



INFORMAL STAFF REPORT

MEMORANDUM

To: Ron L. Olson, City Manager

Thru: Margie C. Rose, Deputy City Manager

From: Kim Womack, Communication Director

Date: September 29, 2015

Subject: Communication Department Update

Issue/Problem

The Communication Department underwent a reorganization in August of 2014. The second 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 development of a Three Year Strategic Plan, Annual Business Plan and 100 Day Plan guide the current work of the department.

Some of highlights of progress by division since the last update include:

- Multimedia Division
 - Social media native video experiment resulting in over 8,000 views of one video.
 - IceRays partnership to rebroadcast one game a week.
 - Addition of the Metropolitan Planning Organizations (MPO) meetings for broadcast and replay.
 - Studio renovation progressing quickly with potential action in October.
- Media Relations
 - Emergency communication focus (utilities, weather).
 - Media interaction continues to increase.
 - Ask the City KIII segment on September 21, 2015.
 - Let's Talk Corpus Christi events successful (next event October 21, 2015).
 - Spanish language resource expansion with newly filled vacant position.
 - Special events (ribbon cutting, signing ceremony).
- Customer Call Center
 - Upgraded the telephone payment system.

- Essential part of the INFOR utility billing system implementation.
- Minor mobile application updates.
- Advertising placement promoting app usage.

Conclusion

The results continue to illustrate citizens are receptive to engaging with the City. Staff is dedicated to improving communication and entering year two of the strategic communication plan.