



INFORMAL STAFF REPORT

MEMORANDUM

To: Ron L. Olson, City Manager

Thru: Margie C. Rose, Deputy City Manager

From: Kim Womack, Communication Director

Date: June 3, 2015

Subject: Communication Department Update

Issue/Problem

The Communication Department underwent a reorganization in August of 2014. An update is scheduled for an upcoming City Council meeting and this memo provides additional background prior to the update.

Background & Findings

The Communication Department reorganization started with a new mission and combining resources to include the Customer Call Center, Print Shop, Social Media, Website, Media Relations and Video Operations. The reorganization coincided with the completion of a Three Year Strategic Communication plan developed by the director in coordination with the Certified Public Communicator program from Texas Christian University. The three year plan is incorporated into the Communication Department Business Plan and 100 Day Plans. The first year of the plan focuses on establishing a firm communication foundation and function.

Along with the plan a complete organization structure was developed to include key communication function areas including: Multimedia, Media Relations and the Customer Call Center. Resources were combined to include 34 staff consisting of over 7 different funding sources with the majority of staff (23) residing in the Customer Call Center. During the budget process 2 full time equivalent employees were approved and the addition of \$150,000 for department operation expenses and advertising.

The multimedia division of the department is charged with video production, television studio operations and the print shop. Some duties include management of 4 cable television channels, 474 public access shows and organizational printing. The media relations division is charged with messaging/content, citizen engagement and communication collaboration. Some duties include message mapping, employee newsletter, media and emergency operations communication. The customer call center division is charged with operating the call center

from 7 a.m. to 7 p.m. Monday – Friday and providing one call convenience for work order processing for city services.

Another part of the communication foundation has been development of systems and processes to aid in communication. Examples include standardized communication plans, mapping proactive and reactive communication processes and a comprehensive analysis of the print shop. A very strong metric component has been developed to determine progress in each area of the communication department. Metrics are initially showing positive results in citizen, employee and media engagement including an increase in Twitter followers by 25% and an increase in YouTube subscribers by 293% since October 1, 2014.

A variety of communication projects are on the horizon including a comprehensive website redesign, municipal television studio renovation and advertising campaign to increase direct citizen engagement with the City. It has been evident with the initial results that citizens are receptive to engaging with the City and further work is to be done.

Conclusion

The reorganization of the Communication Department has made progress in improving overall City communications. The department foundation has been established and initial results show a positive trend in citizen engagement.