



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 – Chair
Frank Holmes
Barbara A. Rogers – Vice Chair

EATON COUNTY BOARD OF COMMISSIONERS/INFORMATION TECHNOLOGY & COMMUNICATION COMMITTEE

WEDNESDAY, APRIL 3, 2024, 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 March 6, 2024 Meeting Minutes.
5. Limited Public Comment.
6. Communications Director Update.
7. Technology Services Director Update.
 - Broadband – State of Michigan BEAD Project Status Update
 - Tri-County Aerial Imagery Project Update – Request for Proposal
 - Prosecutor by Karpel Update
 - Homeland Security Grant Application – Equipment request for election security
 - Policy Review and Revisions Approval
 - Email and Messaging Use Policy
 - Software Usage Policy
 - Legacy Time Clock System Replacement
8. Miscellaneous.
9. Limited Public Comment.
10. Adjournment.

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

**INFORMATION TECHNOLOGY AND COMMUNICATION
COMMITTEE MEETING**

WEDNESDAY, MARCH 6, 2024

4:00 P.M.

MINUTES

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

ALSO PRESENT: Commissioner Jim Mott, Connie Sobie, Logan Bailey, and Eric Daley

The March 6, 2024 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 Rogers moved the approval of the agenda. Commissioner Haskell seconded. Motion carried unanimously.

Commissioner Rogers moved the approval of the February 7, 2024 meeting minutes. Commissioner Haskell seconded. Motion carried unanimously.

Limited Public Comment. None.

Communications Director, Logan Bailey, presented the department's monthly report. Updates on promoting open positions on social media and advertising were provided. He also gave an update on how we are performing on social media. Our new logo is now live and it can be seen across social media, in emails, and on the website.

Technology Services Director, Eric Daley presented the department's monthly report. The first online security training of KnowB4 had a 73% participation rate. The Prosecutor's Office project is ongoing and should be completed by August 2024. He also gave updates on the remodel of Central Dispatch and the Youth Facility.

Limited Public Comment. None.

Chairperson Droscha adjourned the meeting at 4:26 p.m.

The next regularly scheduled meeting of the Information Technology and Communication Committee will be held **Wednesday, April 3, 2024**, at 4:00 p.m. in the Board of Commissioners' Room in the Eaton County Courthouse located at 1045 Independence Blvd, Charlotte MI 48813.

Brian Droscha, Chairperson



Connie L. Sobie
Controller/Administrator

Ben Dawson
Deputy Administrator/
Human Resources Director

Claudine Williams
Director of Intergovernmental
Affairs and Development

Melissa L. Ballard, CGFM
Finance Director

Logan Bailey
Communications Director

DATE: April 3, 2024

TO: Information Technology and Communications Committee

FROM: Communications Director

SUBJECT: April 2024 Communications Report

ACTIVE COMMUNICATIONS

There is currently active advertising on social media to promote the Substance Use and Misuse Survey, which you may see organically if you are on Facebook or Instagram. This is in tandem with the health department's efforts in promoting it via social media. A press release was published in the County Journal, and a story via WILX -News 10 on March 27 on the survey. These advertisements are live through April 12, as the survey closes on April 13. We are at around 100 survey completions as of mid-last week.

We will boost general posts this month, targeting the northeast and southwest parts of the County where our reach needs to be enhanced. These boosted posts will include a hard ask to follow the County's profiles or showcase some of the work that has proven to have traction over the last few months.

The Controller's Office has spent the last few weeks lobbying and applying for funding at the state and federal levels to assist with the Bank Intercounty Drain project, which will cost an estimated \$60 million. Eaton County, Ingham County, Delta Township, and Lansing Township will owe on this total, but most importantly, residents in the approximate 1,900-acre district will take on a huge burden. Stay tuned as to what we hear; anything that can be taken off of the top of this project will be a boon for residents and local municipalities affected. The Controller's Office has had great conversations with federal and state offices, and we are cautiously optimistic we may yet see some financial help for this major project.

ANALYTICS

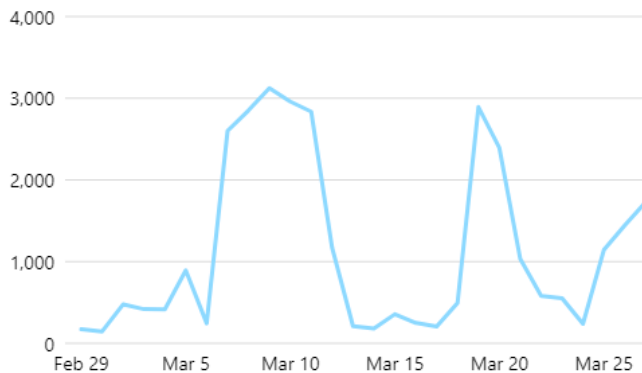
Social Media

We saw a large organic increase in reach thanks to active Facebook groups commenting, sharing, and engaging with content shared separately from our page. The Financial Stability Work Group Town Hall posts within Eaton County groups and forums proved lucrative and engaging for our reach, which is why we see such a large spike. The spike in early and mid-March was also influenced by a higher-than-normal sharing rate on open position posts and other collaborative efforts with partner organizations like the Barry-Eaton District Health Department and Eaton County Emergency Management's posts on severe weather events and the FEMA efforts in the community.

Reach

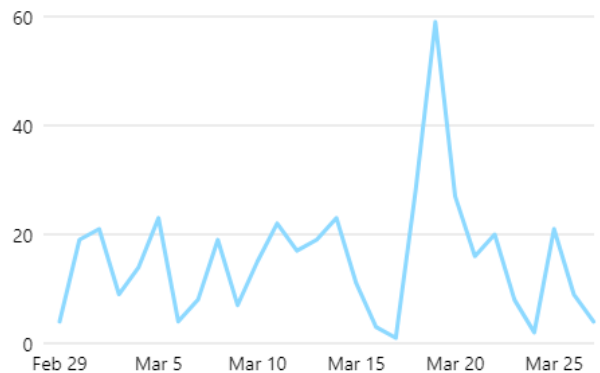
Facebook reach ⓘ

16.8K ↑ 147.3%



Instagram reach ⓘ

160 ↑ 2.6%

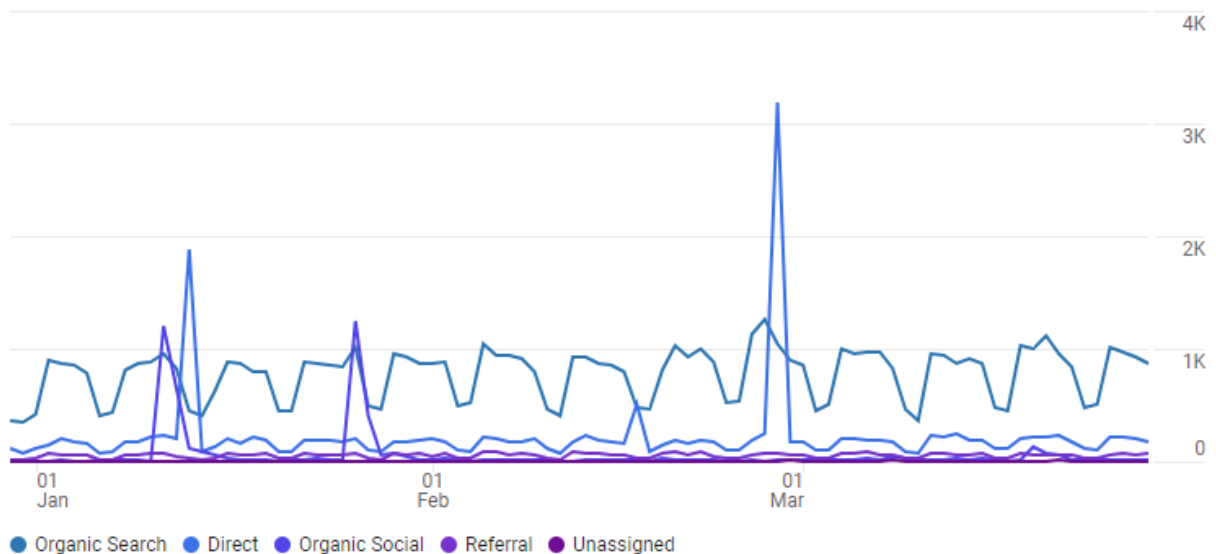


The advertisements for open positions, specifically for the Prosecutor's Office, also influenced the growth in reach shown above. Benchmarking shows we are still performing slightly better than similar municipalities or on par with them. Through Benchmarking on Meta, we are constantly comparing our activity to other county pages, cities, and other well-performing profiles in government running on the Meta Dashboard. We still have a lot of work to do on maintaining high content interactions consistently, but overall, we see steady growth month to month.

Website

As seen below, so far this calendar year, we are still seeing Organic Search (search engine usage of the specific topic) as the top acquisition channel for the website, followed by Direct (someone types in our URL) and Organic Social (non-ad links via social media). You will notice spikes in January and March, which aligns with our press calendar pushouts and the election that took place at the end of February. Overall, this has remained unchanged other than an increase in Organic Social.

Users by Session primary channel group (Default Channel Group) over time



Users averaged just under a minute and a half engagement time per event (triggered active use of the website) last calendar year. We saw an expected drop-off post-election and during the holiday season of active users triggering events (data shown below), but all in all, it stayed consistent throughout the year. Once the final changes are made to the site redesign, I look forward to comparing the last calendar year with the current one to see what improvements we can make. The goal is to see a decrease in views compared to a consistent or growing number of engaged sessions/users. We know we will have to adapt if we see a large change in engagement time or a significant decrease in users. We hope the active users and views come closer together in number once our new site redesign occurs. That would indicate that those utilizing our site are finding what they are looking for the first time around rather than being repeat customers searching. That data point is not exact, given oftentimes revisits are not the fault of the host but of the data being sought. We should also see a decrease in time spent on search pages and the homepage, with a slight increase on specific pages. It will be easier to track on highly used pages like Courts or the Sheriff's Office.

2023 Acquisition Overview Report



MEDIA

In the past month, the County worked to promote the Financial Stability Work Group Special Meeting/Town Hall, substance use survey launch, focus group for strategic plan launch, LCC FEMA Disaster Recovery Center (and its reopening), statewide tornado drill, Honorable Amanda Pollard Appointment and live streaming event, and the Emergency Management/FEMA town hall through targeted press releases and statements.

Upcoming media pushouts include the budget process, Financial Stability Work Group town halls, hiring struggles, and potentially a Youth Facility update. If any Commissioner has an idea

or wants something specific showcased, please contact me directly, and we will discuss scheduling it.

UPDATES

The website update and format change took a huge step this week as we received the design team's draft homepage template. Essentially, we are choosing the order of modules on our main page. Although that may sound trivial, this is the first step in designing the first thing residents will see when accessing the county website. We are using analytics to decipher the most used pages and services and showcasing public meetings and announcements more broadly. We also have plans to build a more accessible and modern search system on the site. We are taking extra care to make sure mobile usage is cleaner and more accessible than it has been before, from the module layout to the types of imagery used.

The new branding—images, suggested layouts, fillable PDFs—have all been made available to staff via the County's online SharePoint. I want to state again that this is not meant to hit any department's budget, so the guidelines are suggested and encouraged. I have had many conversations with the Executive Leadership team and other offices/departments on this, and we are workshopping the best way to move forward with preferred vendors and necessary orders moving forward.



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eatoncounty.org

EATON COUNTY BOARD OF COMMISSIONERS

APRIL 17, 2024

RESOLUTION TO APPROVE EMAIL AND MESSAGING USE POLICY

Introduced by the Information Technology & Communication Committee

WHEREAS, the Technology Services Department has developed an Email and Messaging Use Policy as part of a comprehensive Information Security Policy Manual development to achieve compliance with IRS Pub 1075 Guidelines for the receipt and storage of Federal Tax Information (FTI) within the County-operated technology network utilized by the Friend of the Court; and

WHEREAS, the proposed Email and Messaging Use Policy has been submitted to and reviewed by the Information Technology and Communication Committee; and

WHEREAS, the Information Technology and Communication Committee recommends the approval of the Email and Messaging Use Policy as submitted by the Technology Services Department.

NOW, THEREFORE BE IT RESOLVED, that the Board of Commissioners approves the Email and Messaging Use Policy, effective immediately.

EATON COUNTY BOARD OF COMMISSIONERS

APRIL 17, 2024

RESOLUTION TO APPROVE SOFTWARE USAGE POLICY

Introduced by the Information Technology & Communication Committee

WHEREAS, the Technology Services Department has developed a Software Usage Policy as part of a comprehensive Information Security Policy Manual development to achieve compliance with IRS Pub 1075 Guidelines for the receipt and storage of Federal Tax Information (FTI) within the County-operated technology network utilized by the Friend of the Court; and

WHEREAS, the proposed Software Usage Policy has been submitted to and reviewed by the Information Technology and Communication Committee; and

WHEREAS, the Information Technology and Communication Committee recommends the approval of the Software Usage Policy as submitted by the Technology Services Department.

NOW, THEREFORE BE IT RESOLVED, that the Board of Commissioners approves the Software Usage Policy, effective immediately.