

2020





DEPARTMENT












**results**  
minneapolis

Communications

# Performance summary

**Enterprise priorities** (page 3): Workforce diversity, Spending with diverse suppliers  
**Department priorities** (page 4): Diversifying 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	2019 Budget	Performance measure	2019 Performance	Trend from prior year	Trend: Red/yellow/green
Enterprise Communications	\$1.8M	<ol style="list-style-type: none"> <li>Number of Facebook impressions</li> <li>Number of Facebook likes</li> <li>Number of Twitter impressions</li> <li>Number of Twitter followers</li> <li>Number of reactive media inquiries and same day response rate</li> </ol>	<ol style="list-style-type: none"> <li>7.9 million</li> <li>37K likes</li> <li>20.5 million</li> <li>193K</li> <li>1,408 requests; 65%</li> </ol>	<ol style="list-style-type: none"> <li>Increase</li> <li>Increase</li> <li>Increase</li> <li>Stable</li> <li>Stable</li> </ol>	<ol style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> </ol>
Public Access TV	\$0.47M	<ol style="list-style-type: none"> <li>MTN shall playback 150 hours per channel, per quarter of first-run programs produced by MTN members.</li> <li>A minimum of 70% of all first-run programs per quarter must be produced in Minneapolis by MTN members.</li> <li>MTN shall repeat no more than 2,000 hours/channel of programming per quarter.</li> <li>Programs produced by MTN staff shall not exceed 5% per quarter of all first-run programs.</li> <li>Number of Public Access members</li> <li>Number of attendees at training classes.</li> </ol>	<ol style="list-style-type: none"> <li>This goal was only met for one of three channels.*</li> <li>Only 17% of programs were produced at MTN Studios.*</li> <li>The target was met for Q1 and missed for Q2 and Q3.*</li> <li>MTN met this goal.*</li> <li>93 members</li> <li>Data not available</li> </ol> <p>* Q4 data is not available</p>	<ol style="list-style-type: none"> <li>Decrease</li> <li>Decrease</li> <li>Decrease</li> <li>Stable</li> <li>Decrease</li> <li>Trend not available.</li> </ol>	<ol style="list-style-type: none"> <li></li> <li></li> <li></li> <li></li> <li></li> <li></li> </ol>

# Enterprise Priorities

## Workforce diversity

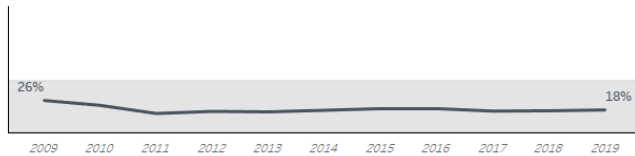
- **Does not meet** enterprise goal of 41% people of color
- **Exceeds** enterprise goal of 45% women

Since the last update (2019), our staff of 12 FTEs has not changed in size or composition. Since 2016, the department has filled four open positions. While we increased our percent of women hires by 1 FTE, we have not been successful in hiring an FTE of color, despite hiring outreach toward candidates of color, diversity of hiring panel participants and a true commitment to hiring more staff of color. The Communications field itself remains skewed toward white women (vs. people of color or men).

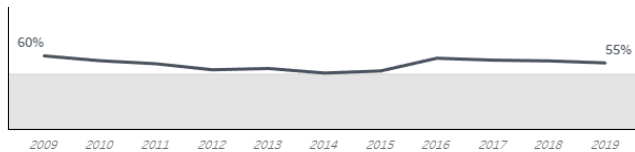
### Workforce diversity (2009-2019)

Communications

People of color



Women



Notes:

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

Definition for Regular City Workforce:

(a) Includes: all regular full-time, regular part-time, regular intermittent, and seasonal full-time City employees.

(b) Excludes: ACA seasonal and all temporary City employees including individuals on permit, outside trades, Election Judges, METP Summer Youth, and contractors.

## Spending with diverse suppliers

- **Does not meet** Citywide percent diverse spending of 16%
- **Exceeds** Citywide percent spending with minority-owned suppliers of 7%
- **Does not meet** Citywide percent spending with non-minority women-owned suppliers of 9%

Communications has increase its spend with minority-owned suppliers primarily through two paths: 1) the additional of four cultural radio contracts owned/operated within the Somali, African-American, Latinx and Hmong communities; and 2) graphic design contractors – all women and two of three which are minority-owned women vendors.

### Summary

Total supplier spending\* over selected years

\$198K

Amount spent with diverse suppliers over selected years

\$16K (8%)

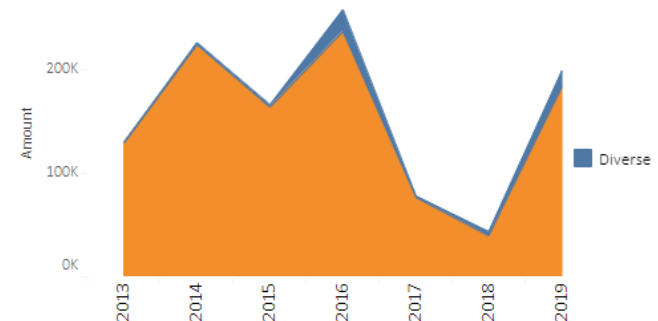
Minority-owned

\$15K (8%)

Non-minority women

\$631 (0%)

Share of diverse spending\* (all years)

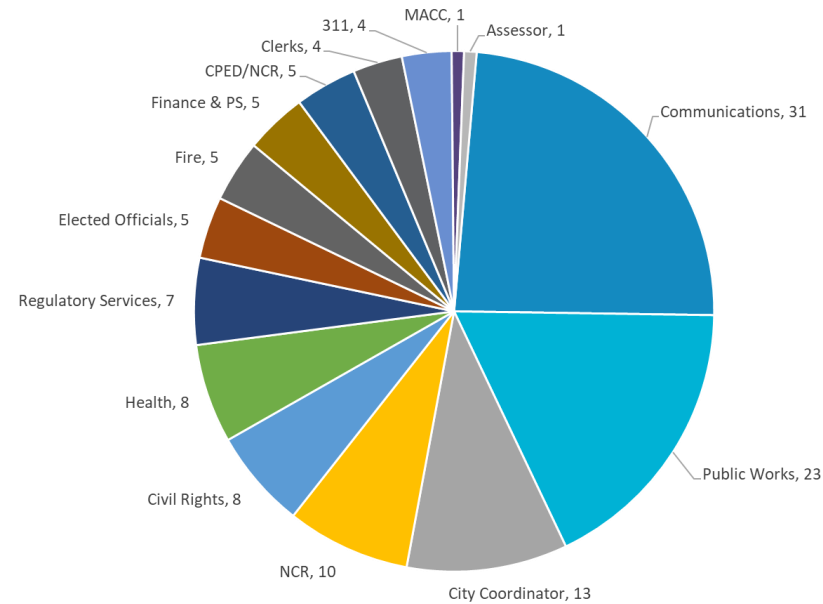


# Department Priorities

## Priority 1: Grow, evolve digital communications

- Digital communications continues to be a top growth and development priority of the department (channels, strategic use of channels, digital content), in order to serve enterprise needs for information dissemination. The City's digital footprint includes the City's website, social media, video productions, government broadcasts (including auto-captioning), visual imagery and email communications. Digital continues to give the City more dynamic, timely and accessible methods of connecting and engaging with our diverse resident and business base so they may access and utilize the information they need. In 2019, the specific areas of growth and change included:
  - Development and passage of the City's new social media policy, including archiving content from policymaker and department accounts
  - Improving methods of online engagement activities to reach and engage a wider base of residents on enterprise priority projects (testing occurred in 2019)
  - Initial conversations and work with IT and Clerk's Office to flesh out the development of an enterprise-wide digital services team to manage the City's new website as core platform for public information, oversee governance and maintain copy and imagery standards. This will include development of a digital image library.
  - (See chart below) Diversifying video productions, including more in-language/culturally-relevant productions and slight growth of government broadcasts (more committee coverage)
  - (See chart on slide 5) Continued growth of our social following and engagement metrics

2019 Video Productions by Department



- Communication Department productions consisted of 23 Minneapolis Minute productions and other department lead projects like a few NCAA spots, Hands Free MN and Black History Month.
- 130 total productions
  - English 114
  - Hmong 5
  - Somali 7
  - Spanish 4

# Department Priorities

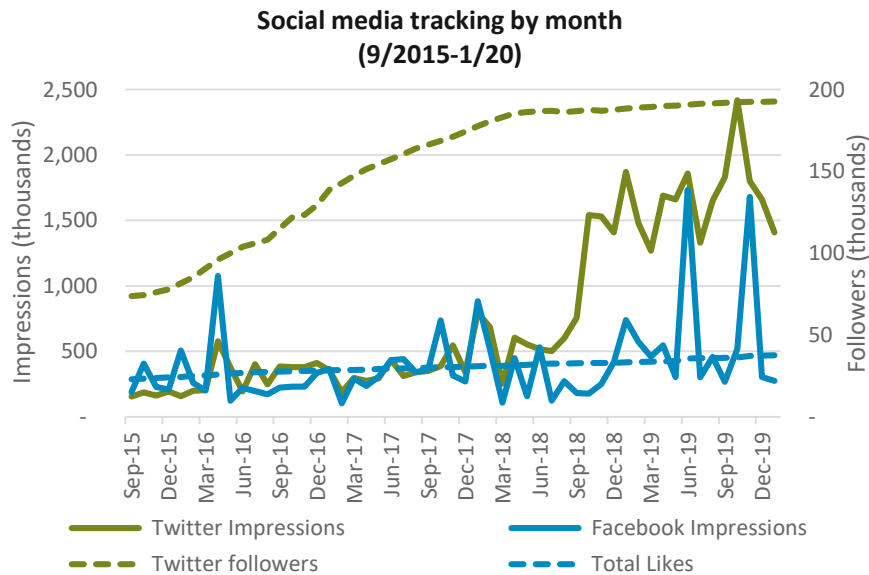
## Priority 2: Increase strategic communications partnership approach

- In 2019, the Communications department conducted an enterprise communications audit utilizing the services of an external vendor. The audit uncovered the following:
  - Overall strengths, unmet needs and other challenges/assets with current departmental staff structure, resources and approach
  - Opportunities to engage more effectively with departments
  - How to better align existing resources to be more strategic and effective in delivering on departmental and enterprise communications goals.
- As a strategic partner with departments, in 2019 we began to focus more on proactive, priority strategic communications planning work for key enterprise initiatives, including Census 2020, Elections, Office of Violence Prevention, Cultural Districts, Vision Zero, Minneapolis 2040 implementation pieces, OIRA
- In 2019, Digital continued to work with departments on use and development of departmental Social Media Action Plans (SMAPs) to drive a strategic approach for any new social media accounts
- In 2019, Communications (in partnership with NCR) began producing City radio shows with four cultural radio stations: KALY/Somali American radio, La Raza Spanish language radio, KMOJ and WIXK Hmong radio. These diverse channels allow the City to get critical information about programs, services and initiatives in a culturally-relevant, in-language method, helping to better meet the unmet communications needs of our diverse resident base.

# Enterprise Communications

**Program description:** The Communications Department drives proactive and responsive communications and provides strategic communications support to City departments so the people of Minneapolis have access to information about City programs, services and policies. The department’s core work includes: media relations, digital communications, social media, internal employee communications, strategic marketing, video production and graphic design. Communications also produces live and rebroadcast City government meetings and manages the government access TV channels.

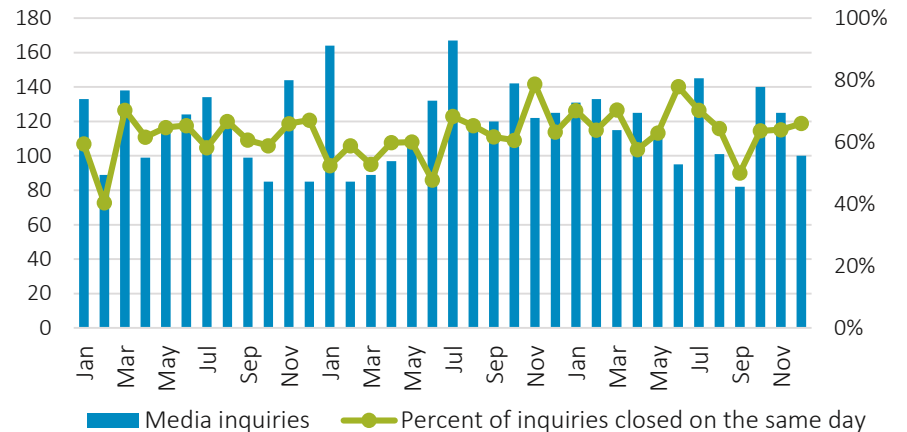
## Performance measures



### 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.

**Reactive media inquiries and same day response rate (Jan 2017 – Dec 2019)**



### 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

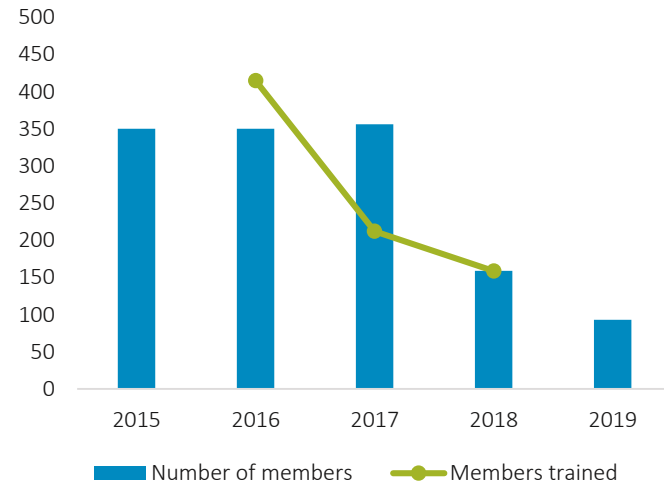
**Program description:** This is direct funding through a contract with Minneapolis Telecommunications Network (MTN) to operate the City’s public access TV channels and provide the public with access to television broadcast equipment, training and airtime. MTN serves diverse populations by providing 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 one 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 1,702 first-run programs while only 293 or 17% were produced at MTN Studios. The 70% target was missed. 796 first-run programs were produced in Minneapolis, but not at MTN Studios.
MTN shall repeat no more than 2,000 hours/channel of programming per quarter.	Yellow	MTN met this requirement once on channel 16 in Q1. They did not meet this requirement on channel 16 Q1 and Q3, channel 17 and 75 all year.
Programs produced by MTN staff shall not exceed 5% per quarter of all first-run programs.	Green	MTN met this requirement.

*\* As of April 2020, the City has selected a new public access TV vendor through an RFP process and the contract with MTN will not be renewed.*

Public Access Member Tracking



**Definition:**

- MTN is the City’s current public access vendor. MTN has undergone changes in leadership and operations and tracking data since the end of 2017. As a result, metrics reflect active memberships. Metrics for training in reflect number of Minneapolis residents being trained, utilizing equipment and/or producing content for airtime. *Other than “Number of members,” metrics for 2019 have not been sent from MTN.* It should be noted that throughout 2019, Communications and the Performance & Innovation team conducted research on community media and public access to inform the RFP process for vendor selection for the 2020-2023 three-year contract.