

## Appendix

### WSJ Society/ Current Practice and Experience

#### *Organization*

1. The Warren S Johnson Society of Retirees was founded in 1989 as a social, non-profit 503(c), organization serving its members who share career experiences at Johnson Controls, Inc.
2. Initial membership eligibility included those who:
  - Have retired from Johnson Controls
  - Are full-time employees with 20 or more years of Johnson Controls services
  - Are a surviving spouse of a member.
3. At the July 2015 Annual Meeting a changes were approved to name and membership:
  - The name of the society was changed to the “Warren S Johnson Society” with an approved shortened form “WSJ Society”
  - Membership eligibility was expanded to include: *“Anyone who has either retired from Johnson Controls, Inc. OR has completed at least 10 years of service and is in good standing with the company.”* Surviving spouse remained eligible as before.
4. A mission statement for the society was developed by the Board in December, 2015 as: *“The WSJ Society is a social organization formed to promote the continuation of friendships established during career experiences at Johnson Controls through activities such as social gatherings, newsletters, online networks, community service projects, and continued learning experiences.”*
5. Program activities of the society include:
  - Quarterly Luncheons in Milwaukee supported by a participant fee
  - Biennial Reunion held in Milwaukee generously supported by the company including an update presentation by a corporate executive, most often the CEO, coordination of site and activity by current employees and financial contribution.
  - In past years member groups in other locations reported on their activities but that has fallen off.
6. Regular communication to members is provided (with company support) through:
  - Newsletter mailed quarterly to each member
  - WSJSociety.com website (since July, 2013)
  - Special mailing as may be required in exceptional cases

7. Additional resources and activities available to members through company and Johnson Controls Foundation support include:

- Matching Gift Program (available to retiree and current employees, U.S. based)
- United Way Match (available to retiree and current employees, Milwaukee area)
- UPAF Match (available to retiree and current employees, Milwaukee area)
- Company Discount Program (available to retiree and current employees)
- Invitation to participate in community service activities e.g. Bowl for Kid's Sake and Blue Sky Involve projects – Milwaukee, 2015.
- Invitation to participate in company Golf Outing – Milwaukee, 2015
- Company historian shares stories for Newsletter & WSJSociety.com

*Membership*

8. Membership Breakout, December 2015:

<i>Business Unit Affiliation</i>	<i>Wisconsin</i>	<i>Other U.S.</i>	<i>Canada/ Other</i>	<i>Totals</i>
<i>Automotive Experience</i>	2	2		4
<i>Building Efficiency</i>	216/40%	232/44%	6/0	454/85%
<i>Power Solutions</i>	18	7		25/5%
<i>Corporate</i>	34	5	0/1	40/8%
<i>Not Available</i>			0/9	9
<i>Totals</i>	270/51%	246/46%	16	532

Note: While a count is not maintained, it is the common belief that only a small number of members are current employees of Johnson Controls. Among the dominant member set of retirees, some have continued their work career, or started a business, or commit a significant time to volunteer work, or, are engaged in a variety of family activities.

9. Program & communications participation:

- All members receive the Newsletter quarterly
- A few (1 or 2) members each quarter submit a story of interest to share
- A few (1 or 2) members monitor their network or local obituaries to share information on the passing of a member or former associate
- Quarterly luncheons in Milwaukee serve 40 to 60 attendees
- Reunion count of attendees has been ~80 for morning and evening events
- WSJSociety.com, introduced in July, 2013, participation:

- 208/39% of members have registered and have a successful login
- 24/5% of members have posted a picture in their profile
- Some members have used the website to reconnect with another member, or send a message, or update their status, but very few members have used those resources.
- From December 4, 2015 to January 4, 2016, per Google Analytics, there were 207 website sessions, 144 of those were new users at the site. On average, they viewed 9 pages, and stayed on the site for almost 7 minutes.
- For the rest of 2015, the monthly number of website sessions varied from 49 to 145 per month, 1,448 for all of 2015 with page visit count and time about the same.

*Website WSJSociety.com Experience*

10. Per Google Analytics for the period January 1, 2015 to January 1, 2016, there have been:

- 1,406 user sessions (visits) to the website
- 846 of those were new users
- 8.9 pages were viewed per session on average
- 7:50 minutes was the average session duration

11. During the same period, the most viewed pages, other than login, landing, and logout were:

<i>Page</i>	<i>Views</i>	<i>Average Time/View (Minutes)</i>
<i>Society News</i>	<i>455</i>	<i>1:08</i>
<i>Photo Gallery</i>	<i>353</i>	<i>0:30</i>
<i>Newsletter Archive</i>	<i>324</i>	<i>2:26</i>
<i>The Hub</i>	<i>308</i>	<i>0:33</i>
<i>Member Directory</i>	<i>249</i>	<i>2:49</i>

### Member Preferences

12. Poll questions posted since the introduction in July, 2013 has 50 responses to the question: “What feature of WSJ Society Online is most important to you?”

<i>Feature</i>	<i>% Selected</i>
<i>Society News &amp; Events</i>	<i>23%</i>
<i>Connect with other members</i>	<i>50%</i>
<i>Share common interests e.g. hobby, travel</i>	<i>4%</i>
<i>Information for benefits and retirement planning</i>	<i>20%</i>
<i>Find opportunities to contribute</i>	<i>4%</i>

13. Ideas raised by members at the Reunion 2014 Brainstorm Session led by Emily Callaghan include interest in:

- Assistance with the retirement process
- Engagement in advanced research and technology
- Mentoring opportunities to aid career development of young employees
- Promotion of Science, Technology, Engineering, & Mathematics activities
- 'TED Talk' exchanges on topics of interest to retirees & employees
- Leverage retiree knowledge to the advantage of company & employees
- Promotion and sharing experiences of volunteer activities
- Joint participation, employees & retirees, in company events
- Share interests & experiences in life

14. Responses from the Vision/Forward discussion raised member interests:

- News from other members sharing their experiences
- News on Johnson Controls, maybe some insights not in the newspaper
- Pride in team accomplishments in careers at Johnson Controls
- Value of lasting friendships
- Access to resources to prepare for a successful retirement

15. Other discussions with members revealed interests as:

- I'm invested in this group of people, we shared a lot in our careers and I want to stay connected to them.
- The opportunity to meet and share experiences with people like this is what motivates me to be at the quarterly luncheons.