



Doing Things!

Communications

Work Session Presentation

Presented by: Mary Burrell, Interim Director

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Who We Are

- 25 FTE (1%) in 2 divisions
 - Public Information
 - County Organization Support



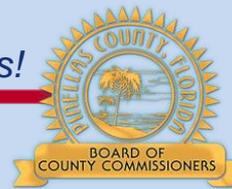
What We Do

- Public Outreach
- Media Relations
- PCC-TV
- Graphic Design for Public Education and Promotional Materials
- Meeting/Event Support - Planning, Audio, Video, Graphics, Media
- Website
- Courthouse Information Desk Management



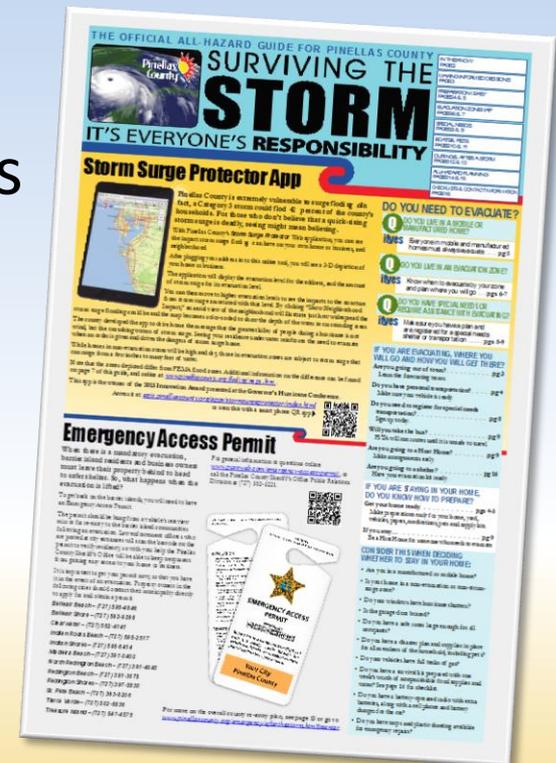
What We Do

- Public Information
 - General and Crisis-oriented Public Information
 - Emergency Communications/Media Relations Lead During Storms and County Emergencies
 - Community Engagement Tools:
 - Social, Traditional, and Online Media Outlets
-      
- Public Information Networks
 - Online and In-person Forums
 - Web-based Multi-media Platforms



What We Do

- County Organization Support
 - Communications and Marketing Plans
 - Media Training
 - Support for Crisis Communications
 - Spokesperson Function
 - Video, Animation, Print Materials, and other Graphic Support
 - County Website in Partnership with BTS





What We Do

- Communications Projects: 186
(FY15 Average Per Month)
- County Home Page Website Hits: 1,675,396 (FY15)
- County Websites Maintained: 101 (FY15)
- Information Desk Walk-ups: 30,456 (FY15)
- Information Desk Phone Calls: 16,152 (FY15)

Deliver First Class Services to the Public and Our Customers

- 5.1 Maximize partner relationships and public outreach
- Foster *Doing Things* app partnerships with municipalities



Deliver First Class Services to the Public and Our Customers

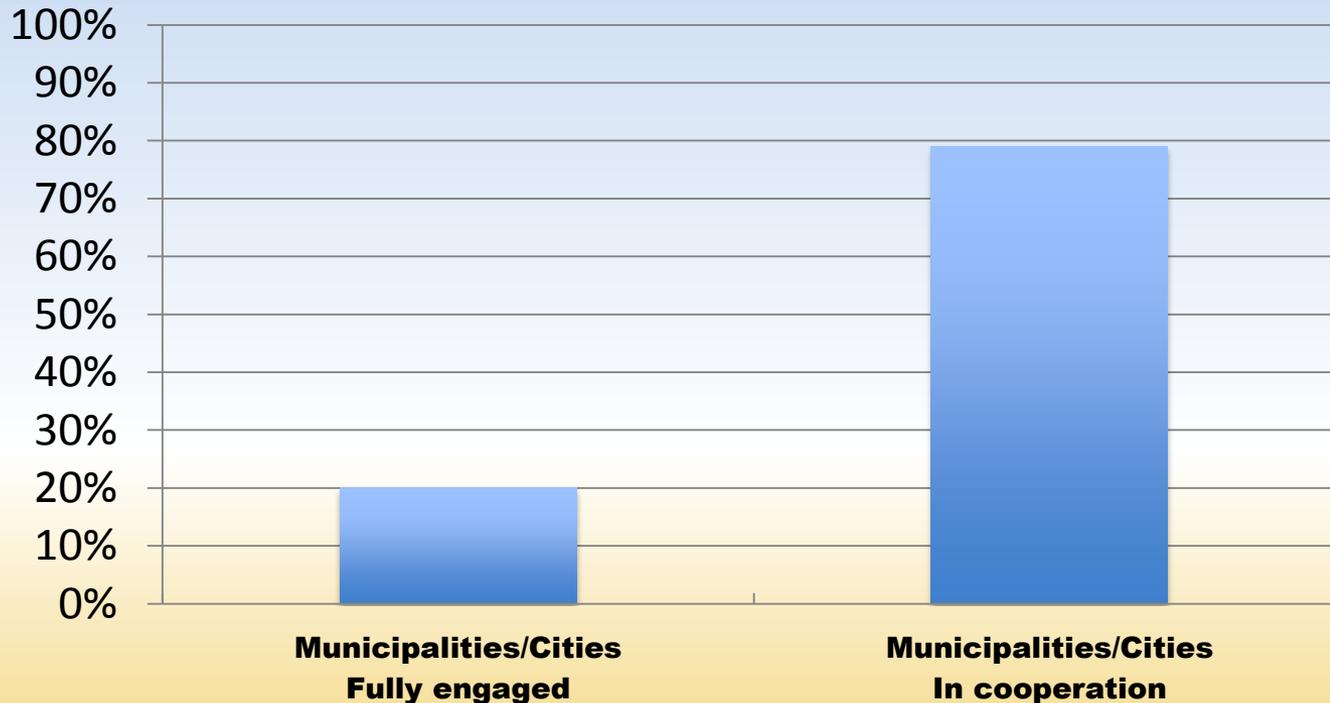
- 5.3 Ensure effective and efficient delivery of County services and support
 - Increase public engagement through social media, County website, digital media, media relations, publications, and community events
 - Analyze top searches and navigation for user friendly website





5.1 Key Measures

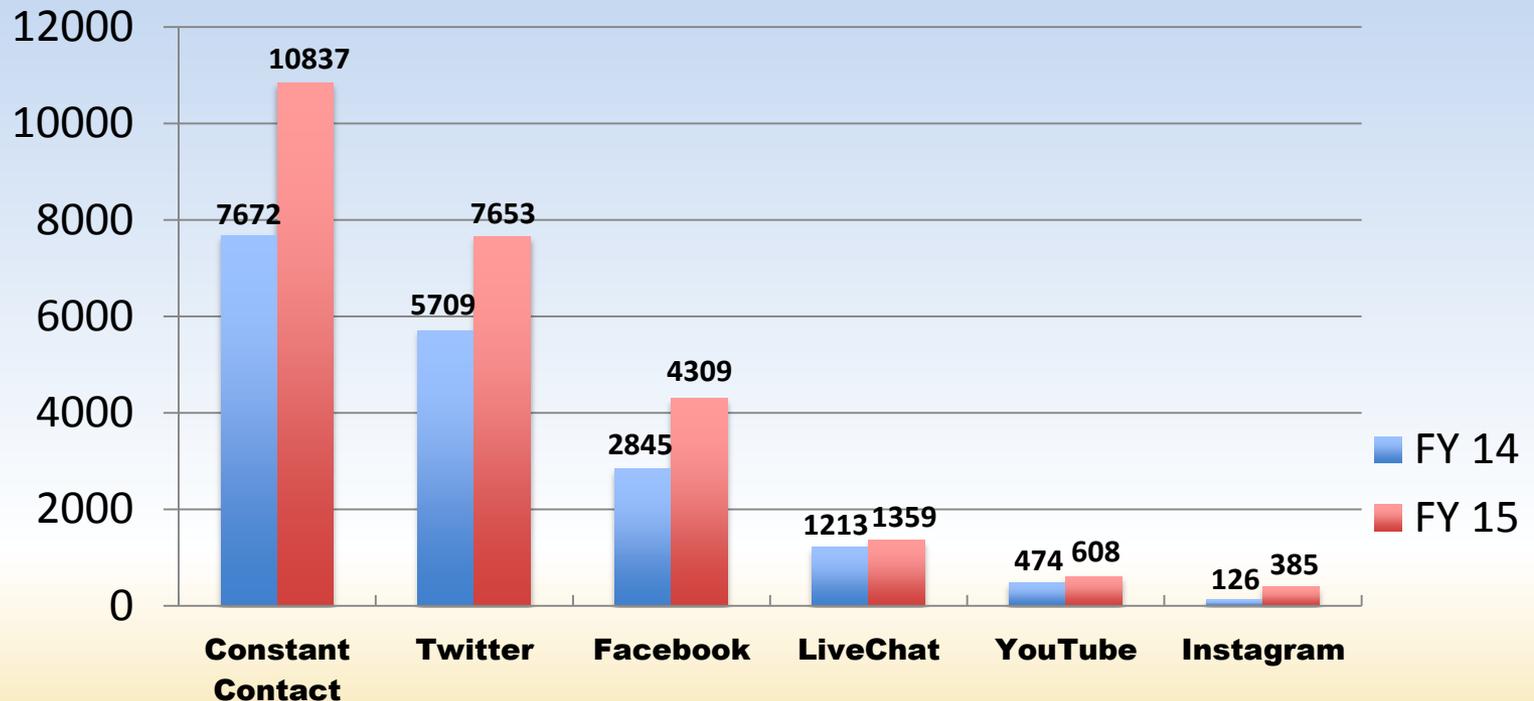
- Percent of applicable municipalities utilizing *Doing Things* app





5.3 Key Measures

- Percent increase in social media participants



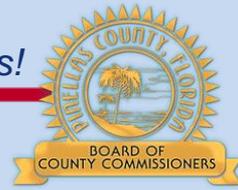
Opportunities

- Upgrade technology and equipment
- Increase knowledge base of staff to continue focus on new technologies for effective engagement



Doing Things:

- Leverage technology for efficiencies, transparency and data-driven decisions (5.3)
- Participate in learning and development courses through industry relevant web-based training - Lynda.com (1.2)



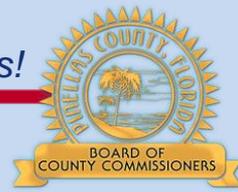
Opportunities

- Optimize call center capabilities to improve customer service
- Expedite urgent response 24/7

Doing Things:

- Streamline county call centers through collaboration and cooperation (5.3)
- Establish after-hours protocol to direct citizens to urgent services (5.3)

Doing Things!



Thank you