attached website analytics quarterly report provides more details about site impact, engagement, search terms, downloaded materials, and other metrics.

Reviewed and approved by Pamela Henning, Assistant Deputy Secretary

*Pamela L Henning*

Electronically Signed 11/20/20

Board	Mtg Date	Item #
ETF	12.10.20	5E
TR	12.10.20	4C
WR	12.10.20	4C

### **ETF Website: Improvements**

We added [Health](#) to the site's top navigation to make it easier for members to access information and resources about their options for health insurance, pharmacy, dental, vision, and supplemental benefits. Other content and organization changes were also made in time for open enrollment (September 28-October 23), based on feedback from members and employers.

The website now offers members the opportunity to easily and securely complete certain online transactions such as:

- Electronic transfer of additional contributions to their Wisconsin Retirement System account
- Scheduling a benefits counseling appointment
- Completing and submitting the *Group Health Insurance Application/Change for Retirees & COBRA Continuant*s (ET-2331) form electronically

To assist members in using electronic forms, we created a simple how-to video. In addition, other frequently used benefits forms are being reviewed for conversion to Adobe Acrobat Reader fillable forms that can be completed and submitted electronically.

### **Member Communications and Education**

- [November WRS News Online](#) – This e-newsletter for employees covers important year-end benefits deadlines, flu shots, and the upcoming Teachers Retirement Board elections, among other things.
- Health benefit webinars – ETF offered more than 20 webinars with Q&A during open enrollment, in lieu of onsite benefits fairs due the pandemic. Total participants: 1,796. Results of survey respondents:
  - 76% are somewhat satisfied or very satisfied with their experience
  - 92% say it was very easy or extremely easy to register online
  - 75% will recommend the webinar(s) to their coworkers
- 2020 Member Engagement Survey – This confidential and anonymous survey is set to be emailed to more than 150,000 members in November. The survey measures members' overall satisfaction and how easy it is to complete interactions with ETF, among other things.
- Financial wellness grant – ETF and the Department of Financial Institutions were recently awarded a \$100,000 grant to provide financial wellness education and resources for Wisconsin public service employees, retirees, and their families. The grant is a collaboration between the Center for State and Local Government Excellence, the International Public Management Association for Human Resources, the National Association of State Treasurers Foundation, and Wells Fargo. Watch for future updates on this initiative throughout 2021.

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

Attachment: Google Analytics for etf.wi.gov (Quarter 3, 2020)

Quarter 3, 2020 | July 1 – September 30, 2020

This report is a high-level data dashboard created using Google Data Studio. Interactive functionality has been disabled. See page 6 for summary and 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

**202,394**

↑ 9.5% from previous quarter

Pageviews

**1,292,990**

↑ 15.2% from previous quarter

Sessions

**367,481**

↑ 12.5% from previous quarter

New Users

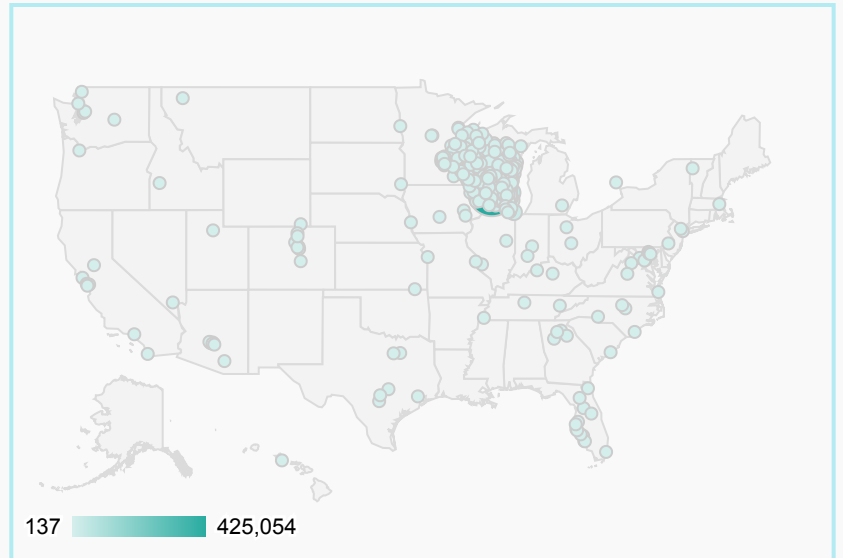
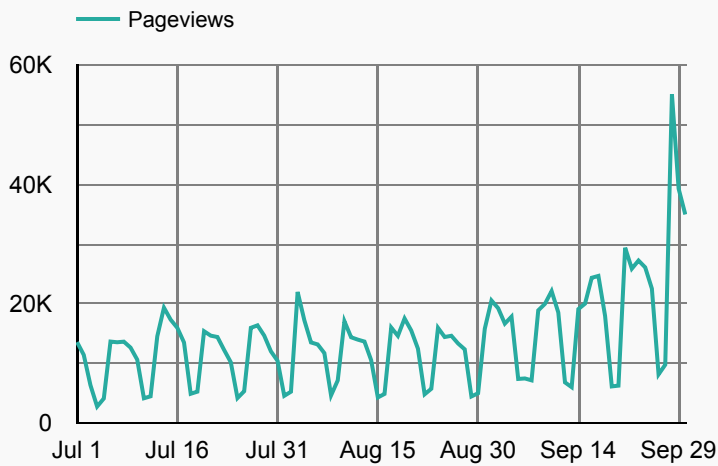
**175,347**

↑ 10.6% from previous quarter

Unique Pageviews

**968,611**

↑ 13.4% from previous quarter



## Engagement

How engaged were users within the website?

Pages / Session

**3.52**

↑ 2.4% from previous quarter

Bounce Rate

**47.28%**

↑ 1.6% from previous quarter

Number of Sessions per User

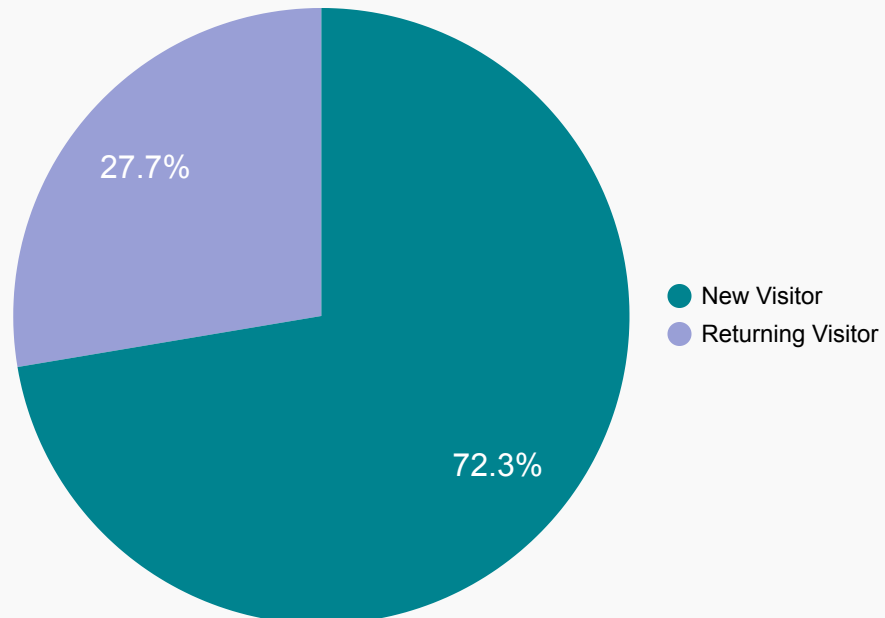
**1.82**

↑ 2.8% from previous quarter

Avg. Session Duration

**00:03:16**

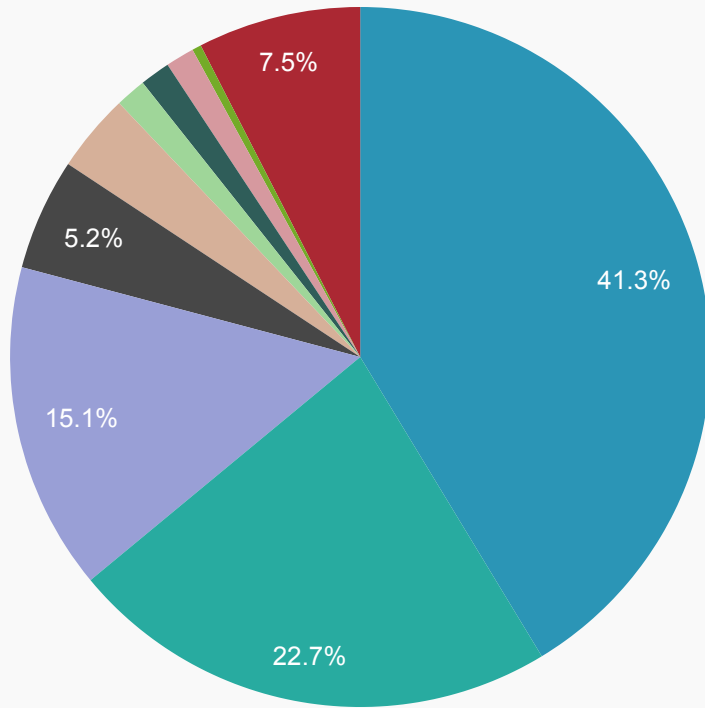
↑ 4.3% from previous quarter



# Source

Where do users come from?

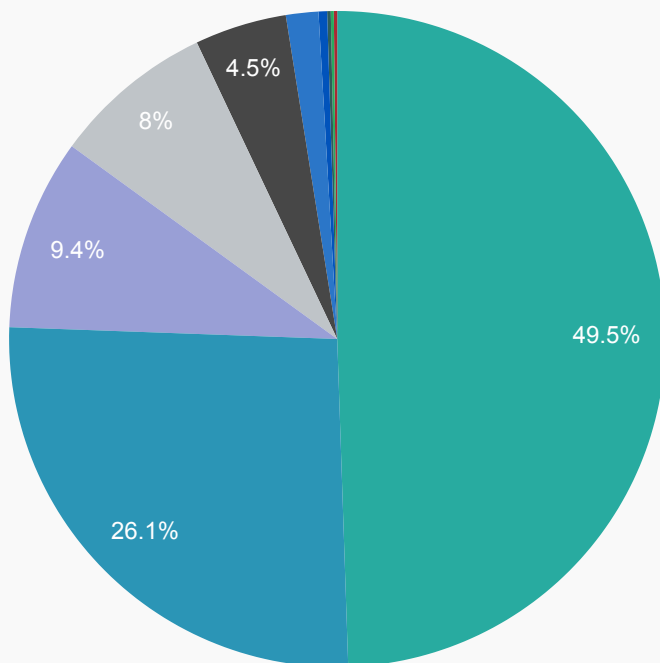
Jul 1, 2020 - Sep 30, 2020



## Full Referrer:

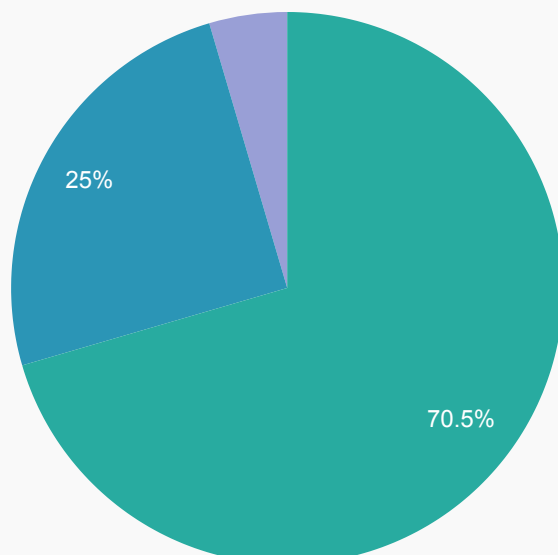
- google
- (direct)
- Inks.gd/
- bing
- research.net/r/  
Medical\_Care\_When\_You\_Need\_It\_Fast\_...
- research.net/r/
- yahoo
- research.net/
- hr.wisc.edu/benefits/state-group-health-insurance/
- others

ETF E-mail Updates are represented by 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

What were users looking for?

Jul 1, 2020 - Sep 30, 2020

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

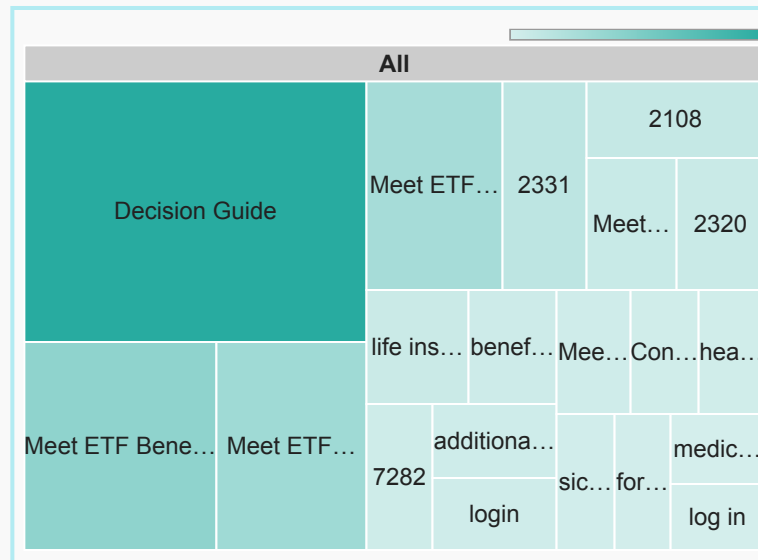
Total Unique Searches

52,625

## Site searches:

Search Term	Total Unique Searches
1. Decision Guide	2,270
2. Meet ETF Benefits - Health Insurance and Pharmacy Benefits for Active Members	1,017
3. Meet ETF Benefits - Dental and Vision Coverage	811
4. Meet ETF Benefits - Health Insurance and Pharmacy Benefits for Retirees	728
5. 2331	443
6. 2108	350
7. Meet ETF Benefits - Supplemental Programs	309
8. 2320	303
9. life insurance	293
10. beneficiary	259

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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)	17,108
2. University Of Wisconsin System	1,361
3. Corrections, Dept Of	561
4. Employee Trust Funds, Dept Of	387
5. UW Hospital Authority	358
6. Health Services, Dept Of	321
7. Transportation, Dept Of	236
8. Natural Resources, Dept Of	223
9. Administration, Dept Of	156
10. Revenue, Dept Of	153

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## After entering employer, users clicked on:

Event Action	Total Events
1. Search for Employer	13,486
2. State Employee & Retiree Health Plan	8,732
3. WRS Retirement Benefit	2,032
4. Don't See Employer	1,803
5. Local Traditional Health Plan (PO2)	703
6. Local Deductible Health Plan (PO14)	542
7. Group Life Insurance	499
8. Reset Employer Name Clicked	439
9. Local Deductible Health Plan (PO4)	425
10. Accumulated Sick Leave	370

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# Key Pages

What pages are users viewing and leaving?

Jul 1, 2020 - Sep 30, 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	/	126,339
2.	My Info   ETF	/my-info	40,691
3.	Latest Investment Performance   ETF	/wrs-performance/latest-investment-performance	39,191
4.	Stay Well, Wisconsin!   ETF	/news/stay-well-wisconsin	36,722
5.	WRS Retirement Benefit   ETF	/retirement/wrs-retirement-benefit	31,549
6.	WRS Retirement Benefits Calculator   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	29,562
7.	Contact Us   ETF	/contact-us	24,819
8.	Employers   ETF	/employers	22,255
9.	Benefits Available to Me   ETF	/benefits-by-employer	21,461
10.	Calculators   ETF	/retirement/calculators	21,212
11.	Wisconsin Deferred Compensation Program   ETF	/retirement/wisconsin-deferred-compensation-program	19,841
12.	ETF Web Applications for Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-emp...	17,388
13.	My Statement of Benefits   ETF	/retirement/wrs-retirement-benefit/my-statement-benefits	16,497
14.	Get Medical Care When You Need it Fast   ETF	/video/get-medical-care-when-you-need-it-fast	16,049
15.	Well Wisconsin is Back and Better for 2020!   ETF	/news/well-wisconsin-back-and-better-2020	12,532

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## Pages users left the site from:

	Page Title	Exit Page	Pageviews
1.	Latest Investment Performance   ETF	/wrs-performance/latest-investment-performance	32,806
2.	Wisconsin Department of Employee Trust Funds   ETF	/	30,662
3.	Stay Well, Wisconsin!   ETF	/news/stay-well-wisconsin	30,110
4.	WRS Retirement Benefits Calculator   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	20,422
5.	Contact Us   ETF	/contact-us	16,917
6.	Get Medical Care When You Need it Fast   ETF	/video/get-medical-care-when-you-need-it-fast	14,816
7.	ETF Web Applications for Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	14,314
8.	Wisconsin Deferred Compensation Program   ETF	/retirement/wisconsin-deferred-compensation-program	14,152
9.	My Info   ETF	/my-info	12,097
10.	Well Wisconsin is Back and Better for 2020!   ETF	/news/well-wisconsin-back-and-better-2020	10,202
11.	Calculators   ETF	/retirement/calculators/wrs-retirement-benefits-calculator	9,772
12.	WRS Retirement Benefit   ETF	/retirement/wrs-retirement-benefit	7,917
13.	Employers   ETF	/employers/wisconsin-retirement-system/etf-web-applications-em...	7,477
14.	GIB Approves Modest Premium Increase for 2021; Below National Tren...	/news/gib-approves-modest-premium-increase-2021-below-nation...	7,472
15.	Wisconsin Department of Employee Trust Funds   ETF	/contact-us	6,715

1 - 100 / 106602 < >

# Downloads

Jul 1, 2020 - Sep 30, 2020

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>	1,593
2.	Address/Name Change   ETF	<a href="https://etf.wi.gov/publications/et2815pdf">https://etf.wi.gov/publications/et2815pdf</a>	1,019
3.	Group Health Insurance Application/Change for Retirees & COBRA Continuants   ETF	<a href="https://etf.wi.gov/publications/et2331pdf">https://etf.wi.gov/publications/et2331pdf</a>	605
4.	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>	579
5.	Tax Liability on WRS Benefits   ETF	<a href="https://etf.wi.gov/publications/et4125pdf">https://etf.wi.gov/publications/et4125pdf</a>	553
6.	Group Insurance Board Meeting Agendas and Materials   ETF	<a href="https://etf.wi.gov/boards/groupinsurance/2020/08/19/agenda/direct">https://etf.wi.gov/boards/groupinsurance/2020/08/19/agenda/direct</a>	343
7.	2020: Health Plan Search   ETF	<a href="https://ghcscw.com/SiteCollectionDocuments/2020_Provider_Directory.pdf">https://ghcscw.com/SiteCollectionDocuments/2020_Provider_Directory.pdf</a>	339
8.	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>	318
9.	State Agency Health Insurance Standards, Guidelines and Administration Employer Manual   ETF	<a href="https://etf.wi.gov/publications/et1118pdf">https://etf.wi.gov/publications/et1118pdf</a>	310
10.	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>	292

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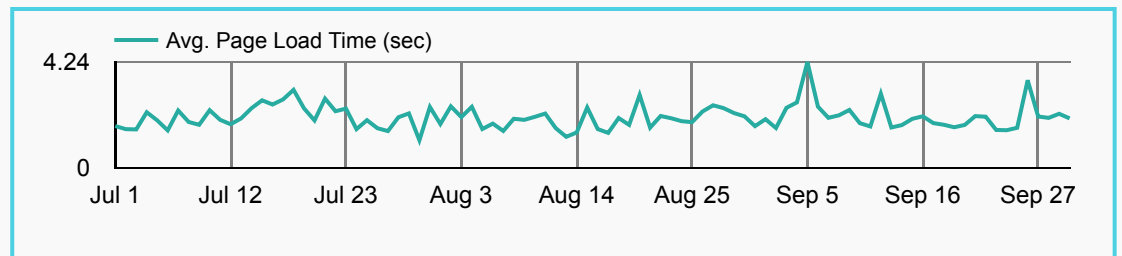
# Site Performance

How quickly are pages loading?

Avg. Page Load Time (sec)

**1.97**

⬆️ 5.6% 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

The website had a spike in traffic for CY 2020 Quarter 3, especially leading up to the annual open enrollment period (September 28-October 23) at the end of September.

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

- 9.5% increase in site users
- 15.2% increase in page views
- 12.5% increase in sessions

The bounce rate also increased slightly by 1.6% to 47%, but it is still below the 50% threshold. A higher bounce rate means users are not going deeper into the site, which may not be a problem as long as they are finding what they need. Other engagement scores, such as pages viewed per session and session duration, also increased.

**Hot Topics** - Out of the 52,625 total site searches, "Decision Guide" is the #1 search term followed by searches for webinars on health insurance, pharmacy, dental, vision, and supplemental benefits.

**Downloads** - Direct Deposit Authorization (ET-7282) is the #1 downloaded form followed by the Address/Name Change (ET-2815) and Group Health Insurance Application/Change for Retirees and COBRA Continuant (ET-2331) forms.

**Satisfaction** - Another important factor is user satisfaction tracked from web page surveys and available in a separate report. Sixty percent of survey respondents say information was helpful for CY 2020 Quarter 3. Responses represent 2.7% of site visitors, which is typical. A common problem was broken links due to use of Internet Explorer, which is no longer supported by Microsoft. Users are directed to use Chrome for an optimal experience.

**Watch For** - We anticipate increased site traffic in October 2020 due to the annual open enrollment period. Beginning in CY 2020 Quarter 4, we will have a full year of data since the website redesign. This will allow us to compare metrics by quarter to the previous year at the same time. We are still including ETF IP addresses, which will be removed in the future.