

FY 2009 Annual Program Performance Measures

DEPARTMENT: MICHIGAN DEPARTMENT OF ENERGY, LABOR & ECONOMIC GROWTH

APPROPRIATION UNIT: Sec 102 Departmental Administration

PROGRAM: Office of Communications

TIMELINE: October 1, 2008 through September 30, 2009

PROGRAM MISSION STATEMENT (Customer-Focus Direction)

The Office of Communications, which consists of Media & Public Relations (MPR) and Division of Media Technology (DMT), supports and disseminates the DELEG message, and in so doing helps Michigan families, consumers, labor and industry succeed in Michigan's new energy economy by providing audio, video, written and graphic communications with clarity, creativity, and distinction.

We will do our utmost to treat all inquiries in a friendly, professional manner and to use good humor to diffuse potentially difficult situations. We will provide the highest quality communication products and tools within our parameters. We will use direct and indirect feedback from customers and partners to assess the quality of our services and outreach i.e. debriefing meetings after cable show productions and programs.

VISION STATEMENT

The Office of Communications, Media & Public Relations (MPR) and Division of Media Technology (DMT) promotes goodwill between DELEG and its stakeholders. Provides information to educate and update our customers regarding DELEG programs/services and staff. Makes DELEG a leader in innovation, collaboration and entrepreneurship with all its stakeholders.

PROGRAM STATEMENT

The Office of Communications provides dynamic communications using specialized technologies to reach internal and external audiences. DMT proactively promotes state programs and services with messages in support of DELEG and State of Michigan initiatives. Specifically, this office produces outreach communication tools (media) using technologies such as digital audio and video recordings, cable television programs, graphic arts, and electronic newsletters. Keeping pace with current mass media technologies and strategies, DMT provides creative concepts, graphic design, script writing, video production, and consultation services.

FUND SOURCE:

Restricted Funds
GF/GP
DMT – 100% Federal

LEGAL BASIS:

Public Act 118 of 2007

12/3/2009

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CUSTOMER IDENTIFICATION:

Customers are varied for Media & Public Relations. To be effective communicators and build credibility with the media, we must be in close, constant contact with the Director's Office, DELEG bureaus and offices, the Governor's Office, and other departments of state government, so that we can provide the most timely, accurate and highest quality information possible.

Media Technology staff (DMT) services are primarily provided for the Unemployment Insurance Agency. DMT services are also provided to DELEG programs and other State departments who are interested in advanced techniques for promoting their product or service. Our customer base also includes State departments outside of DELEG, cable television (CATV) system providers, MI Works! Agencies, libraries, municipalities and the general public.

CRITICAL GOALS/MAJOR OBJECTIVES and RESULTS

Program Goals:

Traditional Outreach

Media: News releases, articles, op/eds, letters to the Editor, broadcast feeds, PSAs, editorial boards and proactive interviews.

Public Relations: To promote goodwill between the Department of Energy, Labor & Economic Growth (DELEG) and its customers to provide information designed to educate and update internal and external customers regarding DELEG programs and staff by providing newsletters, brochures, annual reports, open door meetings, directories of DELEG, speeches, videos and presentations.

DMT: Produce Cable Television (CATV) programming to support major DELEG initiatives and services. The shows often demonstrate State government services in action. Design, create, update publications, brochures and provide general graphic design support and for UIA and other DELEG agencies.

Non-traditional Outreach

Fax broadcast information, internet, special events, MGTV, cable, radio, communication infrastructure, phone system, FOIA requests, graphic standards/templates, communication policies and training.

Processes/Services

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Performance Measures – Media & Public Relations

MAJOR OBJECTIVE AND RESULTS #1

Respond to media inquiries to the Department of Energy, Labor & Economic Growth

Results:

- The Office of Media & Public Relations received, tracked and responded to 4338 calls from media outlets concerning DELEG programs.

MAJOR OBJECTIVE AND RESULTS #2

Research, draft and issue all DELEG press releases.

Results:

- The Office of Media & Public Relations drafted and issued 465 press releases.
- We continue to use the Outlook Mail system to help track and manage media calls. The archive function has proved to be very useful. By archiving old emails, we are able to quickly use the find function to pull together a history of all communications that have come in on the same topic or by the same reporter.
- The Office of Media & Public Relations continues to draft releases for the Governor's Communications Office.

MAJOR OBJECTIVE AND RESULTS #3

Provide excellent internal and external communication via DELEG Intranet and Internet services and the department's monthly e-newsletter LEGwork.

Results:

- MPR staff writes op-ed-pieces and coordinates Editorial Board meetings across the state.
- MPR staff coordinates radio, print, and televised interviews.
- MPR staff coordinates and staffs DELEG events.
- MPR staff writes speeches for the Executive Office staff and develops power point presentations.

Performance Measures – Division of Media Technology

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MAJOR OBJECTIVE AND RESULTS #1

Create and produce 2 new CATV programs (in addition to the 4 already being produced). These shows were; "Insurance 101 with Butch Hollowell", which is aimed at educating consumers about automobile and home insurance issues, and "Michigan's Energy Future Today", which keeps viewers up-to-date on the latest initiatives and activities, not only in DELEG, but in all state government, related to energy and the new energy economy.

Results:

- Created and produced, including set design, construction and marketing materials, 7 episodes of "Insurance 101 with Butch Hollowell", and 6 episodes of "Michigan's Energy Future Today".

MAJOR OBJECTIVE AND RESULTS #2

To increase the reach and effectiveness of our CATV programs by uploading and archiving them on the internet.

Results:

- Out of the 6 cable TV shows now produced by DMT, 5 of them (The Job Show, The Job Show For Teens, Consumer's Corner, House Michigan and Insurance 101 with Butch Hollowell) are being posted to the internet.

MAJOR OBJECTIVE AND RESULTS #3

Design, create, update publications, brochures and provide general graphic design support and for UIA and other DELEG agencies.

Results:

- Completed 153 projects including:
- Created and distributed to MWAs and general public electronic flyers for eleven editions of the Job Show, five Consumer's Corner, three House Michigan, five Michigan's Energy Future Today, seven Insurance 101 with Butch Hollowell and one for The Job Show for Teens.
- Designed and assembled studio sets for two new DELEG Cable TV shows – Insurance 101 with Butch Hollowell and Michigan's Energy Future Today.
- Provided layout, consultation, editing and coordination of printing for 12 issues of Labor Market Information newsletter.
- Designed and produced five promotional products and provided event-day support for the Green Jobs Conference.
- Created 28 laminated signs for UIA RICC and Problem Resolution Offices.
- Designed, created layout, and coordinated translation and printing for eight posters for EO Is The Law.
- Designed and produced five promotional pieces for MCB.
- Designed, created layout, and coordinated printing of Adult Education Program Book.
- Customized and provided electronic files for 80 RCAR certificates.
- Designed and created four promotional pieces including a Fact Sheet, FAQ flyer, brochure and certificates for NCRC.

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- Created five logos for Green Communities Challenge, Green Team, NCRC and UIA.
- Designed and produced seven publications to promote MRS.

MAJOR OBJECTIVE AND RESULTS #4

Design, edit, distribute and provide technical support for UIA internal and external newsletters.

Results:

- Redesigned and produced three electronic editions of the Michigan Employer Advisor newsletter.
- Completed and distributed 13 electronic editions issues of the Buzzzzz.

MAJOR OBJECTIVE AND RESULTS #5

Support and disseminate State of Michigan and DELEG messages by providing audio, video, written and graphic communication services both internally and externally.

Results:

- Provided A/V Services for:
 - State of DELEG Meeting
 - UIA Webinar class
 - Governor Granholm's Holiday Party
 - Green Today, Jobs Tomorrow Conference
 - Governor Granholm's Press Conference (Peaches & Greens)
 - Butch Hollowell's Press Conference (Supreme Court/credit scoring)
 - 4 meetings in the Governor's SEM Office
- Special Video Projects:
 - HAL Employee Recognition videos
 - MRS New Counselor Training
 - UIA "Filing a claim and getting a Job" video
 - Career Portal Video-Intro
 - UIA "Filing Your Unemployment Claim" video
 - Green Today, Jobs Tomorrow Conference
 - MWA Rapid Reemployment video
- Audio Projects:
 - English & Spanish MARVIN additions

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- Director Pruss Holiday greeting
- UIA Employer Seminar
- UIA Telephone Filed Claims updates
- Video Public Service Announcements:
 - UIA Bogus Websites PSA
 - UIA internet availability PSA
- Audio Public Service Announcements:
 - GOCFBI conferences radio ads
 - Green Jobs Conference radio ad
 - UIA internet availability PSA (English and Spanish)

PROGRAM EFFECTIVENESS and Efficiency (Current Year)

Program Goals/Metrics

MPR responds to the Media and internal customers in a timely manner, and to other customer requests for information on the Department of Energy, Labor & Economic Growth's programs and projects. MPR also positively impacts the behaviors of our customers by encouraging the use of new ways of accessing services, i.e. web based services.

DMT produced 11 episodes of "The Job Show", 3 episodes of "Consumer's Corner", 3 episodes of "House Michigan", 1 episode of "The Job Show For Teens", 7 episodes of "Insurance 101 with Butch Hollowell", and 6 episodes of "Michigan's Energy Future Today".

DMT sends surveys to all the guests who appear on our CATV programs. Out of the 14 guests who returned surveys to us, this was the percentage who responded that they were "very satisfied" with the following questions;

1. How at ease were you with the dialogue between you and the host? 99%
2. How comfortable did staff make you feel? 99%
3. Do you feel you were given enough rehearsal time? 92%
4. Did the questions, directions & helpful hints arrive in a timely manner? 85%
5. How pertinent were the questions to your field of expertise? 99%
6. Do you feel you were given enough guidance before and during your taping in order to help your presentation? 94%
7. Did the final product meet your needs? 96%
8. How did you like the final product? 98%

PROGRAM IMPROVEMENTS MADE

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- Most computer equipment and software has been updated and staff have the capability to telecommute if needed.
- The Office of Communications has continued to improve timeliness in getting information posted on the web.
- Virtually all news releases are now immediately available on DELEG's website as soon as they are issued. We've increasingly used DELEG's Intranet site to guide staff to information and announcements if needed.
- OMT has reduced distribution costs by increasing the number of DVD dubs we send to our CATV distribution network saving money on tape and postage costs.

PROGRAM IMPROVEMENT PLANS FOR FY10

- Close captioning more of our special project, scripted-videos, in-house will help reduce costs and improve the efficiency of our video production process.
- Upgrading our PC hardware and software will improve our efficiency and keep the Office's work current with industry standards.

CHALLENGES FOR FY10 and BEYOND

- DMT - Due to Public Act 480, which went into effect in 2007, regulation of cable TV in the state has been greatly reduced, especially at the local level. This legislation allowed telecommunications companies to also start providing cable TV service in the state. The future effect of this de-regulation may be the loss of Public, Educational and Government (PEG) access channels, which are funded by franchise fees in the current contracts between local municipalities and the more traditional cable TV companies. If public access channels disappear, DELEG will lose a significant, cost effective, medium for promoting the Department's programs and services. Considering the challenge listed above, getting, and keeping, DELEG's programming on the internet is more important than ever. The ongoing challenge of this though, has been the fact that DIT does not have the server capacity in DELEG to host these kinds of videos. Eventually, all TV and cable programs will be broadcast/cablecast in High Definition (HD). While PEG Channels will most likely be the last media outlets to make this transition, DMT also produces Public Service Announcements for broadcast TV. This means, at some point, DMT will need to upgrade our TV production equipment to HD.
- MRP continues to use and update DELEG bureau or agency e-mail distribution lists to enhance our ability to respond quickly and accurately to media calls. This continues to be an effective tool. However, we have some challenges in how quickly some of our areas respond to us.
- To utilize more web-based videos and voice messaging, DIT restrictions on the size and length of these files makes it almost impossible. This is becoming more challenging as our social media outreach expands.