

2019





DEPARTMENT












results
minneapolis

Communications

Performance summary

Enterprise priorities (page 3): Workforce diversity, Spending with diverse suppliers
Department priorities (page 4): Digital communications, Strategic communications

| Trend Key | | | |
|---|---|---|-------------------------|
|  | Year-over-year (YoY) increase by more than 5% |  | Less than 5% YoY change |
|  | YoY decrease by more than 5% |  | No trend |

| Budget program | 2018 Budget | Performance measure | 2018 Performance | Trend from prior year | Trend: Red/yellow/green |
|---------------------------|-------------|--|--|---|--|
| Enterprise Communications | \$1.8M | <ol style="list-style-type: none"> Number of Facebook impressions Number of Facebook likes Number of Twitter impressions Number of Twitter followers Number of reactive media inquiries and same day response rate | <ol style="list-style-type: none"> 4.1 million 33K 11 million 188K 1,471; 61% | <ol style="list-style-type: none"> Stable Increase Increase Increase Stable | <ol style="list-style-type: none">      |
| Public Access TV | \$0.5M | <ol style="list-style-type: none"> MTN shall playback 150 hours per channel, per quarter of first-run programs produced by MTN members. A minimum of 70% of all first-run programs per quarter must be produced in Minneapolis by MTN members. MTN shall repeat no more than 2,000 hours/channel of programming per quarter. Programs produced by MTN staff shall not exceed 5% per quarter of all first-run programs. Number of Public Access members Number of Public Access members trained | <ol style="list-style-type: none"> This goal was only met for two of three channels. The 70% target was missed. MTN met this requirement for some channels but not for others. MTN met this requirement. 159 members 159 members trained | <ol style="list-style-type: none"> Increase Stable Trend not available Increase Decrease Decrease | <ol style="list-style-type: none">       |

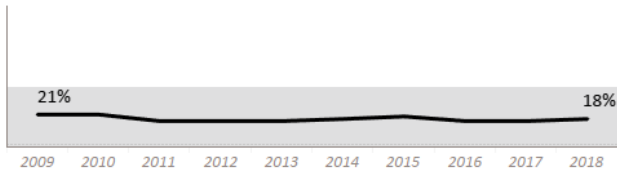
Enterprise Priorities

Workforce diversity

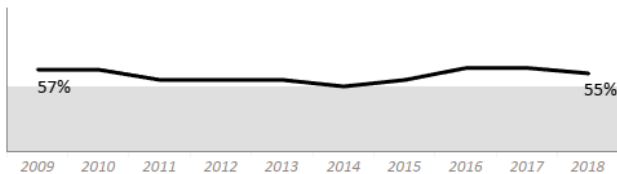
- **Does not meet** enterprise goal of 41% people of color
- **Meets** enterprise goal of 45% women
- The Communications field (including PR, design, and marketing) tends to skew toward white women. The field also requires personal networking skills to enhance career paths, which can make it difficult for candidates of color who have to fight harder to break into the field and then advance into leadership positions.
- Over the past 1.5 years, we have filled 3 open positions and while we increased our percent of women (by 1 FTE), we did not move the needle upwards in hiring an FTE of color, despite more aggressive hiring outreach toward candidates of color and diversity of hiring panel participants.
- That said, we have a small department with little historical turnover making openings few and far between to increase our percentages. This remains a priority area.

Workforce diversity (2009-2018)

People of color



Women

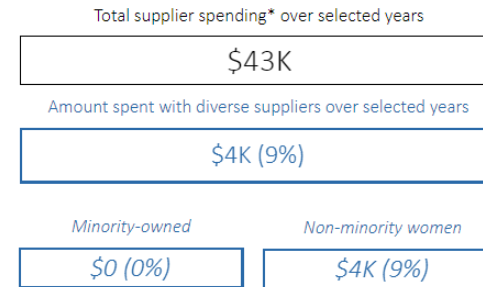


Notes:
(1) Grey shading indicates enterprise goals (41% people of color and 45% women).

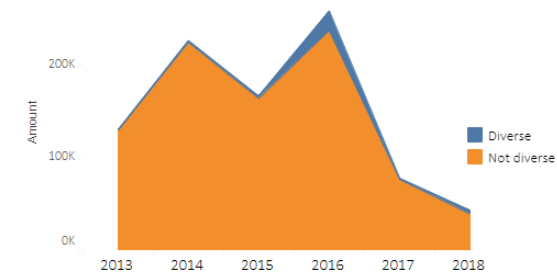
Spending with diverse suppliers*

- **Does not meet** Citywide percent diverse spending
- **Does not meet** Citywide percent spending with minority-owned suppliers
- **Meets** Citywide percent spending with non-minority women-owned suppliers
- Communications spent most of its for-profit spend on companies that provide audio/video equipment, maintenance, and support. There is often not a great deal of choice when it comes to who to purchase these products and services from.
- Otherwise, Communications has led increased contracts with cultural radio programs (Somali American Radio, La Raza, and Hmong Radio) but that budget was paid for by the Coordinator's Office, so is not captured here. Going forward, this money will be assigned to Communications.

Summary



Share of diverse spending* (all years)



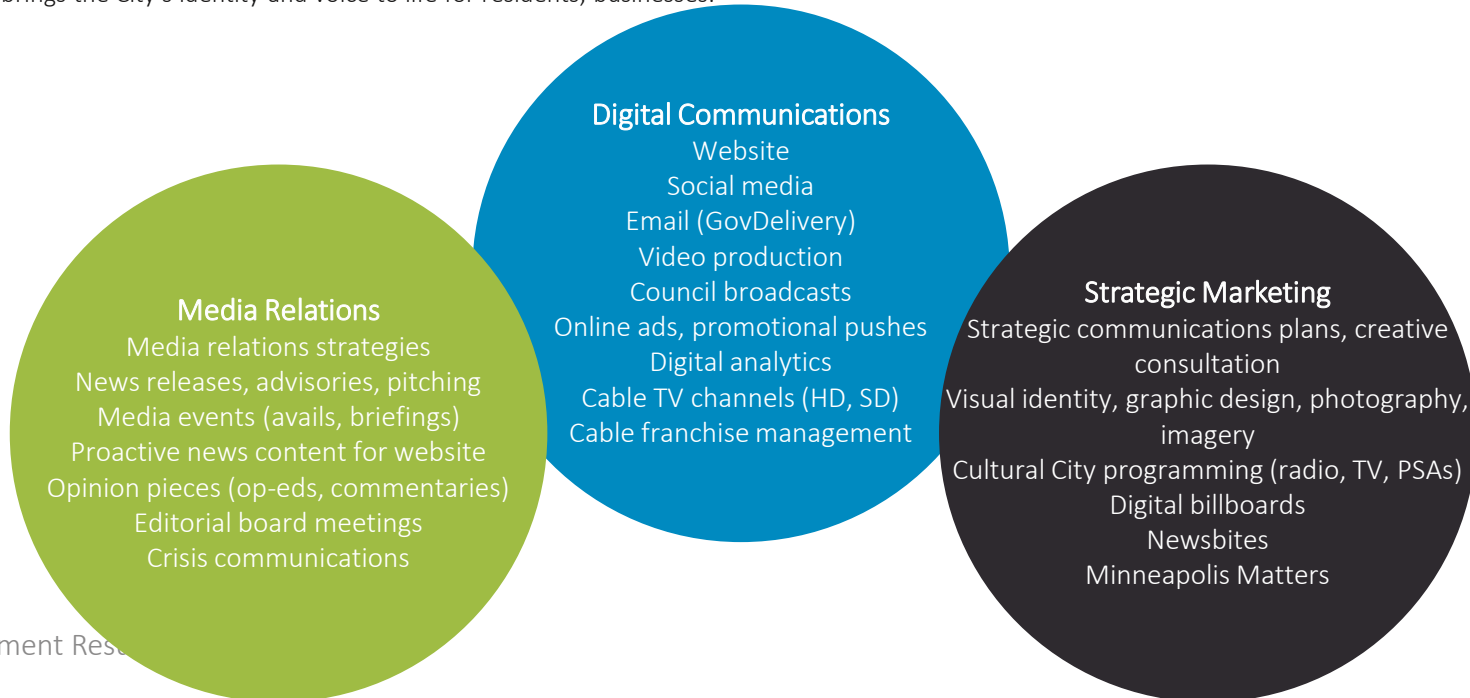
Department Priorities

Priority 1: Digital Communications

- Digital communications is now the standard of how the public receives information and is no longer a sideline activity for the enterprise. Digital (including social, video and visual imagery) gives the City more dynamic, accessible methods of connecting and engaging with our diverse resident and business base so they can access and utilize the information they need.
- Communications will continue to build the City's digital footprint, including growing our social following (Twitter, Facebook, NextDoor, Instagram). 2018 will involve working on defining growth in a dynamic environment. Additionally, followers are dependent on content; when we have more content, we get more followers.
- Driving the development of the new City website as core platform for public information. The new City website (launching December 2019) will provide a new and powerful online platform for sharing our own information (programmatic, policy) and news stories in a more accessible, dynamic new format that brings the City's identity and voice to life for residents, businesses.

Priority 2: Strategic Communications

- This area will focus on strengthening our department's ability to provide strategic communications and marketing consultation to enterprise client departments, to be a true strategic partner in achieving outcomes.
- Services include strategic messaging, audience targeting and segmentation (critical for reaching diverse, non-English speaking residential and business audiences), visual content and graphic design, strategic communications plans, creative briefs and organizational identity work. Often are service areas are integrated together (video + media relations + graphic design + social media) to maximize results.
- Our goal is to be a strategic partner for enterprise clients, not just a tactical distribution channel.

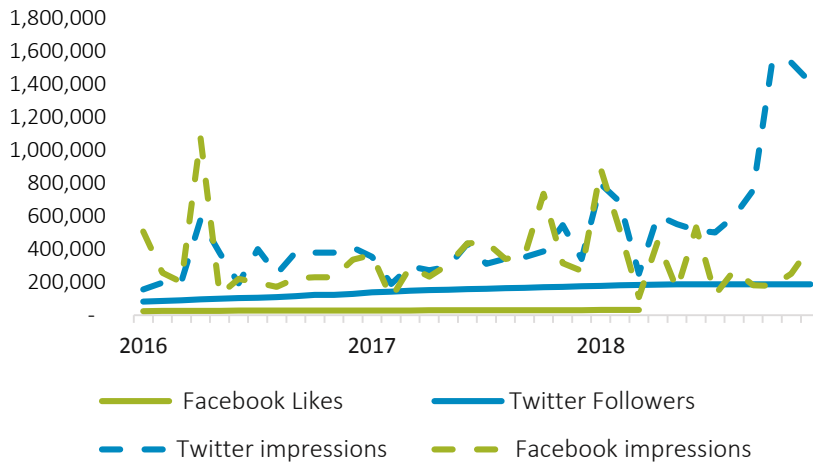


Enterprise Communications

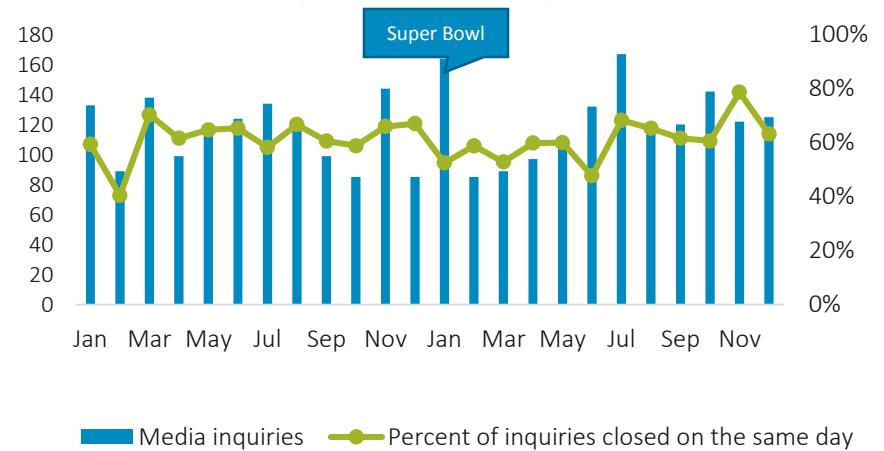
Program description: The Communications Department drives strategic communications plans and strategies and provides communications support to City departments so the people of Minneapolis are aware of and have access to City news, information and services. Communications broadcasts City government meetings and manages the government access TV channels.

Performance measures

Social media tracking by month
(2016 – 2018)



Reactive media inquiries and same day response rate
(Jan 2017 – Dec 2018)



Definition:

- The City’s social engagement is reflective of the public reach of the content the City shares on social media. It represents the volume of people seeing, sharing, liking, commenting and interacting with City messaging and content. It helps us understand who has actually received our message content and done something with it such as sharing it with someone else or talking about it publicly and allows us to gauge public sentiment and the effectiveness of the content and messaging

Definition:

- Reactive media inquiries is an important workload metric for the Communications Department. It’s important to be responsive to all media inquiries. Some inquiries can be closed on the same day; others are multi-day or multi-week projects. The urgency of reacting to inquiries means that they have to be prioritized over proactive work.

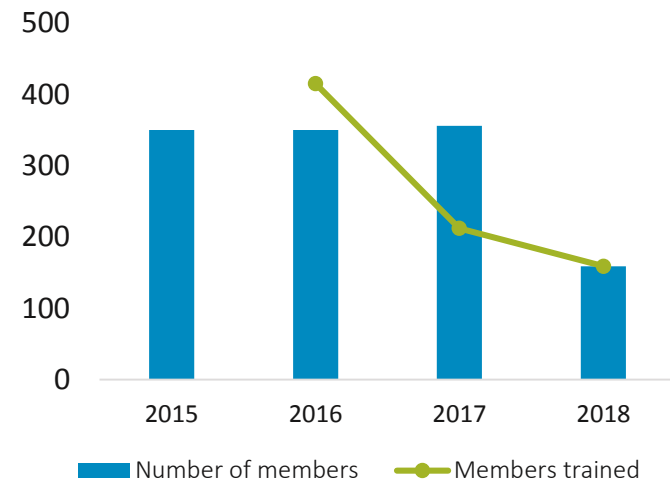
Public Access TV

Program description: This is direct funding through a contract with Minneapolis Telecommunications Network (MTN) to operate the City's public access TV channels and provide the public with access to television broadcast equipment, training and airtime. MTN serves diverse populations by providing access to all City residents including those who produce programs in languages other than English.

Performance measures

| Contract Requirement | Status | Details |
|--|--------|---|
| MTN shall playback 150 hours per channel, per quarter of first-run programs produced by MTN members. | Yellow | This goal was only met for two of three channels. |
| A minimum of 70% of all first-run programs per quarter must be produced in Minneapolis by MTN members. | Red | Members produced 2,511 first-run programs while only 1,103 or 44% were produced in Minneapolis. The 70% target was missed. Most of the first-run programs were not produced in Minneapolis. The came from the greater Twin Cities, not Minneapolis and outside Minnesota. |
| MTN shall repeat no more than 2,000 hours/channel of programming per quarter. | Yellow | MTN met this requirement on channel 16 Q2, Q4 and channel 75 Q1, Q2 and Q4. They did not meet this requirement on channel 16 Q1 and Q3, channel 17 all year and channel 75 Q3. |
| Programs produced by MTN staff shall not exceed 5% per quarter of all first-run programs. | Green | MTN met this requirement. |

Public Access Member Tracking



Definition:

- MTN has undergone changes in leadership and operations and tracking data since the end of 2017. As a result, 2018 metrics reflect active memberships. Metrics for training in 2018 reflect number of Minneapolis residents being trained, utilizing equipment and/or producing content for airtime.