CalPERS Board of Administration

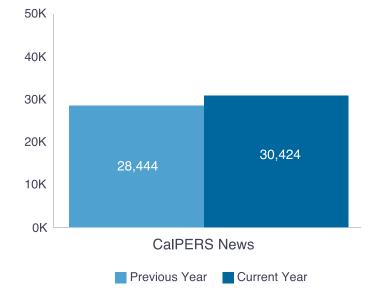
Agenda Item 7d, Attachment 1



How many people visited CalPERS website?



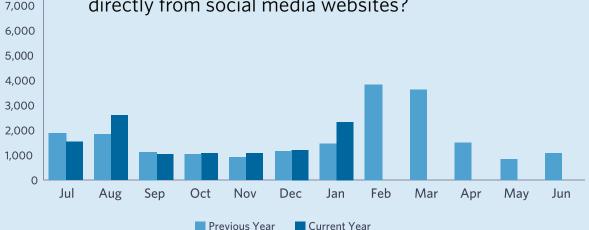
How many people subscribed to CalPERS email subscriptions?

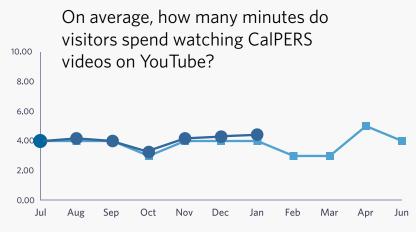


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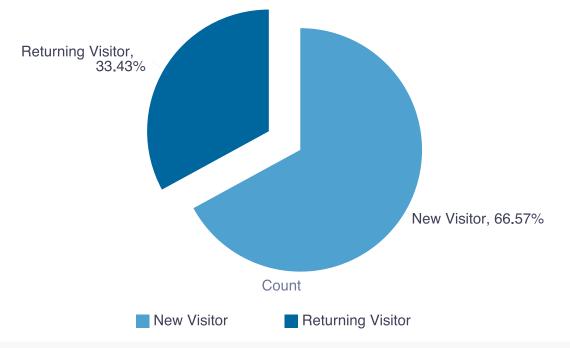




How many CalPERS member publications are downloaded monthly?



Do people visit CalPERS' website more than once?





🖷 Previous Year 🔹 🗢 Current Yea

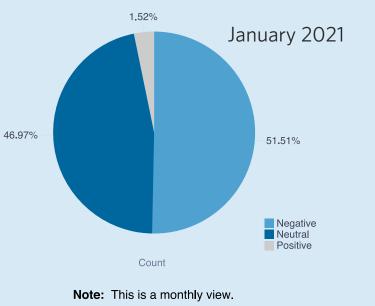
Previous Year Current Year

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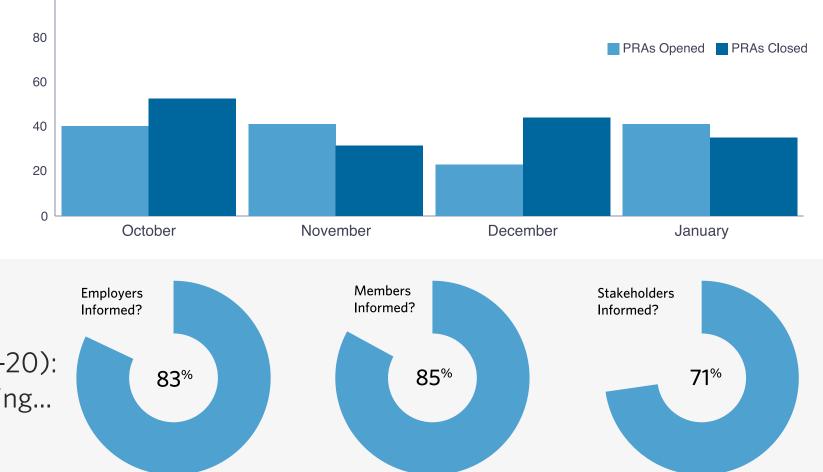
Strategic Digital Communications Dashboard Reputation

100

What is the sentiment of CalPERS' media coverage?



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

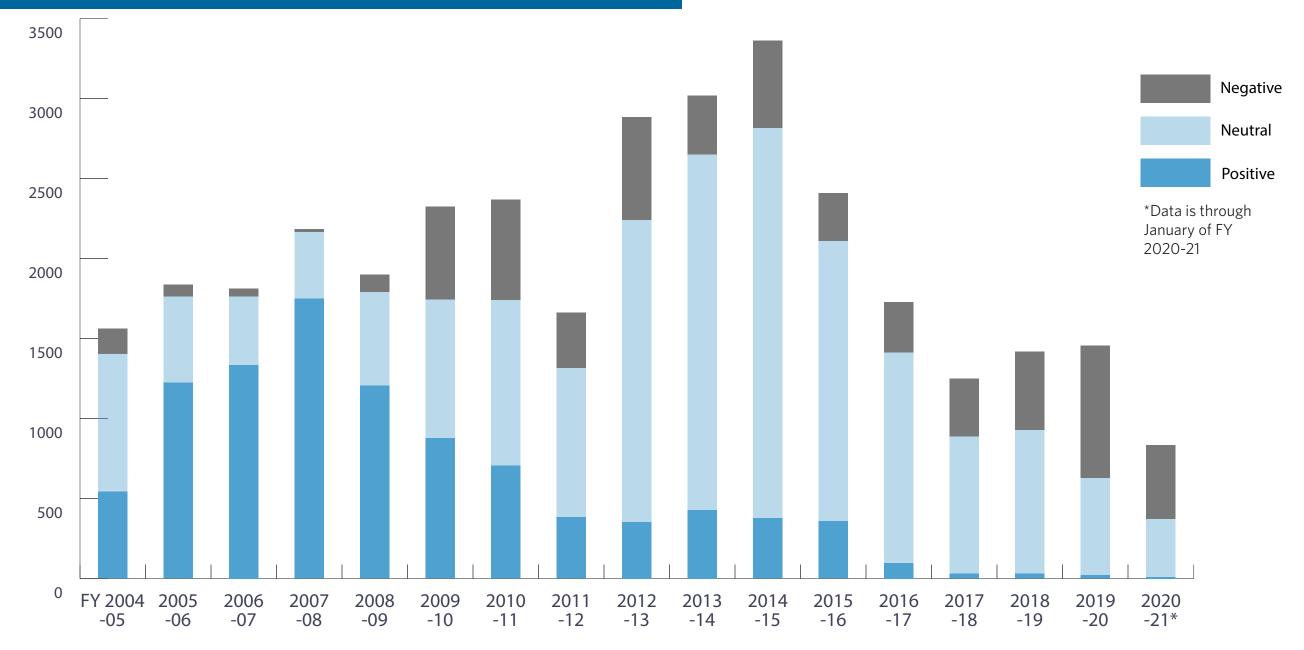


Annual Stakeholder Survey (2019-20): Does CalPERS do a good job keeping...

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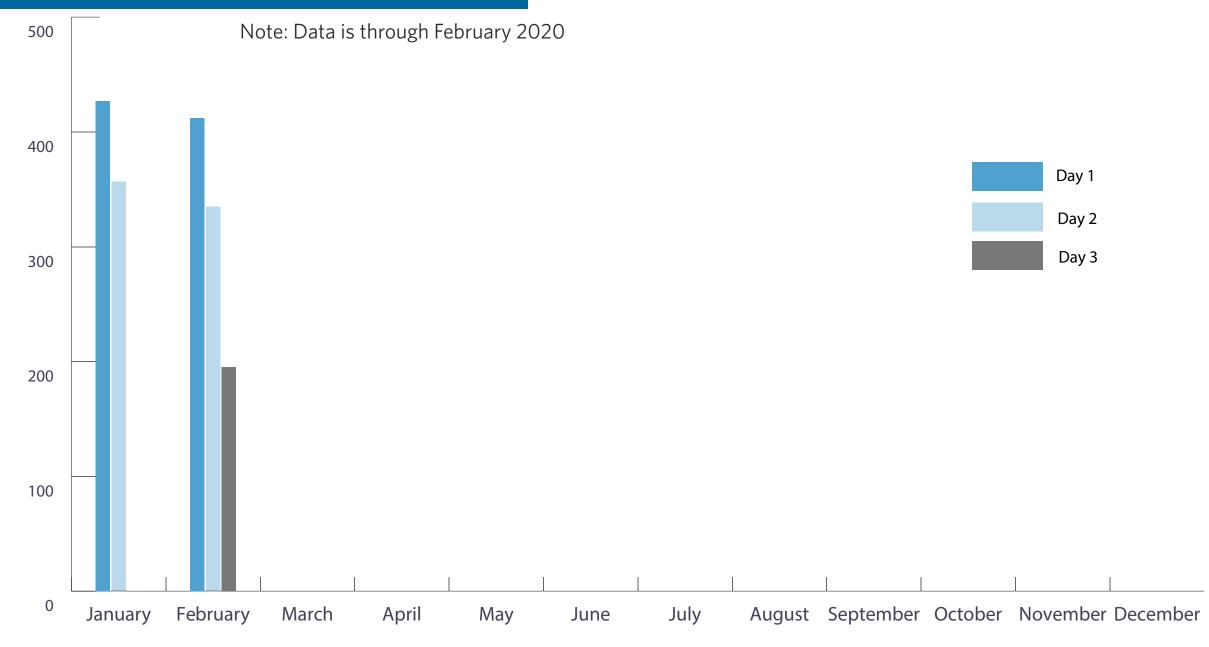
Mentions by Fiscal Year Media Sentiment



CalPERS Board of Administration

Agenda Item 7d, Attachment 1

2021 Board Viewership





2020 Board Meeting Webcast Viewership 2000 Day 1 Day 2 1500 Day 3 1000 500 0 February March April July September October November December January May June August