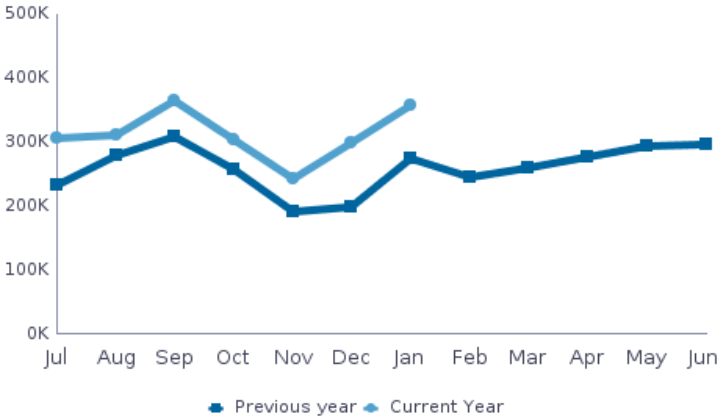


Communications & Stakeholder Relations

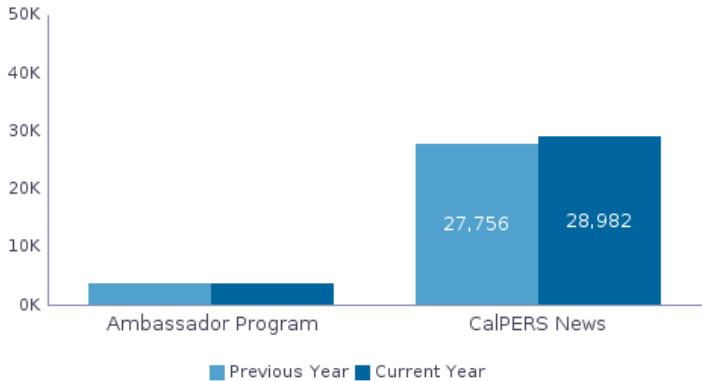
Strategic Digital Communications Dashboard – Reach

Fiscal Year 2019/2020

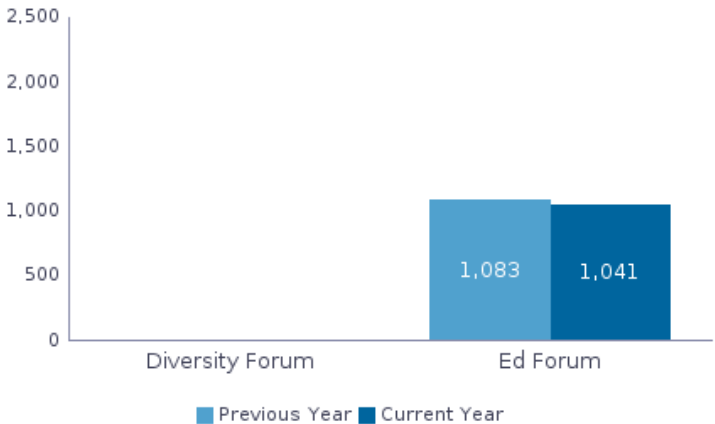
How many people visited www.calpers.ca.gov?



How many people subscribed to CalPERS email subscriptions?



How many people use the CrowdCompass app at CalPERS events (Fiscal Year Total)?

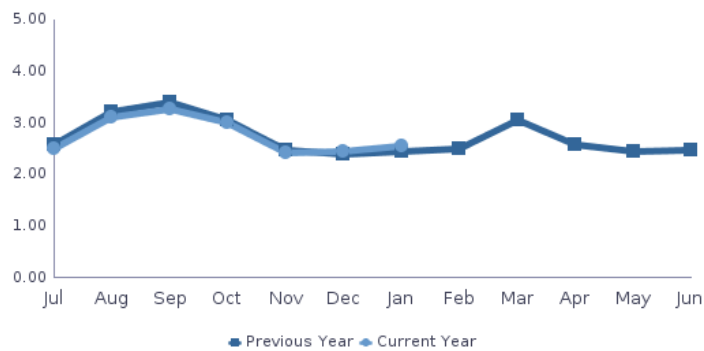


Communications & Stakeholder Relations

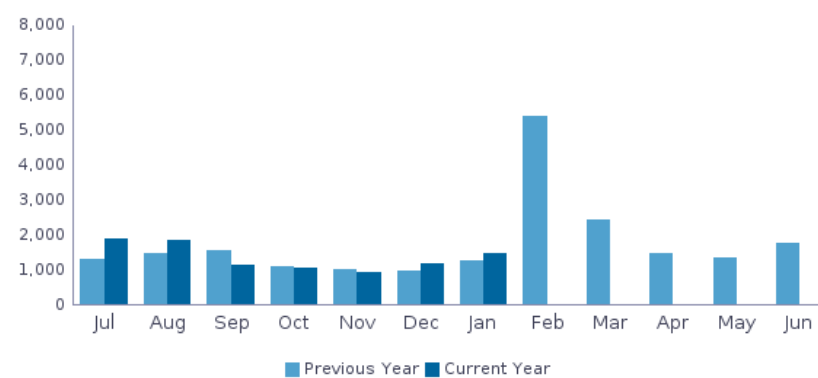
Strategic Digital Communications Dashboard – Response

Fiscal Year 2019/2020

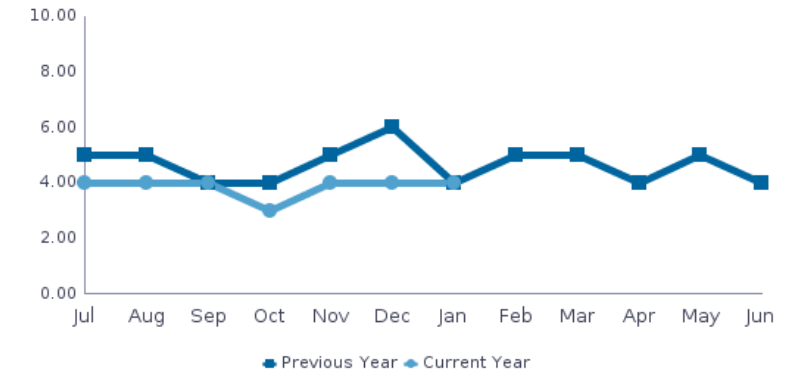
On average how many minutes do visitors spend on www.calpers.ca.gov ?



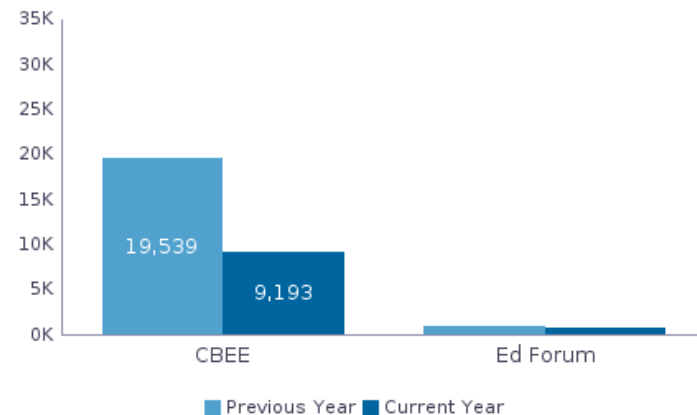
How many visitors come to www.calpers.ca.gov directly from social media websites ?



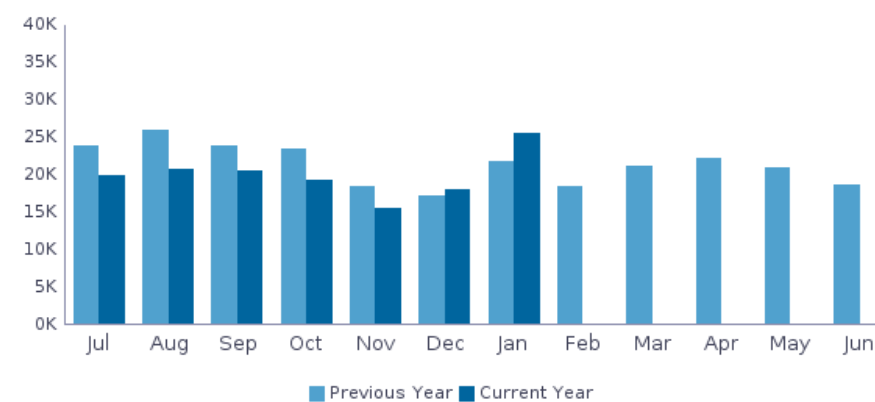
On average, how many minutes do people spend watching CalPERS videos on YouTube?



How many people registered online to attend a CalPERS event?



How many CalPERS member publications are downloaded monthly?

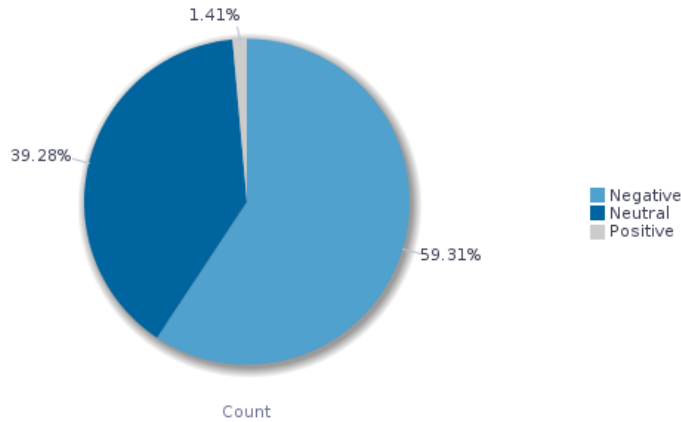


Communications & Stakeholder Relations

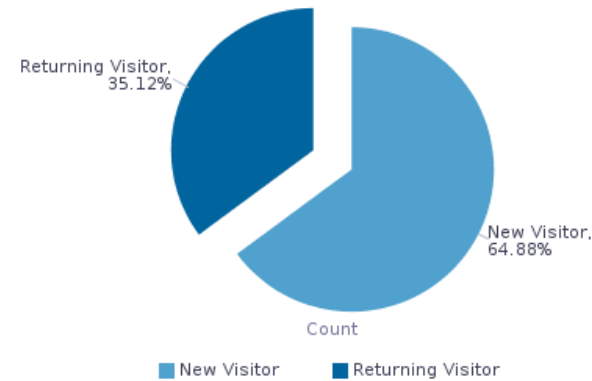
Strategic Digital Communications Dashboard – Reputation

Fiscal Year 2019/2020

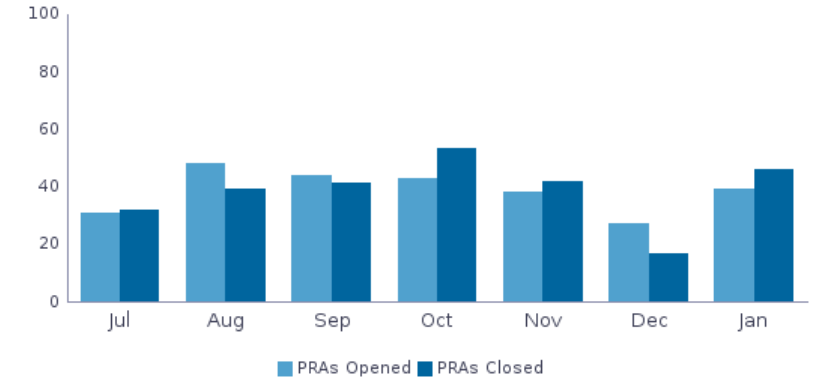
What is the sentiment of CalPERS media coverage?



Do people visit www.calpers.ca.gov more than once?

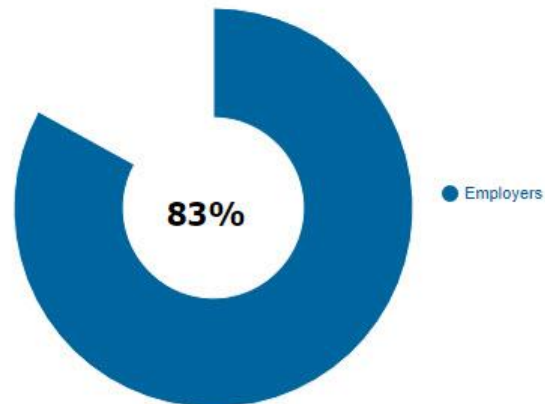


How many Public Records Act Requests are received and processed monthly?

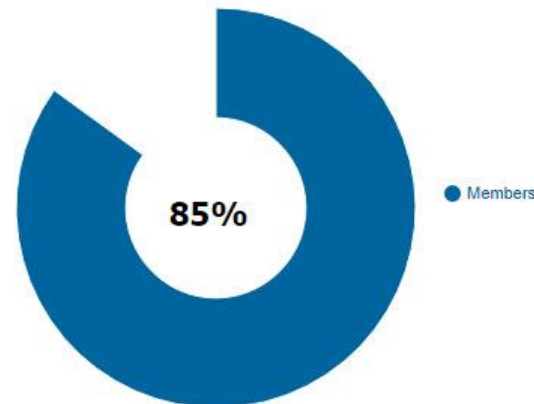


Annual Stakeholder Survey (2018-19): Does CalPERS do a good job keeping...

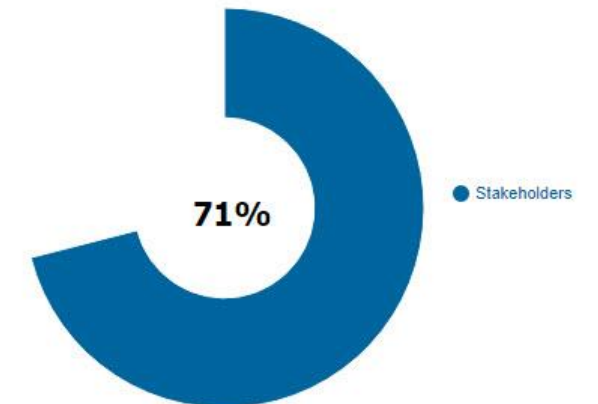
Employers Informed?



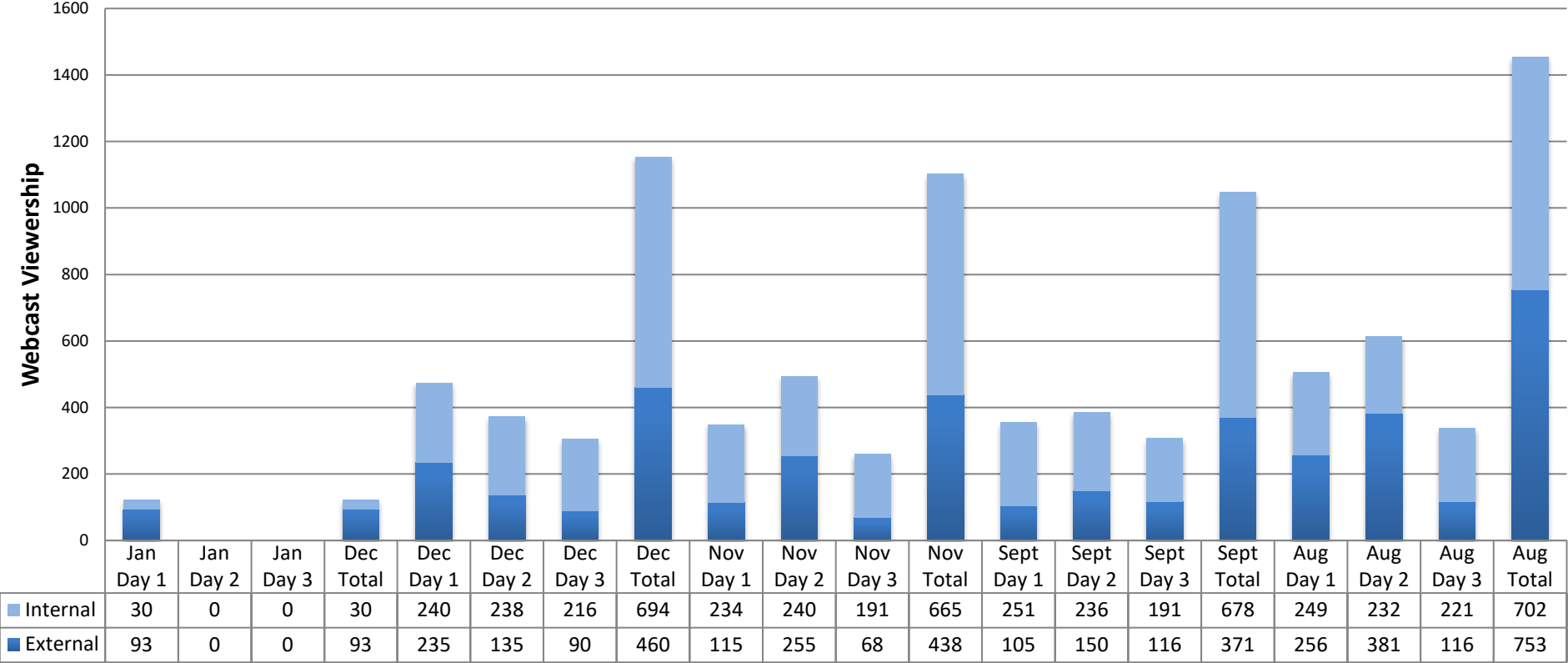
Members Informed?



Stakeholders Informed?

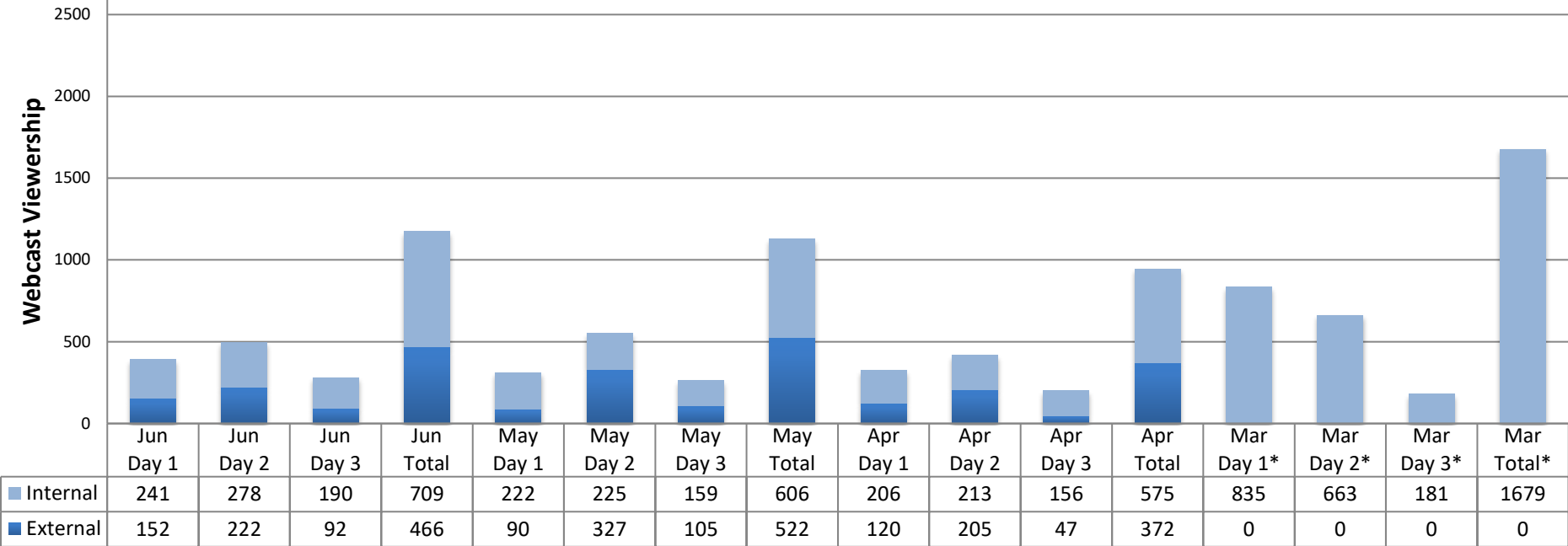


2019-20 Board Meeting Webcast Viewership



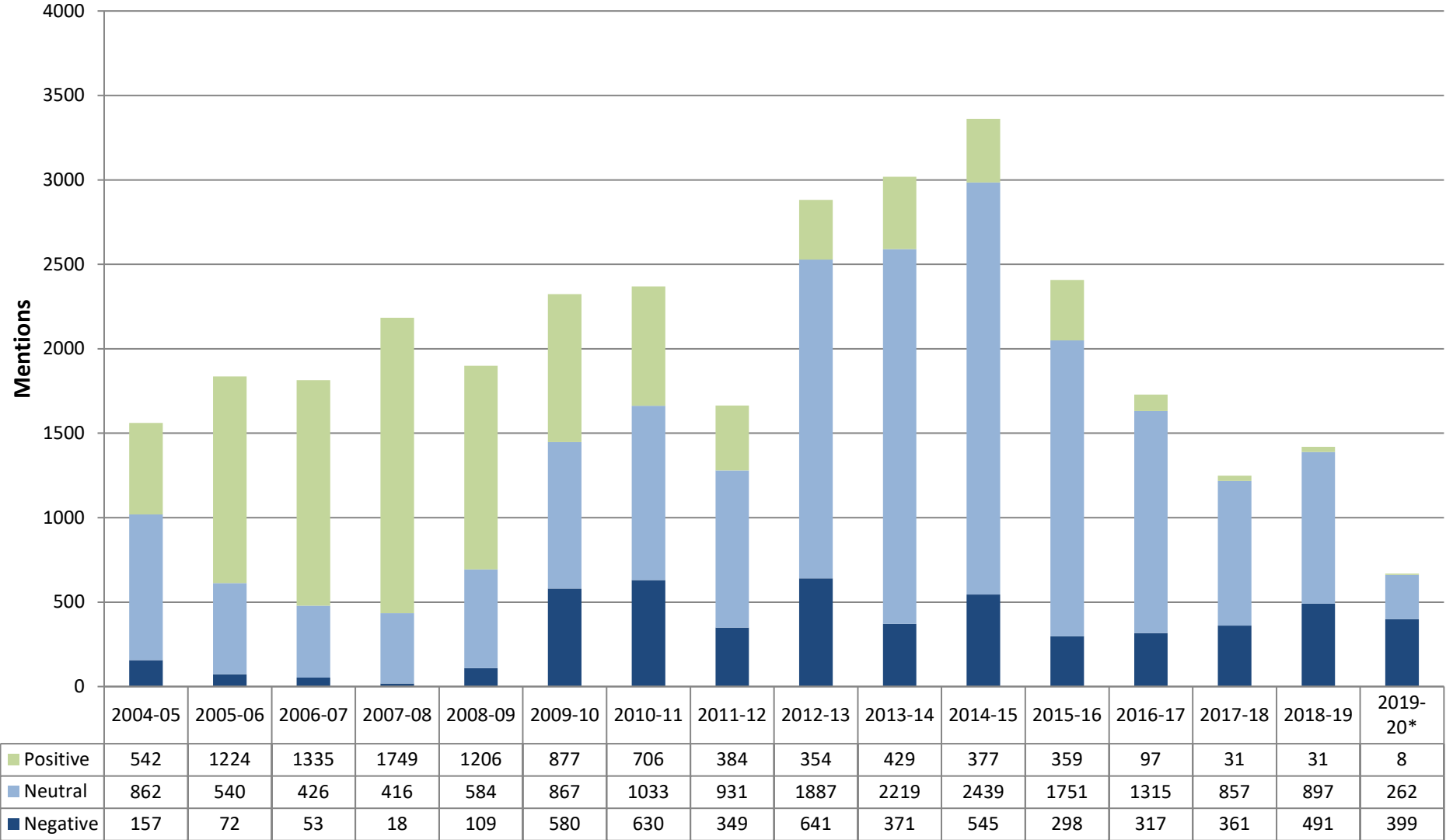
January-Day 1, 2020 Board Educational Day
 No Board meeting webcast in July, and October

2018/19 Board Meeting Webcast Viewership



*March internal & external viewership combined due to technical issues with internal streaming and analytics.

Mentions by Fiscal Year 2019-20



*Data through January 2020