

Member Engagement Q3 2026



Newsletter	Unique opens (filtered)	Open rate
July 2026	867	35.70%
August 2026	900	36.50%
September 2026	574	23.30%

Customer Service and Seminar Surveys			
	2026 Q3	2026 Q2	2026 Q1
Customer Service	3	4	6
Seminar	3	n/a	n/a

Events	Format	Registered	Walk-ins	Attended	No Shows
Pre-Retirement Seminar	In-person	30	5	21	14
Health Wellness and Retirement Webinar Apr	Webinar	74	-	57	17
Health Wellness & Retirement Webinar Sep	Webinar	71	4	43	32

MemberDirect								
	Active	Deferred	Inactive	Retired	Terminated	Beneficiary	DRO	TOTAL
All Accts	524	171	49	911	180	71	8	1862*
New Accts	71	9	8	13	7	9	1	115*

- The breakdown by status does not match the total enrollments because one or more users falls into multiple roles.
- The increase in enrollments is attributed, in part, to the pre-retirement seminar registration that is completed through the member portal.

Newsletter Engagement



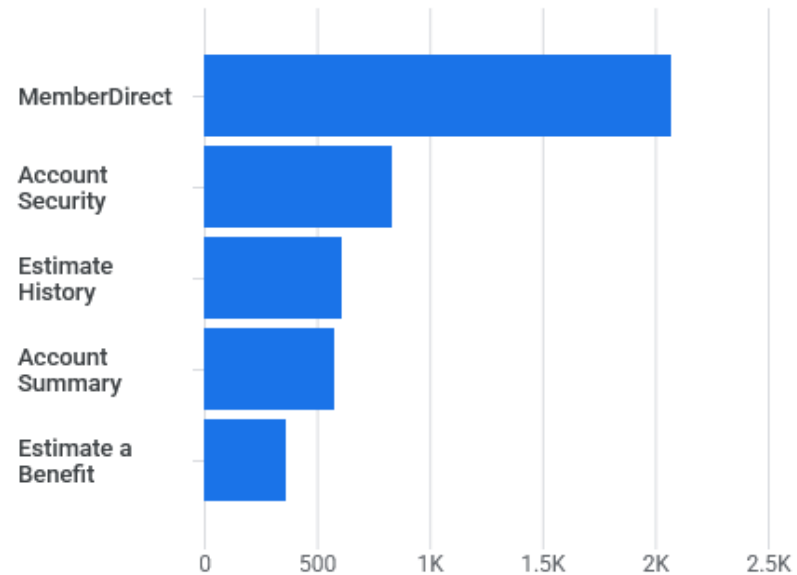
Top Clicked Newsletter Links

Link	Jul	Aug	Sep
PensionGold login	10	16	10
Benefit Pay Dates - PDF	11	4	7
Retirement Association page	8	2	1
Agendas and minutes	5	2	2
BLS CPI West release	2	4	1
Board Calendar - PDF	6	1	
Forms & documents	8		
Past events		9	
Declaration of Candidacy Form - PDF		7	

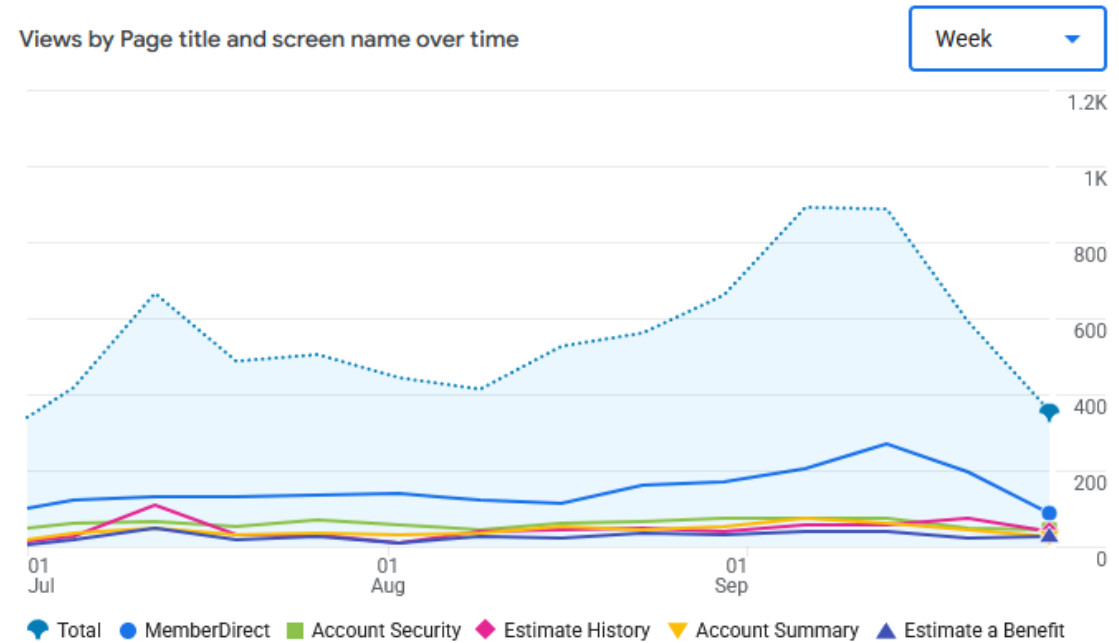
MemberDirect Top Webpages



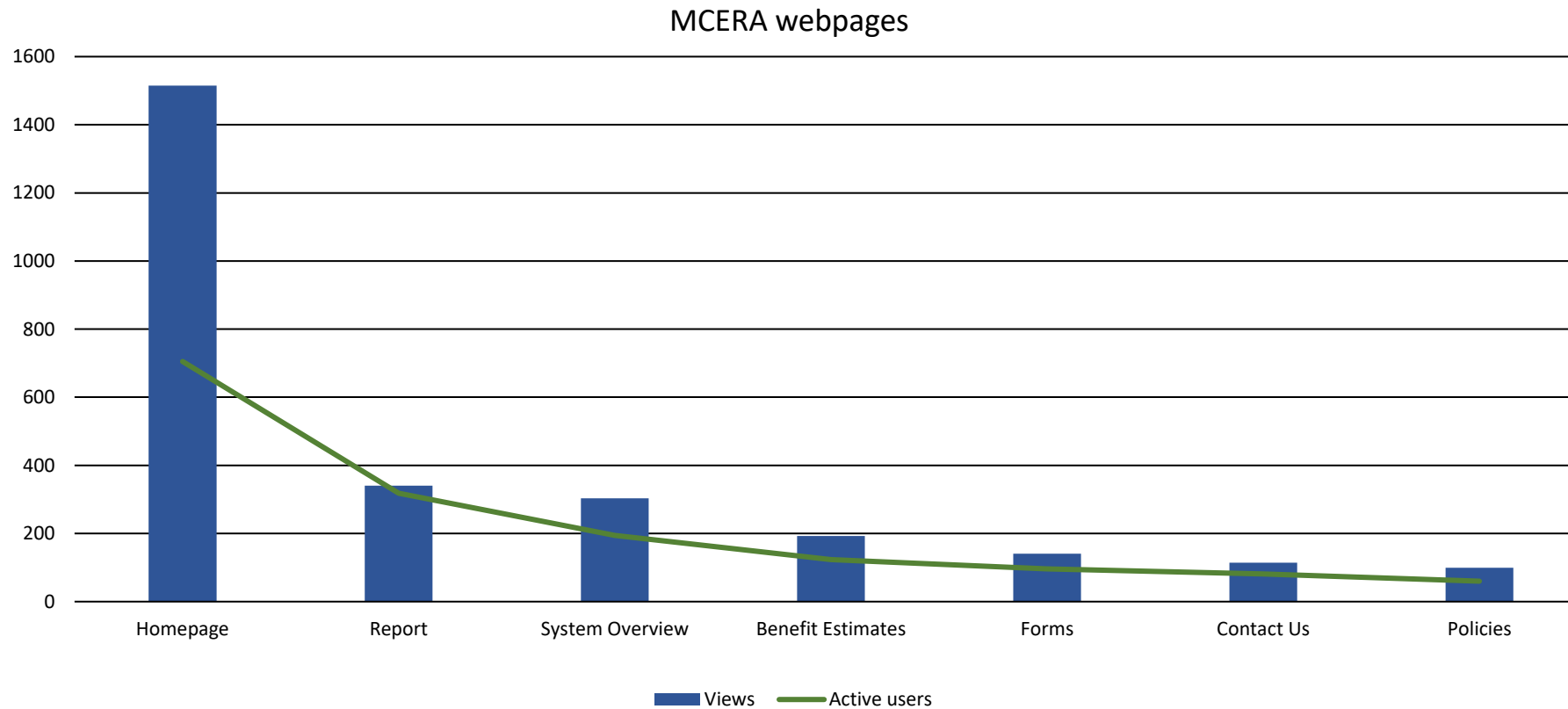
Views by Page title and screen name



Views by Page title and screen name over time



MCERA Top Webpages



MCERA YouTube Content

