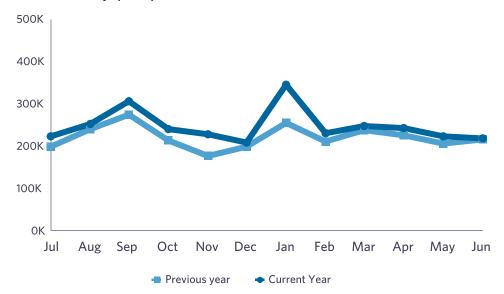
CalPERS Board of Administration

Agenda Item 7d, Attachment 1

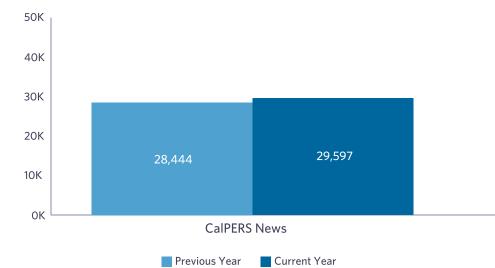
Page 1 of 6



How many people visited CalPERS website?



How many people subscribed to CalPERS email subscriptions?



Strategic Digital

Communications

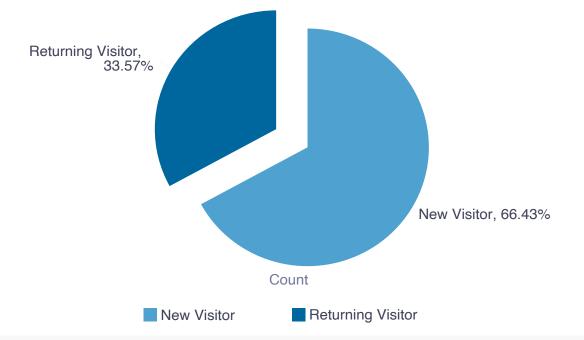
Dashboard

CalPERS Board of Administration

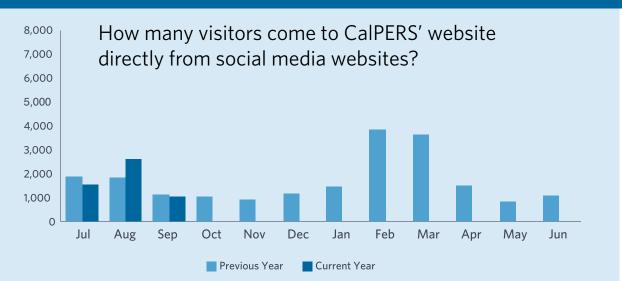
Agenda Item 7d, Attachment 1

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Do people visit CalPERS' website more than once?

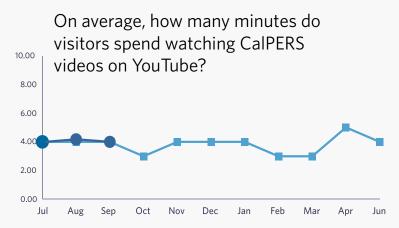


5.00

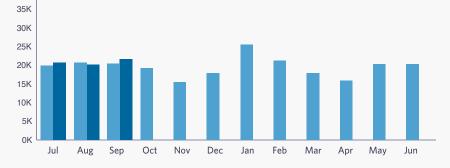


Response

40K



How many CalPERS member publications are downloaded monthly?



On average how many minutes do visitors spend on CalPERS' website?



- Previous Year - Current Yea

Previous Year Current Year

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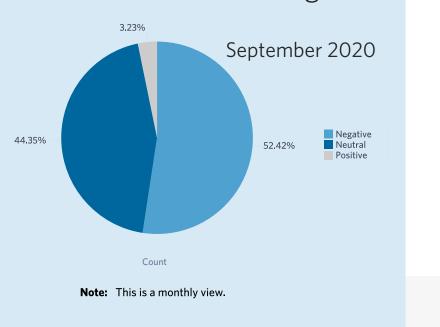
Strategic Digital Communications Dashboard Reputation

100

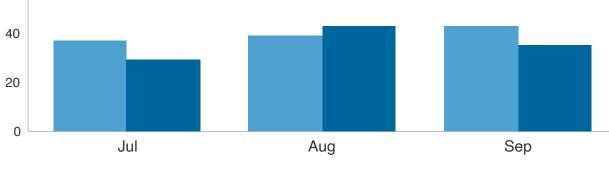
80

60

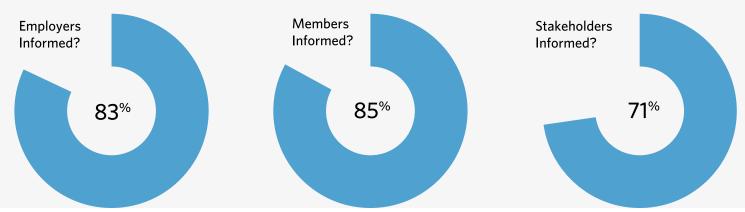
What is the sentiment of CalPERS' media coverage?



Annual Stakeholder Survey (2019-20): Does CalPERS do a good job keeping... How many Public Records Act requests are received and processed monthly?



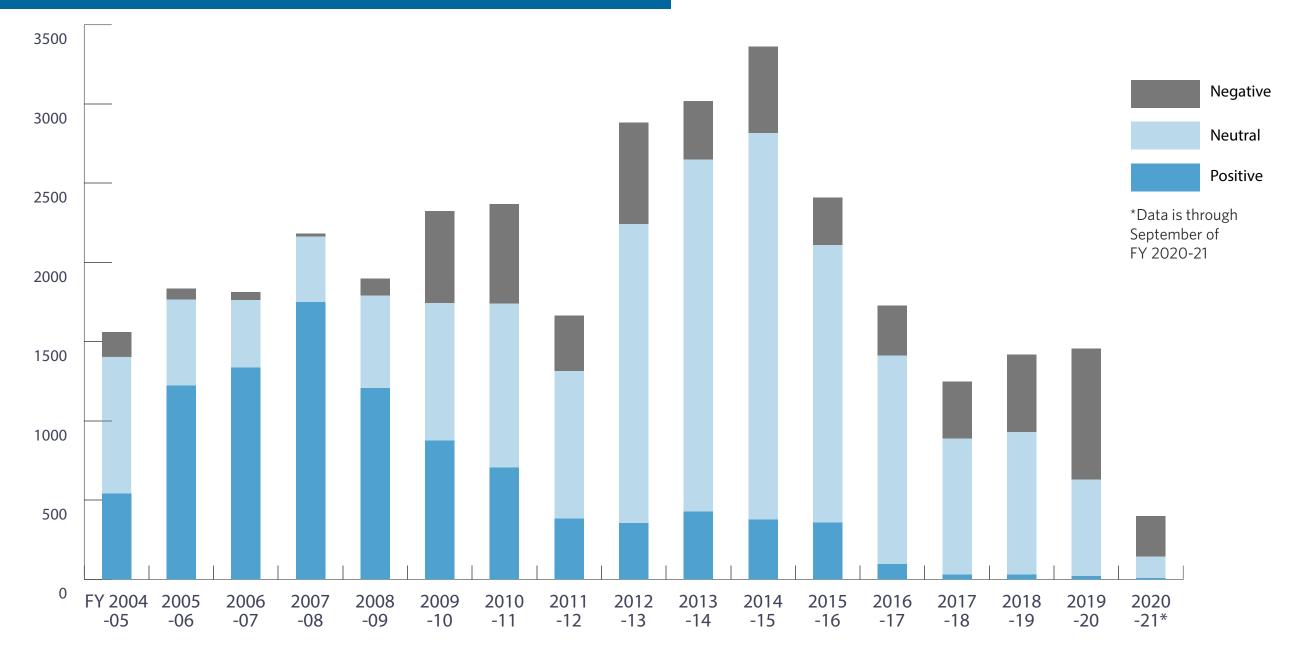
PRAs Opened PRAs Closed



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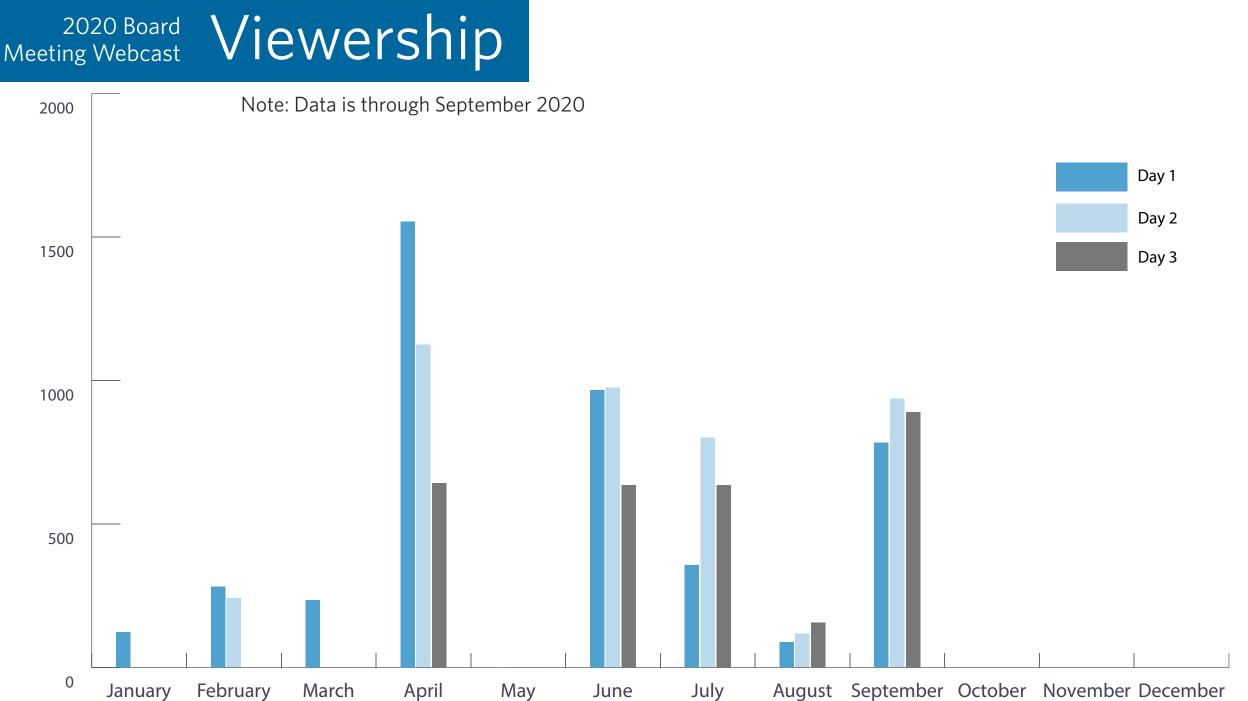
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Mentions by Fiscal Year Media Sentiment



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