



FY18 Department Director Work and Performance Plan

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SECTION 1: DEPARTMENT KEY INITIATIVES

Key Initiative #1: Implement/Optimize Technology to Maximize Communication Efforts

Link to Strategic Business Plan:

Yes

Description: During FY2018, PID will continue to implement MeckNC.gov, our new public website. In addition, we will update our MeckWeb intranet, adding interactive options for employees. We are working with ITS to update the public records request system and improving our streaming video capability. With the addition of a new webmaster, we will begin to make MeckNC.gov ADA compliant and fix broken links more quickly.

Rationale: Utilizing existing and added resources, PID will be positioned to utilize technology as required by employees and residents.

Completion Date: June 30, 2018

Updates/Project Milestones: Beginning July 1, 2017, we will work on the following:

- MeckNC.gov implementation/MeckWeb upgrade
- Public Records request upgrade/software implementation
- Improve Streaming Video services
- ADA compliance; Continue to remediate web content per accessibility guidelines
- Add a secure and accessible forms solution

Outcome/Measures: From the FY18 Strategic Business Plan

- Usability of MecklenburgCountyNC.gov: Community Survey results: 1. When visiting www.MecklenburgCountyNC.gov, how often are you able to find what you are looking for? [Comm Survey]. Possible response for each: 1. Often, sometimes, rarely, never, don't know [Comm Survey]
- Website engagement rate: Service Level Indicators: 2. Website Engagement Rate [SLI]. Possible response for each: 2. (Number of visitors who visit between 3 and 7 pages on the website)/ (total number of visitors to the website)
- Website visitor's satisfaction survey: Service Level Indicators: 3. Website Visitors Satisfaction Survey [SLI] Possible responses for each: 3. SA + A/all responses
- MeckWeb Ease of Navigation Employee Climate Survey: The MeckWeb pages are easy to navigate (SA + A/all responses) [ECS]

End of year reporting ONLY

- Brief statement on if the project addressed the issue it was intended to address. If so, how.
- Statement on if project was completed at or below budget (update at end of fiscal year). If not, why?
- Statement on whether or not performance metric goals were met.



Key Initiative #2: Update and Implement FY18 County Communication Plan

Link to Strategic Business Plan:

Yes

Description: PID published a comprehensive communication plan starting with FY16. We will continue to update the plan based on County strategic direction as well as priorities from the County Manager as well as the Board of County Commissioners. We will update the plan for regular, ongoing communication needs as well as more emergent issues throughout the year.

Rationale: A communication plan helps the department and the County achieve its strategic goals.

Completion Date: June 30, 2018

Updates/Project Milestones: FY18 plan updated and implemented by the end of the FY18 1st quarter. Updates will include all internal and external communication channel changes, as well as media relations, community survey and key performance indicator results.

Outcome/Measures: From the FY18 Strategic Business Plan

- Use of County Social Media: Meck County Community Survey: 1. Please indicate whether or not you have used the following Mecklenburg County social media resources. (for each resource: # checked/total number respondents)
- Communicating Info to the Public: Meck County Community Survey: 2. Mecklenburg County does a good job communicating information to the public. [Comm Survey- (True or False (# true/all responses)]
- News Stories posted to MCNC.gov resulting in views per story by website visitor: Mecklenburg County Community Survey: 3. # of News Stories posted to MCNC.gov resulting in views per story by website visitor. [KPI] (# stories with visitor views/# stories posted)
- Internal News Content: Meck County Employee Climate Survey: 1. I am satisfied with the content of Employee News Now. (SA + A/all responses) [ECS]

End of year reporting ONLY

- Brief statement on if the project addressed the issue it was intended to address. If so, how.
- Statement on if project was completed at or below budget (update at end of fiscal year). If not, why?
- Statement on whether or not performance metric goals were met.



Key Initiative #3: Develop and Expand Social Media Channels

Link to Strategic Business Plan:

Yes

Description: Mecklenburg County PID has invested considerable time and resources in the County's Social Media presence and content. We currently have two full-time staff members dedicated to social media. They maintain fresh content, implement the Social Media Strategic Plan and ensure adherence to the County Social Media policy.

Rationale: Social media is the most dynamic, engaging emerging communication tool to continue to effectively inform audiences of County priorities and goals.

Completion Date: June 30, 2018

Updates/Project Milestones:

- Continue to identify new ways to use social media to inform residents and engage with them about County services and how Mecklenburg County government operates.
- Coordinate with departments to ensure consistency, accuracy, and security of all Mecklenburg County social media accounts.
- Implement social media policy and update as appropriate.
- Increase employee engagement on County social media accounts.
- Update social media strategy to reflect what we've learned after measuring our success on social media over time.

Outcome/Measures: From the FY18 Strategic Business Plan

- Number of Social Media Post Engagements: 1. # of interactions with our posts on Facebook, Twitter, LinkedIn, Instagram [contextual] (Count from Sprout Social)
- Number of Social Media post impressions 2. # of times our posts were displayed in users' feeds on Facebook, Twitter [SLI] (Count from Sprout Social)
- Proposed measure for FY18 to determine effectiveness is to add a question on the Employee Climate survey for each year asking employees preferred source of information on County services. Question new in FY17 with OMB input on a SA, A, N, D, SD scale.

End of year reporting ONLY

- Brief statement on if the project addressed the issue it was intended to address. If so, how.
- Statement on if project was completed at or below budget (update at end of fiscal year). If not, why?
- Statement on whether or not performance metric goals were met.



Key Initiative #4: Implement Community Relations Strategic Plan

Link to Strategic Business Plan:

Yes

Description: PID continues to proactively identify and meet community leaders and stakeholders in all parts of the County. We also will continue to help organize Board of County Commissioner Community Meetings according to County policy until election season launches. Additionally, Community Relations will research and implement County Manager and Board Chair speaking engagements throughout the community and continue to establish community relations vision which could include a strategic framework.

Rationale: Work with our community to help members better understand County priorities and receive feedback from residents.

Completion Date: June 30, 2018

Updates/Project Milestones:

- Community Relations Coordinator has been attending local community forums on a regular basis to meet community leaders and develop leads for speaking opportunities and partnerships. In 2017, Community Relations has assisted with three town hall-style meetings for County Commissioners.
- Community Relations Coordinator on track to meet the 8-10 speaking events per calendar year target.
- The Community Relations Strategic Plan has been approved as of May 2017 and is underway.
- The Community Relations Coordinator will determine the need and organize when needed, community events to support the opening of BMC2U projects like the Community Resource Centers, Medic, Brooklyn Village, and others.

Outcome/Measures: From the FY18 Strategic Business Plan

- Mecklenburg County open and transparent: 1. Do you consider Mecklenburg County government to be open and transparent? [Comm Survey - Yes] (# Yes/total responses)
- # of Community Meetings arranged. Number of community meetings arranged by Community Relations Coordinator [contextual] (Count from spreadsheet)
- First-time attendee rate: # of community engagement survey respondents who indicate they are first time attendees/# of community engagement survey respondents



Key Initiative #5: Improve/Expand Digital Media Production/BOCC Meeting Coverage

Link to Strategic Business Plan:

Partial

Description: The need for more engaging digital content is increasing across all communication channels. PID hired a new digital content producer and is hiring another in August 2017. This will help us continue to provide a high level of service to air all Board of County Commissioner meetings and provide more digital media content.

Rationale: Expanding digital footprint will help connect more residents to County services and information.

Completion Date: June 30, 2018

Updates/Project Milestones: Continue digital conversion on all formats

Outcome/Measures: TBA

End of year reporting ONLY

- Brief statement on if the project addressed the issue it was intended to address. If so, how.
- Statement on if project was completed at or below budget (update at end of fiscal year). If not, why?
- Statement on whether or not performance metric goals were met.