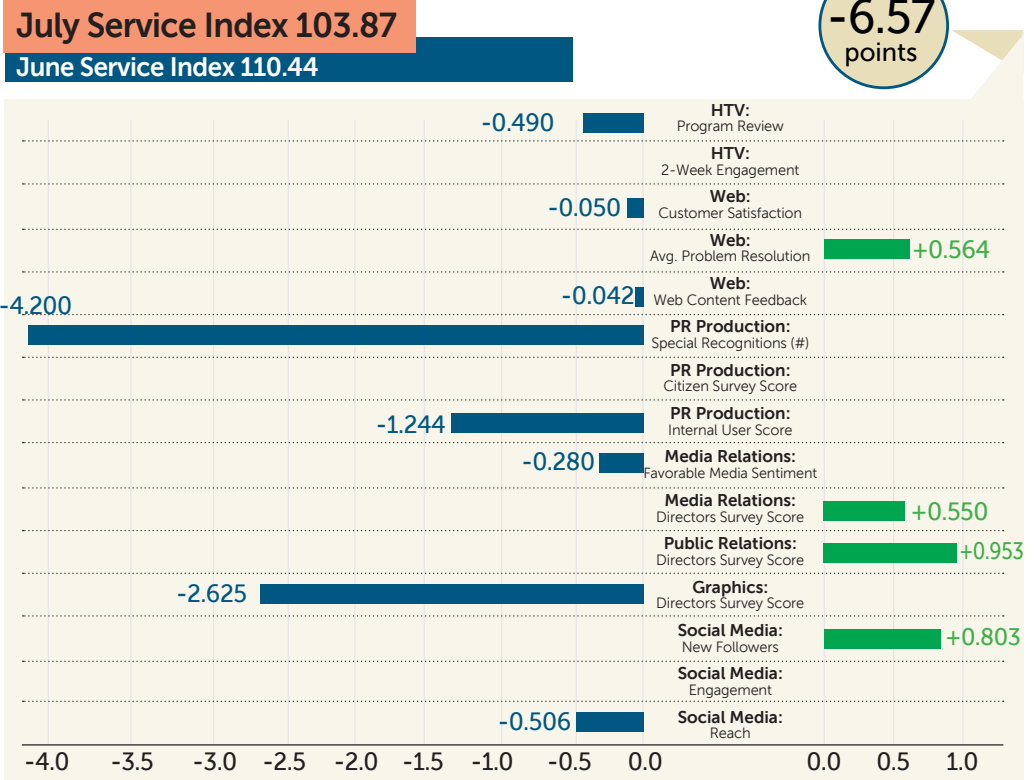




# Index ticks down in latest period

The Communications & Digital Media Service Index (CDMSI) closed out July with a score of 103.87, off-5.95% or down -6.57 points from the prior month. During the course of the year there will sometimes be wider than normal month-over-month swings, which is why the three-month moving average (CDMSI-MA3) provides a more effective indicator of prevailing customer service activity. The CDMSI-MA3 currently has a reading of 106.65, meaning that collectively the department's 15 customer service indicators are running +6.65% better than expected. For the month, 11 of 15 customer service indicators achieved 90% of goal or better.

## What impacted the index?



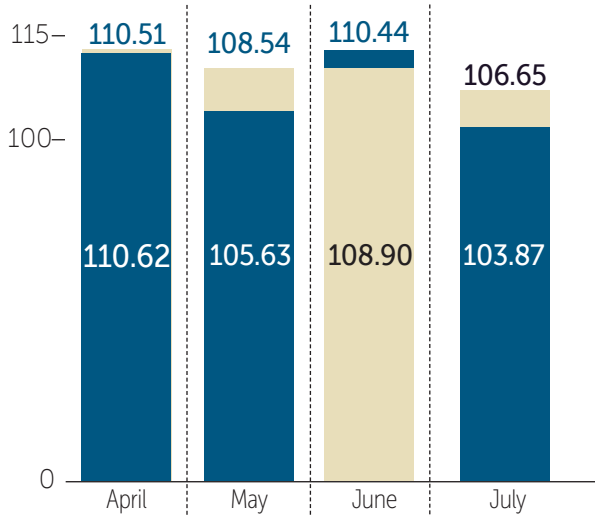
The chart illustrates the contribution to this past month's -6.57 point loss to the CDMSI by individual service indicator. A negative reading does not imply a less-than-satisfactory effort, only that for this latest period the result had dipped from the prior month.

### 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



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

### 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)	3/17	4/17	5/17	6/17
<b>HTV: Program final ratings</b> 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	74.9	65.4	80.0	75.4
<b>HTV: Two-week engagement</b> YouTube stats for number of followers, engagement, and likes. Source: Francesco Alessi- HTV Manager.	0.100	3.0	New	2.9	2.9	2.9
<b>Web: Satisfaction Score</b> Monthly score based on surveys of individuals contacting Digital Engagement (Web services) for assistance. Source: Brian Roberts - Digital Engagement Manager.	.050	100%	100%	100%	98%	97%
<b>Web: Problem Resolution time</b> 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	8.3
<b>Web: Web page content feedback</b> Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	New	80.6%	79.7%	79.3%
<b>PR Production: Special recognitions</b> 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	26	33	38	20
<b>PR Production: Community Survey</b> 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
<b>PR Production: Internal User Survey</b> 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	4.20
<b>Media Relations: Positive Media sentiment</b> 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%	92%	85%
<b>Media Relations: Dept. Director surveys</b> 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	5.00
<b>Public Relations: Dept. Director surveys</b> 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	4.10	4.67	4.67	4.93
<b>Graphics: Creativity</b> 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	4.20	3.40	5.00	3.50
<b>Social Media: New followers</b> Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	2,250	1,872	781	1,684
<b>Social Media: Engagement</b> Social Engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	32,491	32,219	29,809	45,757
<b>Social Media: Reach</b> User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	736,195	668,880	799,148	664,296

### 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 July 2017 Department Directors' Surveys



Communications & Digital Media assisted in promoting available Community Action Board scholarships to students in Hillsborough County, resulting in a record 83 scholarships presented this year. Here, students celebrate receiving \$5,000 scholarships that will be used towards furthering their post-secondary education thanks to Hillsborough County's Social Services department and the Community Action Board.

### On Graphics Support

Materials prepared for customers are always simple and direct in order to ensure customers receive the information they need quickly and easily. Materials are always translated in Spanish as well. Very helpful for our customers! ~ *Social Services*

### On CDM Public Relations Specialists

Our PRS is very connected with our department. She attends our weekly staff meetings and stays plugged in to our operations. She offers advice on our public outreach and keeps us tuned in with what other departments are doing as well. ~ *Real Estate & Facilities*

### On CDM Media Relations Specialists

Our MRS is very professional and responsive when it comes to work with media inquiries. Good follow-up. ~ *Development 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

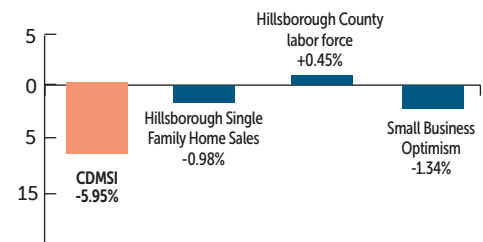


During the 14<sup>th</sup> Annual Neighborhoods Conference, Communications & Digital Media team members taught local neighborhood leaders how to share relevant content from the County's online Newsroom with their communities through social networks and newsletters. This information keeps neighbors informed about important issues such as recycling and water conservation, and helps provide content to homeowners association social media feeds.

## 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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