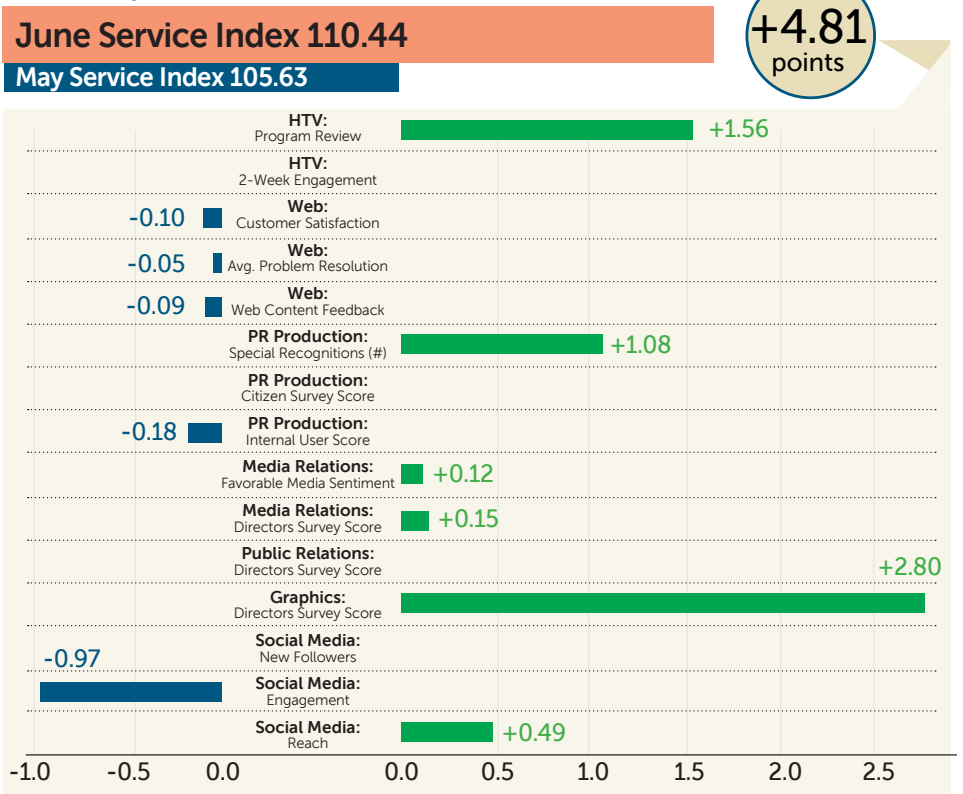




Index points to higher customer service levels

The Communications & Digital Media department's Service Index (CDMSI) closed out the month of June with a score of 110.44, up +4.55% from May, and ahead +10.44% of the department's combined customer service goals. This was the second consecutive month of reporting by CDM under its new customer service measurement model. This latest reporting period also marks the one-year anniversary of the department's effort to quantify customer service delivery (June 2016). For the month, 13 of 15 individual service indicators achieved 90% of their respective goals or better. The index's three-month moving average, CDMSI-MA3, rose to 108.90 in June from 108.54 in May, indicating quality service delivery over the short-run.

What impacted the index?

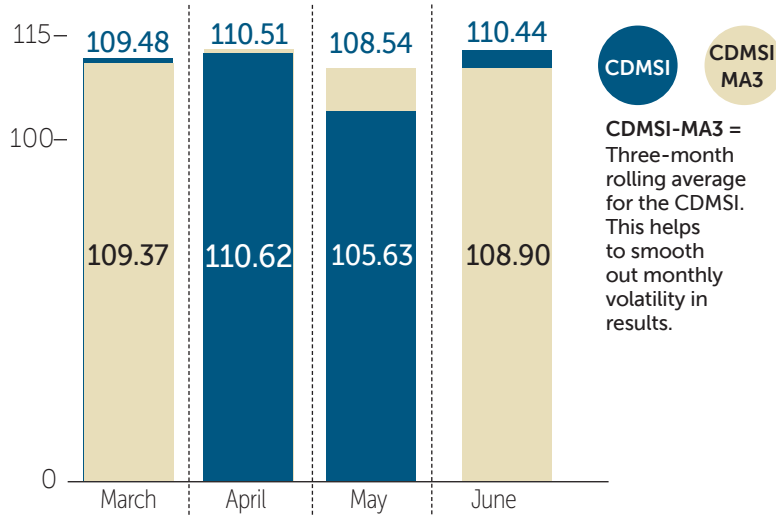


The chart illustrates the contribution to this past month's favorable +4.81 point gain to the CDMSI by individual service indicator. A negative reading does not imply a less-than-satisfactory effort. Negative readings only show that for this latest period the result dipped from the prior month.

What is the CDM Service Index?

The index is a weighted average of 15 individual indicators from CDM's six segments: HTV; Web services; Public Relations Production; Media & Public Relations; Graphics; and Social Media. The individual customer service indicators are displayed in the table on the next page. Certain indicators carry more weight than others when the final monthly CDMSI is calculated. A reading of 100.0 for the index means that taken together with their assigned weights, the 15 CDM service indicators are meeting goal. However, the CDMSI is a composite score, and a reading of 100.0 does not infer that all nine indicators are exact-to-goal. Seldom will all 15 indicators be exactly at 100.0 points. Most often each indicator will be above (+100.0) or below (-100.0) their specific goal or historical baseline.

CDMSI and CDMSI-MA3 for the Latest Four Months



Why are there two index values?

Each month, we provide a monthly index and its three-month rolling average. The three-month rolling average offers a more consistent picture of CDM's overall customer satisfaction.

What do the numbers mean?

100+ On Track

Every one point (1.0) change in the index infers a +/- 1.0% change in customer service. When the index is below 100.0 it means that overall customer satisfaction is not on track. Ideally, we would like to see the index both above 100.0 and rising over time.

Components of the CDMSI (Actual Results by Month)

	Wgt. (a)	Basis (b)	2/17	3/17	4/17	5/17
HTV: Program final ratings Median final rating for produced HTV events and shows by month. A score of 61.0 or better means exceeds goal. Source: Francesco Alessi - HTV Manager.	0.065	61.0	72.3	74.9	65.4	80.0
HTV: : Two-week engagement YouTube stats for number of followers, engagement, and likes. Source: Francesco Alessi- HTV Manager.	0.100	3.0	---	New	2.9	2.9
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	.050	100%	100%	100%	100%	98%
Web: Problem Resolution time Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. Source: Brian Roberts - Digital Engagement Manager.	.050	8.0	---	New	9.3	9.4
Web: Web page content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	---	New	80.6%	79.7%
PR Production: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives. Source: Tim Davison - PR Production Manager.	.060	25	29	26	33	38
PR Production: Community Survey Average score on a 1 to 5 scale based on feedback from residents who are the award contact. Source: Tim Davison - PR Production Manager	.080	4.50	5.00	5.00	5.00	5.00
PR Production: Internal User Survey Average score on a 1 to 5 scale based on feedback from Hillsborough County employees. Source: Tim Davison - PR Production Manager.	.080	4.50	---	New	5.00	4.90
Media Relations: Positive Media sentiment Meltwater News Clips analysis expressed as a 'sentiment index' (number of positive media stories on the county-to-total number of media stories on the county). Source: Tim Davison - PR Production Manager.	.030	75%	89%	89%	89%	92%
Media Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.	.075	4.50	---	New	4.58	4.67
Public Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.	.165	4.50	4.40	4.10	4.67	4.67
Graphics: Creativity Average score on a 1 to 5 scale based on feedback from County department managers. Source: Monthly CDM customer surveys sent electronically to random department managers.	.070	4.00	4.40	4.20	3.40	5.00
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	1,896	2,250	1,872	781
Social Media: Engagement Social engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	50,157	32,491	32,219	29,809
Social Media: Reach User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	427,678	736,195	668,880	799,148

Notes:

- a) Weights used when calculating the composite score for the monthly CDMSI by service indicator.
- b) Figures represent either a goal or a baseline based on median monthly results over a recent period of consecutive months.
- c) Individual measurement service indexes are capped at 150.0 points to prevent runaway scores.

Comments from the June 2017 Department Directors' Surveys



Communications & Digital Media assisted Healthcare Services in the planning and promotion of a special celebration for the 25th anniversary of Hillsborough County's Health Care Plan. The event concluded with a proclamation by the Board of County Commissioners.

Support at every step of execution. A tremendous value-added service.
~ Fire Rescue

Our Media Relations Strategist is very responsive to the needs of the department. They were able to give ideas and concepts beyond the scope of the agency and provided a county-wide citizen perspective on our projects.
~ Children's Services

Regarding the originality, innovation and general helpfulness of CDM's Graphics Support team ... Outstanding!
~ Health Care Services

CDM Senior Leadership Team

Annette Spina, Communications & Digital Media Director
Terry McElroy, Digital Media Division Director
Ana Mendez, Public Relations & Marketing Division Director

In the Spotlight

Friday 5, an email newsletter that highlights the week's most popular HCFLGov.net Newsroom content, recently launched with a goal of reaching even more people. Communications & Digital Media team members analyzed various distribution platforms and target audiences to create an informative and accessible publication that encourages recipients to share content with others. Anybody can sign up for Friday 5 at HCFLGov.net/Friday5.

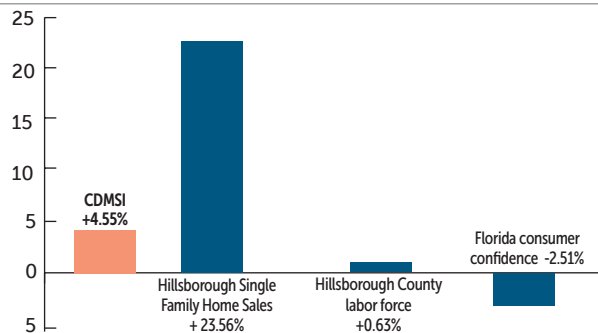


From left: Senior Web Content Coordinator Nicole Hutcheson, Writer Bayard Steele, Senior Graphics Designer David Williams, and Digital Engagement Manager Brian Roberts

The Larger Picture...

For those not familiar with the CDMSI and the progress being made of late, each month we compare the performance of the CDMSI with established local and national level yardsticks using the latest results.

* All comparative figures are month-over-month



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