

EATON COUNTY BOARD OF COMMISSIONERS



Tim Barnes
Blake Mulder
Terrance Augustine
Brandon Haskell
Jeanne Pearl-Wright

Trevor "TJ" Youngquist
Mark Mudry
Joseph C. Brehler
Brian Droscha
Jacob Toomey

Scott Hansen
Brian Lautzenheiser
Jim Mott - Chairman
Frank Holmes
Barbara A. Rogers - Vice Chairman

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, NOVEMBER 1, 2023, 4:00 P.M.

BOARD OF COMMISSIONERS' ROOM, COUNTY COURTHOUSE, CHARLOTTE

AGENDA

1. Call to Order.
2. Pledge of Allegiance.
3. Agenda Additions and Changes.
4. Approval of the October 4, 2023 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
7. Technology Services Director Update.
 - Cloud Search and Property Alert for Register of Deeds Office
 - Delta Township Substation Network Move
 - Cellular Booster Installation Update
 - Technology MMRMA Grant Application Submissions
 - Aerial Imagery Status Update
 - Michigan Cyber Security Summit Update
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

A quorum of the Board of Commissioners may be present at this meeting.



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**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

WEDNESDAY, OCTOBER 4, 2023

4:00 P.M.

MINUTES

MEMBERS PRESENT: Commissioners Brian Droscha, Barbara Rogers, Frank Holmes, Jacob Toomey, Brandon Haskell, Mark Mudry, and Scott Hansen

ALSO PRESENT: Commissioner Jim Mott, Logan Bailey, Eric Daley, Nathan Nighbert, Jon Merrick, Doug Lloyd, Chris Anderson, and Connie Sobie

The October 4, 2023 regular meeting of the Information Technology and Communication Committee was called to order at 4:00 p.m. by Chairperson Droscha.

The Pledge of Allegiance was given by all.

Commissioner Haskell moved the approval of the agenda. Commissioner Toomey seconded. Motion carried unanimously.

Commissioner Rogers moved the approval of the September 6, 2023 meeting minutes. Commissioner Haskell seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, provided updates related to the work currently being done in the assessing and updating of communications since his start on August 28, 2023. He noted October 5th will be the first meeting with our new communications company, EDGE Partnerships.

Technology Services Director, Eric Daley, presented the department's monthly report.

Doug Lloyd, County Prosecutor, was present to provide information on transitioning to a new case management system called "Prosecutor" by Karpel Solutions for the prosecutor's office. Discussion was held. Commissioner Rogers moved to recommend approval of moving to the new case management system "Prosecutor" by Karpel Solutions to the Board of Commissioners. Commissioner Toomey seconded. Motion carried unanimously.

Director Daley also reported on the Computer Security Incident Response Plan Update. He stated updates were needed to add personnel, specifically Ben Dawson and Logan Bailey, to the Incident Response Plan to comply with the audit metrics. Commissioner Toomey moved approve adding Ben Dawson and Logan Bailey to the Incident Response Plan. Commissioner Mudry seconded. Motion carried unanimously.

Technology Services Deputy Director, Nathan Nighbert presented information on mapping cell signals throughout the county and immediate surrounding areas, using our public safety vehicles. The goal is to map out the different networks in the county and their signal strengths, in an effort to make better informed decisions on who to equip with what carrier.

Director Daley presented information on the technology support services provided to the Health Department by his staff. Commissioner Toomey moved to recommend approval of the Technology Support Services Agreement with the Barry-Eaton District Health Department, to the Board of Commissioners. Commissioner Haskell seconded. Motion carried unanimously.

Director Daley provided a Broadband update.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:53 p.m.

The next regularly scheduled meeting of the Information Technology & Communication Committee will be held on Wednesday, November 1, 2023 at 4:00 p.m., in the Board of Commissioner Room of the Courthouse located at 1045 Independence Blvd, Charlotte, MI 48813.

Brian Droscha, Chairperson



**EATON COUNTY
CONTROLLER'S OFFICE**

Connie L. Sobie
Controller/Administrator

Melissa L. Ballard
Finance Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Ben Dawson
Human Resources Director

Logan Bailey
Communications Director

DATE: November 1, 2023

TO: Information Technology & Communications Committee

FROM: Communications Director

SUBJECT: November 2023 Communications Report

DEPARTMENT COMMUNICATIONS

On every active platform, specifically social media and the county-wide newsletter, we are showcasing a story, element, accolade, or a service a department or Board offers. This not only tells the story of what Eaton County has accomplished, but also what specifically is offered to the public as a necessity or perk from Eaton County. We have showcased or begun designing posts and write-ups for the Parks and Recreation Department, Eaton County GIS, Sheriff's Office, Construction Codes & Planning and Zoning, Central Dispatch, elements of the Courts, County Clerk, and Veteran Services. I bring this up specifically so if there is anything the Board would like to see highlighted or showcased on any channel, please reach out to me at any time and we can determine the best way to go about that work.

We are promoting open positions on social media weekly, and are scheduling position-specific highlights for some of those job openings needing further promotion to find candidates. Most recently, I have been working with members of the Sheriff's Office to design versions of advertising/boosted social media posts to try and gain more applications for the Sheriff Deputy position(s). We will be targeting specific demographics and geographies on social media with boosted advertising, testing various forms of content to see what yields a higher conversion rate. This data can then be used to better target other specific positions or initiatives the county wants to promote.

WEB ANALYTICS AND UPDATES

Social Media

We have continued to see substantial growth on organic reach across our social media, with Facebook still being the most lucrative. We have utilized repeated messaging with varied channels to maximize reach, as I spoke to last month, with still growing results. These channels include posting organically in community forums and groups, sharing and tagging other page posts, and posting original content directly onto our feed.

We spent \$60 boosting a post that yielded 892 new followers and 854 new likes over a five-day period. The post encouraged residents of Eaton County (25-mile radius from several population centers throughout the County) to follow the official county page to stay up to date on what is happening with the government administration. This post was also published on five different Eaton County groups. We saw 11,178 impressions (number of times seen on a screen) from the post, which helped our significant growth in reach over the five-day period. I plan to try this in



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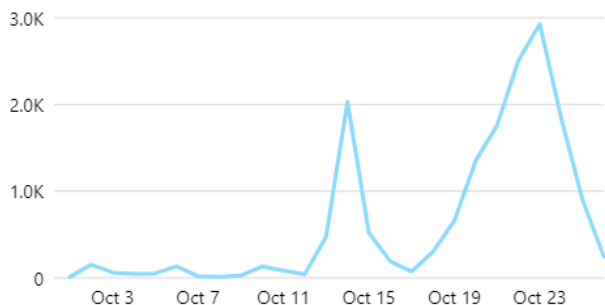
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the future with specific posts highlighting department services to gain further reach and followers from residents.

Reach

Facebook reach ⓘ

10,232 ↑ 289%



Instagram reach ⓘ

136 ↑ 91.5%



Frequency and diversification of content have shown increased reach and also an understanding of the content that gains the most traction. Images showcasing services in action as well as sharing pertinent information from other pages (Emergency Services, Sheriff's Office, Delta Township, Eaton County Parks, etc.) show the most engagement from our newly increased audience. PSAs and articles are slightly behind on engagement level. As our audience continues to grow, we will test what content types work to glean how to adapt and get traction for all content types.

Page and profile visits

Facebook visits ⓘ

2,636 ↑ 1.4K%



Instagram profile visits ⓘ

31 ↑ 29.2%



Due in part to the success of the boosted post, we saw a spike in follower and likes, but also profile visits. We were seeing a steady decrease to visits as reach increased last month due to interactions on forums and groups rather than our page. The past 28 days shows an increase in general profile visits as new followers explore our profile and interact with content. We saw content posted weeks ago gaining new traction as this occurred and a marked increase on



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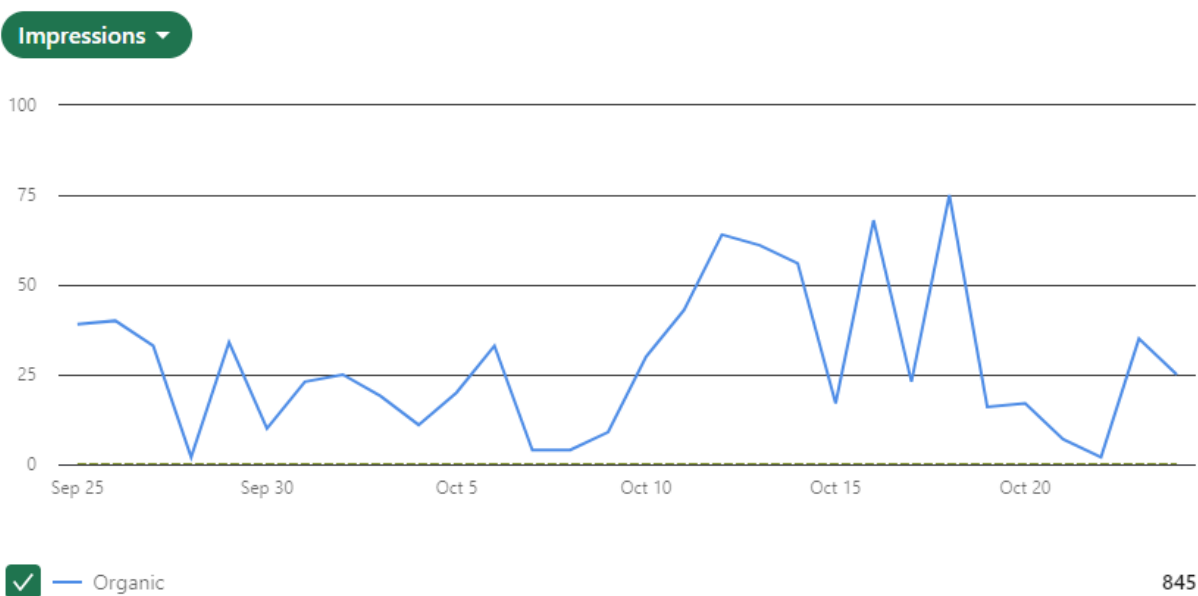


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Instagram visits as well as followers found the linked content and profiles through Meta. The predicted plateau in visits was stymied by the newly engaged followers.

LinkedIn has had slower growth, but an increase in organic impressions has been encouraging. This shows that those engaged in following Eaton County are seeing and interacting on the platform with our content. As we grew on Facebook, we saw reach increase on LinkedIn, which I predict is due to frequent and repeated messaging across platforms; those seeing Facebook content see it again on Instagram or LinkedIn, encouraging interaction or, at the very least, population of content on their individual feeds.

LinkedIn Organic Impressions- Sep 25 – Oct 25



We saw a steady increase in subscribers on YouTube as well, with a modest growth of 8 subscribers to 18. This is due to new followers finding old posts of livestreams, as well as the posts promoting each live public meeting as it happens on our Facebook page and local groups. We also updated the main navigation and calendar navigation on our website to showcase the livestream and archive of videos on our YouTube page. We organized the playlists and live feed to be easier to locate and more accessible, streamlining the process by taking users directly to the platform rather than getting lost on our own website. We also did social media posts promoting subscription and the general video archive/feed on our YouTube.

Website

Our website is showing a steady and active user base, with substantial traffic on the Online Services Page, Public Hearing Page, County Clerk Page, and the “Search” Page. From October 1-26, we saw 64,319 site views (total page views across all pages), with 18,770 users interacting on the site (can be repeat users at different times). Users averaged 70 seconds per page engaging with content or moving on to another page. A healthy average would sit around 2-3 minutes per page which would show engaged content on any given page. Some of these metrics are not totally accurate since some pages are not meant to keep users (the search page as an example).



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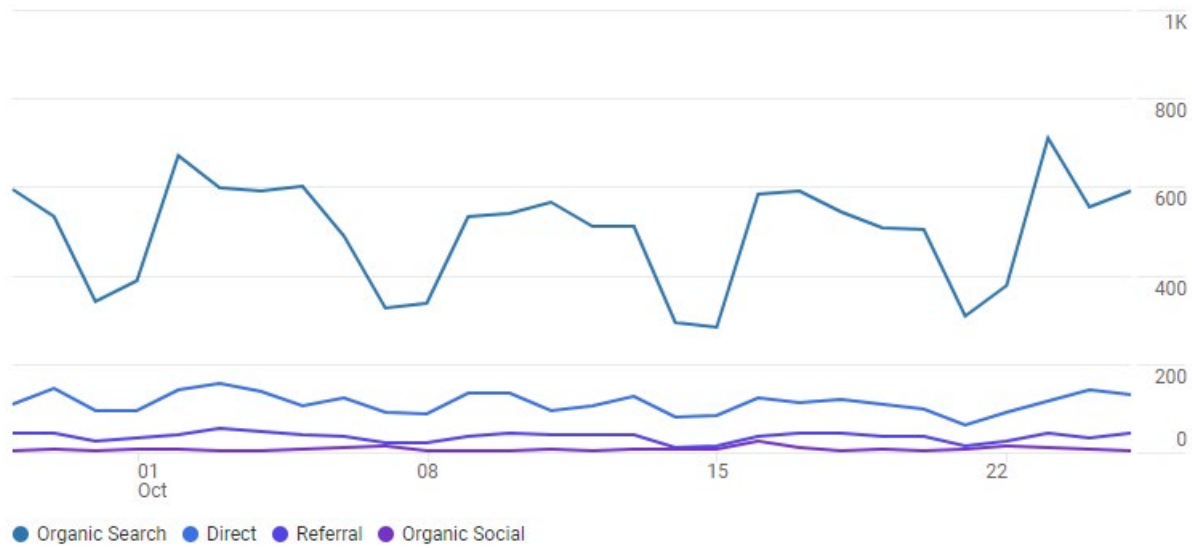
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I am working on setting metric goals as we look at industry benchmarking and further data collection via Google Analytics. We have a healthy user base because the content and services we provide are necessary, but we need to be better about accessibility, readability, and simplification of content. That starts with cohesive language across department pages, imagery usage, and simplified topline navigation on the main page.

New users by First user default channel group over time



Organic Searches from Google and other search engines remains the highest user channel group. This is where users will search for a service or our site through a search engine and are then taken to a subsequent page or site. Direct is when they type in a URL directly or have it saved/pinned, Referral is any external site that links to a page on our website, and Organic Social is a shared URL from social media.

MEDIA

Utilizing new media contacts through our partnership with the communications firm, we have worked to push positive stories promoting the work of Eaton County to the public. This past month, we have sent out press releases on the livestreaming capacities of the County for the public to watch public meetings, as well as the waiving of fees for vital records for those facing financial hardship. The fee waiving for vital records was picked up by WILX News 10 on 10/24. Thank you to Commissioner Toomey for being able to interview to promote this - [Eaton County waiving fees for some residents \(wilx.com\)](https://www.wilx.com/story/news/local/eaton-county-waiving-fees-some-residents/109455500020001).

We are planning further press opportunities around the opioid planning efforts, parks strategic planning, PACE benefits, election worker trainings, and early voting pilot program, among others. These are subject to change. If you have an idea or want a press promotion around something specific the County offers or the Board has done, please do not hesitate to reach out.



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DESIGN AND MESSAGING UPDATE

We are actively working on new county logo/seal, key messaging, and unified designs for external and internal communications. From there, a detailed communications plan and procedures will be fully realized and adhered to across County communications. This includes policies around social media, external publication processes, media relations, etc. We will continue this work through the end of this year with a tentative but on track date to have designs prepared for review in December, with revisions and focus groups in January.

Currently, county-wide communications (mainly on social media, press releases) are utilizing a simplified color scheme and visual cohesion that matches our most used asset, the website. We are utilizing these platforms for information sharing, event promotion, department messaging elevation, public meeting promotion, and press ops. You will see the same color and language being used across these platforms, with some repeated messaging and design across different platforms. This is subject change with the new logo and guidelines, but cohesion and simplified messaging had to be adhered to as soon as possible.



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EATON COUNTY REGISTER OF DEEDS OFFICE

Diana Bosworth

County Clerk & Register of Deeds

Lisa Nelson

Chief Deputy Register

1045 Independence Blvd.

517-543-4203 Charlotte, MI 48813

Cloud Search & Property Alert for land records - Register of Deeds Office

GovOS Cloud Search is an online search engine designed so that citizens can easily search and view public land records from anywhere, at any time.

Cloud Search Major Benefits:

- Very fast search function.
- User Friendly for the average customer
- Ease of use for title researchers
- Every document has full OCR search capability
- Google-like interface that simplifies searching for users not familiar with land records
- 24/7 online public access to search and view land records
- Automated online processing of orders
- Accessibility from anywhere, on any device. Also allows for remote employee access
- Pandemic friendly, allowing continuity of operations through Disaster Recovery protections

Property Fraud Alert

The Property Alert feature aids in the detection of possible fraudulent activity regarding documents filed in our office. Available free to County residents, this service allows for automated email alerts any time a registered personal identity, or entity name is used in a Real Property filing within the County. Provides protection against potentially fraudulent claims or transactions regarding Real Property.

The cost of both technologies would be paid from the Register of Deeds technology fund that was created for exactly this type of system improvement. I believe this is a great opportunity to better serve our constituents, using new technology to ensure public records remain easily accessible.

Respectfully,

Diana Bosworth

Eaton County Clerk & Register of Deeds

MiSAIL Regional Imagery Acquisition Planning

