

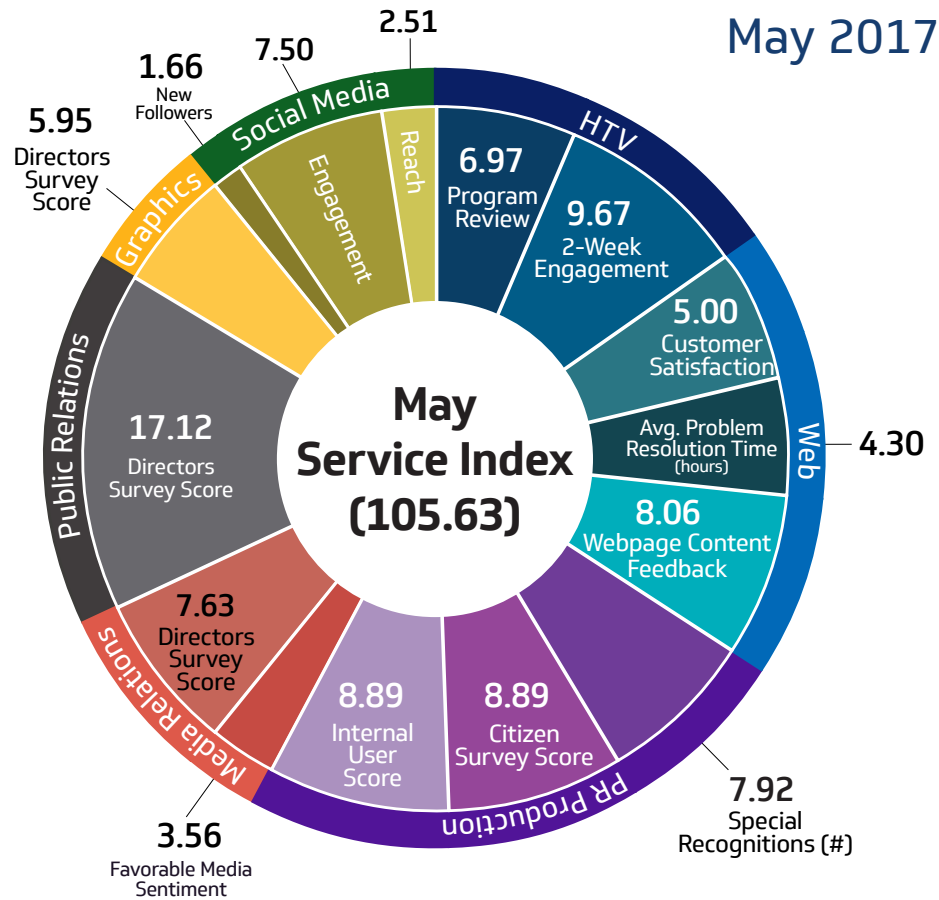


May 2017

Index points to favorable customer service efforts in May

The Communications & Digital Media department's Service Index (CDMSI) closed May with a score of 105.63, down -4.51% from April, but ahead +5.63% over the department's combined customer service goals. This past month the CDMSI went through a strategic overhaul following nearly one year of implementation (table on next page). The department's managers reviewed each service indicator and made several adjustments to sharpen overall customer service measurements. For the month, 11 of 15 service indicators achieved 90% of plan or better.

The CDMSI-MA3 stands at 108.54, meaning that over the short-run (the most recent 3-month period), customer service delivery by the whole of CDM department is running +8.54% better than expectations.



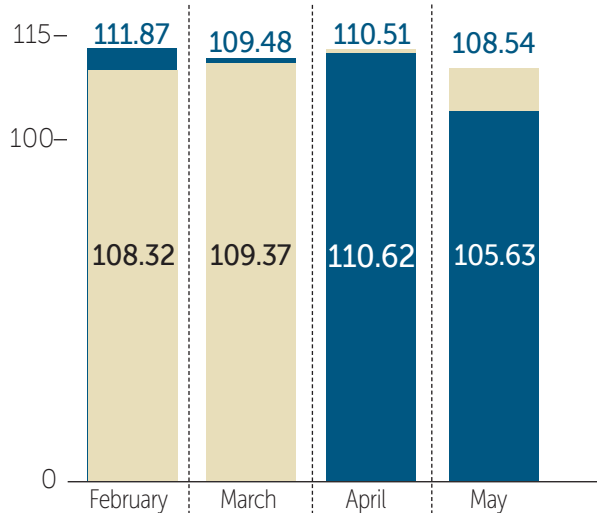
➤ **How to read the chart:** The chart illustrates the point contribution to the CDMSI for the month. – See table on page 2.

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)	1/17	2/17	3/17	4/17
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	69.7	72.3	74.9	65.4
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
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%	100%
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
Web: Web page content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	---	---	New	80.6%
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	43	29	26	33
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	4.71	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
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%	89%
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
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	4.40	4.10	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	4.40	4.20	3.40
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	2,151	1,896	2,250	1,872
Social Media: Engagement Social engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	50,330	50,157	32,491	32,219
Social Media: Reach User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	558,334	427,678	736,195	668,880

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 May 2017 Department Directors' Surveys



It was totally cute, lots of little ones in silly hats and suits, parading in time, paying tribute with a rhyme. Communications & Digital Media staff attended Dr. Seuss Day at the North Tampa Head Start Center. The team assisted with media, shared the fun via social media, and prepared an online newsroom story.

Our Public Relations Strategist works to ensure that the Department's objectives are captured and communicated in a positive manner.

~ Head Start

Our Media Relations Strategist looks for opportunities and is willing to communicate after hours if needed.

~ Consumers & Veterans Services

Our Public Relations Strategist offers the perfect amount of support while appreciating our autonomy.

~ Library Services

CDM Senior Leadership Team

Annette Spina, Communications & Digital Media Director

Terry McElroy, Digital Media Division Director

Ana Mendez, Public Relations & Marketing Division Director

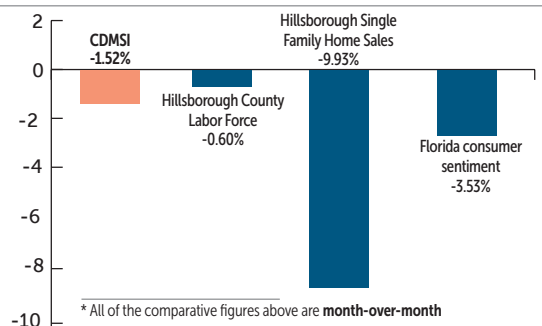
In the Spotlight

Sixty-four years later, a Hillsborough County Korean War Veteran donned a high school cap and gown for the first time. Working closely with Consumer & Veterans Services, CDM promoted the momentous event through various channels including social platforms, media interviews, HTV coverage, and the online newsroom. The story was highlighted on the following stations WFLA Channel 8, Bay News 9, WTSP Channel 10, WTVT Channel 13, WFTS Channel 28, Patch, Tampa Bay Times, Lakeland Ledger, and the Bradenton Herald.



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.



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