



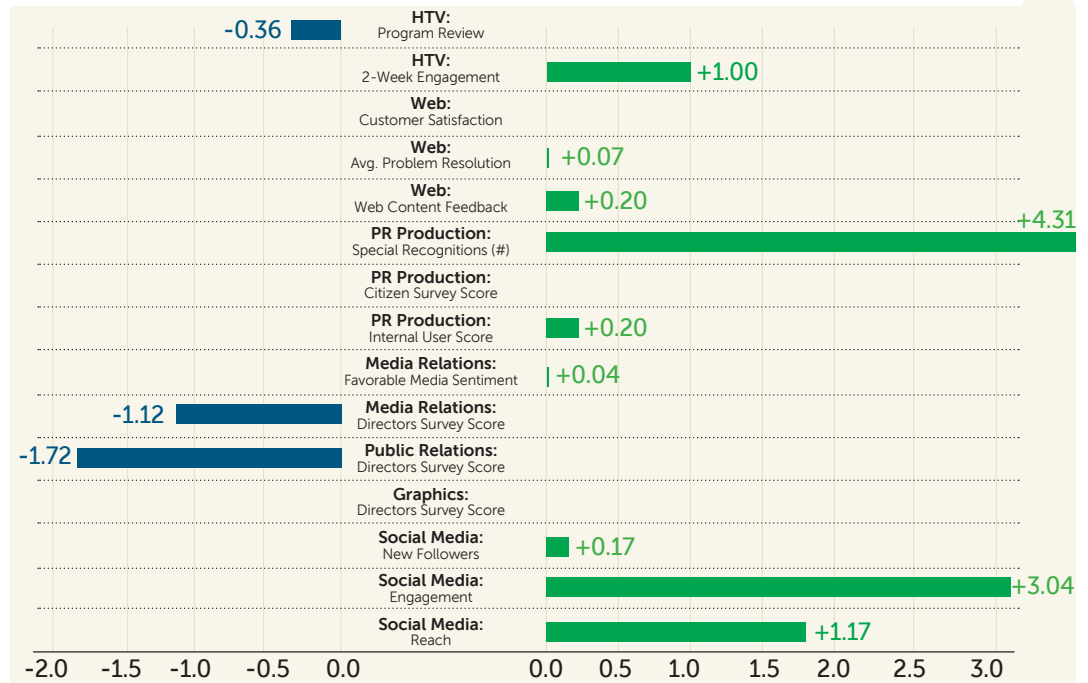
Index points to higher customer service efforts

The Communications & Digital Media department's Service Index (CDMSI) closed out the month of September with a score of 108.89, up +6.87% or ahead +7.00 points from the prior month. It was the second-best month on record since the CDMSI was restructured last March as part of its annual review. The September CDMSI-MA3 (the 3-month moving average which smooths out monthly aberrations) stands at 104.88, which infers that customer service delivery by the department is running +4.88% above expectations over the short run. For this latest month, 14 of 15 service measurement indicators achieved 90.0% of goal or better.

What impacted the index?

September Service Index 108.89
August Service Index 101.87

+7.00
points

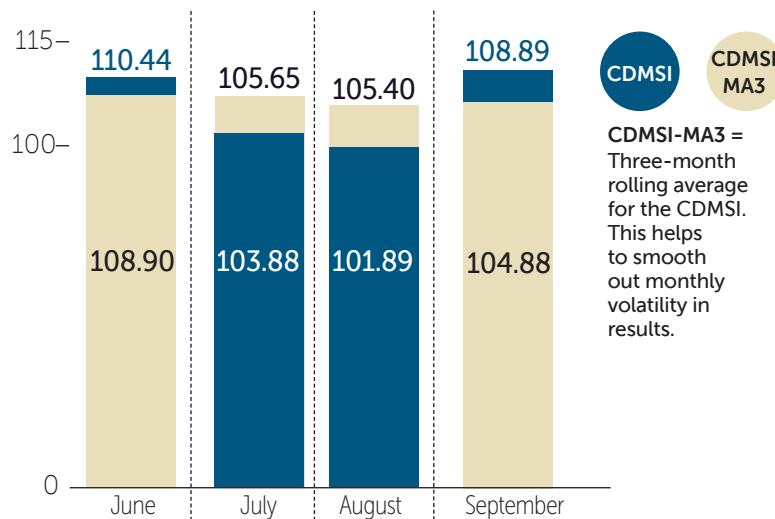


The chart illustrates the contribution to this past month's -1.99 point loss to the CDMSI by individual service indicator. A negative reading does not imply a less-than-satisfactory effort, only that for this latest period the result fell from the prior month.

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)	5/17	6/17	7/17	8/17
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	80.0	75.4	73.3	69.9
HTV: Two-week engagement YouTube stats for number of followers, engagement, and likes. Source: Francesco Alessi- HTV Manager.	0.100	3.0	2.9	2.9	2.7	3.0
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%	98%	97%	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	9.4	8.3	7.5	7.4
Web: Web page content feedback Monthly score based on web page feedback. Source: Brian Roberts - Digital Engagement Manager.	.075	75.0%	79.7%	79.3	81.6%	83.6%
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	38	20	20	36
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	4.90	4.20	4.60	4.71
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%	92%	85%	85%	86%
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	4.67	5.00	5.00	4.33
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	4.67	4.93	4.80	4.33
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	5.00	3.50	4.67	4.67
Social Media: New followers Follower growth across multiple platforms (3 units of measurement). Source: Social Media Strategist.	.020	2,250	781	1,684	1,375	1,562
Social Media: Engagement Social engagement growth across multiple platforms. Source: Social Media Strategist.	.050	15,342	29,809	45,757	13,690	36,365
Social Media: Reach User reach across multiple platforms. Source: Social Media Strategist.	.030	800,000	799,148	664,296	534,781	846,871

Notes:

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

Comments from the September 2017 Department Directors' and Customer Surveys



CDM assisted the Office of Neighborhood Relations in promoting the 14th Annual Neighborhoods Conference. This event celebrates those who are committed to enhancing their homes, families, and communities. With the theme *Connecting Neighbors, Building Communities*, this year's conference attracted more than 500 attendees.

On Graphics Support

The updated HCME pamphlet graphics look fantastic, and the Spanish version required some expertise on your team that worked out very well.
~ Medical Examiner

On CDM Public Relations Specialists

Very professional and polite. Doesn't push off issues to others. Takes ownership then gets other team members involved as necessary.
~ Sunshine Line

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

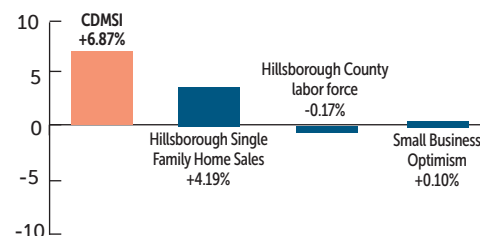
Who needs a library card? Not kids enrolled in Hillsborough County Public Schools. When Hillsborough County Public Schools students headed back to the classroom for the start of the 2017-18 school year, they took with them more than a million books, 57,800 audiobooks, 91,360 DVDs, 50,290 newspapers and magazines, 37,500 music CDs, and nearly 288,000 eBooks through a new program called HAAL Pass. HAAL stands for Hillsborough All Access Libraries. CDM promoted the partnership with the school district and the Hillsborough County Public Library Cooperative by hosting a kick-off event as well as targeted messaging to parents, students, and residents through various platforms.



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



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@HCGFLGov.net with any questions or for further information.