

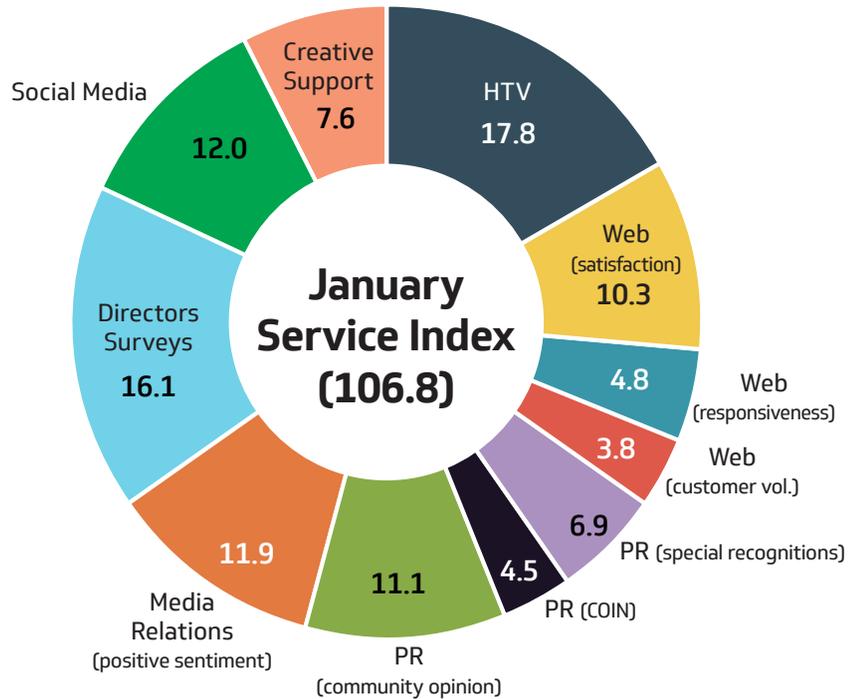


January 2017

Index opens 2017 on solid ground

The Communications & Digital Media Service Index (CDMSI) for January 2017 opened the new year at 106.8, up +0.5% from December's 106.3 score. When compared to the prior month, of the department's 11 customer service indicators: four improved, five declined, and two were unchanged. The indicator that improved the most on the month is linked to productivity – COIN news announcements made – which jumped +24% month over month. This indicator is tracked as one service provided by the Public Relations Production team to keep employees and the public informed about current events throughout Hillsborough County. For the month, 10 of 11 CDM customer service indicators achieved 96.0% of goal or higher.

The index's three-month moving average, CDMSI-MA3, currently stands at 109.2. This indicates that over the long-run, customer service delivery by CDM is running +9.2% better than expected.

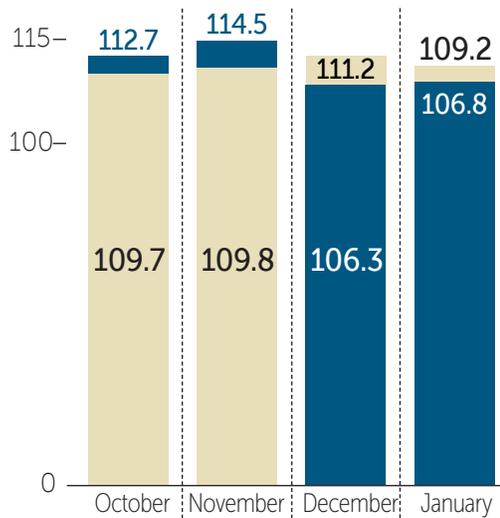


► **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. For example, HTV programming quality added 17.8 points to the January '17 CDMSI of 106.8 points. – See table on page 2.

What is the CDM Service Index?

The index is a weighted average of 11 individual indicators from CDM's four sections: HTV; Digital Engagement (Web services); Public Relations Production; and Public Relations & Marketing. 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 11 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 11 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



CDMSI **CDMSI MA3**
 CDMSI-MA3 = Three-month moving average for the CDMSI. This helps to smooth out monthly volatility in results.

* Please note that the monthly service level targets were raised for four of 11 indicators during December. The figures above illustrate the revised CDMSI scores using these higher goals for comparative purposes.

Why are there two index values?

Each month, we provide a monthly index and its three-month moving average. The three-month moving 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)	7/16	8/16	9/16	10/16	11/16	12/16
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. <i>Source: Francesco Alessi - HTV Manager.</i>	.165	61.0	63.7	69.1	74.3	68.4	66.7	65.8
Web: Satisfaction Score Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.100	97%	100%	100%	98%	100%	100%	100%
Web: 1st reply resolution Rate at which Web-related issues/problems were resolved in the first attempt to satisfy an inbound request. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.050	79%	75%	78%	79%	73%	77%	76%
Web: Total customers served Total number of unique Web requests/questions received by the department. <i>Source: Brian Roberts - Digital Engagement Manager.</i>	.025	66	77	67	236	131	130	120
PR Prod: Special recognitions Number of special recognitions delivered by month. These support the BOCC directly and encompass a variety of initiatives, such as commendations, proclamations, congratulatory letters and Eagle Scouts. <i>Source: Tim Davison - PR Production Manager.</i>	.100	25	44	14	28	50	15	17
PR Prod: COIN Announcements Number of COIN News items sent to employees for the month. <i>Source: Tim Davison - PR Production Manager.</i>	.025	20	34	25	17	46	29	36
PR Prod: Community Surveys Average score on a 1 to 5 scale based on feedback from citizens who are the award contact. <i>Source: Monthly PR Production customer surveys sent electronically to citizen contacts (introduced July 2016). Source: Tim Davison - PR Production Manager.</i>	.100	4.50	5.00	5.00	5.00	5.00	5.00	5.00
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). <i>Source: Tim Davison - PR Production Manager.</i>	.100	75%	81%	90%	86%	91%	88%	89%
Public Relations: Dept. Director surveys Average score on a 1 to 5 scale based on feedback from County department managers. <i>Source: Monthly CDM customer surveys sent electronically to random department managers</i>	.165	4.50	4.75	4.67	4.80	3.50	4.83	4.40
Public Relations: Creativity	.07	4.00	---	---	4.60	3.83	4.50	4.33
Social Media: Composite Index Weighted index vs. 2015 baseline for: follower growth; engagement; and reach across multiple platforms (3 units of measurement). <i>Source: Social Media Strategist.</i>	.100	100.0	125.9	109.3	146.7	117.9	111.6	119.6

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.

Comments from the January 2017 Department Directors' Surveys



Hillsborough County Fire Rescue hosted a Holiday Fire Safety media event at their University Area Station No. 5. Firefighters conducted visual demonstrations on the potential hazards of holiday lighting, turkey frying, the improper use of space heaters, and accidents in the kitchen.

Speaking to the recycling efforts, the team worked very closely with the Solid Waste Division to provide input, opinion and ultimately products that met our needs. ~ *Public Works*

Head Start continues to be offered professional service in reference to Public Relations. ~ *Head Start*

Consummate professionals who are eager to assist in providing the support necessary to achieve our public relations goals. ~ *Fire Rescue*

CDM Senior Leadership Team

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

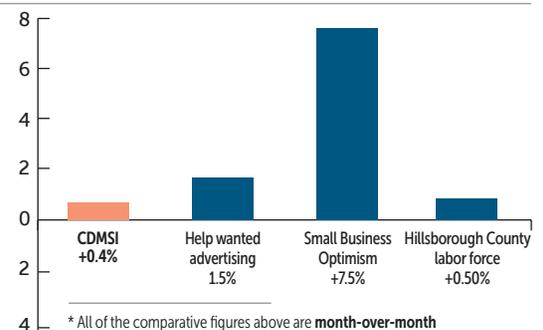
In the Spotlight



Communications & Digital Media's Digital Media Services Division, in partnership with Real Estate & Facilities Services, recently completed a successful renovation of the Board of County Commissioners Board Room. Division Director Terry McElroy and technical staff members James Brewer, John Miller, and Scott Hunt worked with multiple vendors to complete this very challenging renovation project during the three-week Christmas holiday Board recess. The new chamber is more visually appealing and features extensive technological upgrades that create a better working environment for the Board, and a better experience for residents attending the meetings as well as those watching on Hillsborough Television.

The Larger Picture...

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



This communication may contain information that is legally privileged, confidential or exempt from disclosure, and intended only for the use of the addressee(s) named above. If you are not the intended recipient, please note that any dissemination, distribution, or copying of this communication is strictly prohibited. Anyone who receives this message in error should notify the sender immediately by telephone or by return e-mail, and delete the message from their computer and any printout thereof. Please note that the Hillsborough County Government utilizes spam and junk e-mail filtration applications in its e-mail systems. That filtering process may prevent or delay delivery of certain e-mail communications. If you do not receive a timely response to an e-mail communication, please contact the intended recipient by phone.

Copyright Notice: Reproduction of this material, either written or electronically, including the general layout, graphics, analyses, and content topics without the express approval of Target Performance Systems, Inc., a Florida corporation, is forbidden without written consent. Thank you for your support of Communications & Digital Media and the Hillsborough County Government. Please contact Kimberly Howell at HowellK@HCFE.gov with any questions or for further information.