

FY 2010 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, 2009 through September 30, 2010

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

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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 4104 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 690 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.

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Performance Measures – Division of Media Technology

MAJOR OBJECTIVE AND RESULTS #1

In order to increase the reach and effectiveness of our CATV programs by uploading and archiving them on the internet, DMT will need to obtain its own contract for webcasting its CATV programs.

Results:

- In December of 2009, DMT procured a contract with the Michigan Public Health Institute (MPHI) to host and webcast four of our CATV programs, “The Job Show”, “The Job Show For Teens”, “Consumer’s Corner” and “Michigan’s Energy Future Today”. Three of these shows, “The Job Show”, “The Job Show For Teens” and “Consumer’s Corner”, were previously webcast by MPHI under a contract maintained by the Unemployment Insurance Agency. That contract ended in October of 2009.

MAJOR OBJECTIVE AND RESULTS #2

Begin webcasting “Michigan’s Energy Future Today” on the internet.

Results:

- Beginning in February of 2010, DMT began uploading the 7 new episodes of “Michigan’s Energy Future Today” produced in 2010. We also went back and uploaded episodes 3 through 7, which were produced in 2009.

MAJOR OBJECTIVE AND RESULTS #3

Complete a demo reel for the DMT Marketing Kit.

Results:

- The demo reel was completed in September of 2010.

MAJOR OBJECTIVE AND RESULTS #4

Start to provide enhanced DVD authoring. This may require software and/or hardware upgrades and training.

Results:

- DMT still only has limited capabilities for providing enhanced DVD authoring. DMT began one project in FY10 that will require enhanced DVD authoring. This project won’t be completed until FY11, but the DVD authoring will need to be outsourced.

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MAJOR OBJECTIVE AND RESULTS #5

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

Results: Completed 209 projects including

- Created logos for the Interagency Task Force, UIA InfoBrief, UIA ViPR Unit, MIOSHA 35th Anniversary, COSSA, Hispanic Advocacy Day, MI Academy for Green Mobility and MI Green Communities Challenge.
- Created 15 laminated signs for UIA RICC, Problem Resolution Offices and Employer Seminars.
- Designed and created posters, signs and logo for MI Skills Alliance Summit.
- Created and distributed to MWAs and general public electronic flyers for six editions of the Job Show, three Consumer's Corner, three House Michigan, eight Michigan's Energy Future Today, seven Insurance 101 with Butch Hollowell and one for The Job Show for Teens.
- Designed book jackets for UIA's MES ACT, TRA and Claim Kit.
- Designed, created layout and coordinated printing of a brochure and poster for Labor Market Information's HOT 50 Jobs campaign.
- Provided layout, consultation, editing and coordination of printing for twelve issues of Labor Market Information newsletter.
- Designed, created layout, and coordinated translation and printing for three brochures for MRS.
- Designed and coordinated printing of four large format displays for MRS, BWT, Veterans and Agriculture.
- Designed and produced three annual Reports for the Hispanic/Latino Commission of MI (COSSA).
- Designed and created four promotional pieces including a flyer, invitation, signs and certificates for the GEAR UP Reception.
- Designed six brochures including a recruitment brochure, a brochure directed at employers and two brochures that give advice to workers with disabilities for MRS.
- Designed and produced five promotional pieces for MCB.
- Completed over 100 RCAR certificates for BWT.
- Updated training and services brochure for MCTI.
- Provided layout, made revisions and coordinated printing of two issues of the In Focus newsletter.
- Designed and created layout of booklet for the 20th Annual Equity Within the Classroom conference for BWT.
- Designed and created two promotional pieces for MIOSHA's Protect Workers campaign.

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MAJOR OBJECTIVE AND RESULTS #6

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

Results:

Designed and produced 2 electronic editions of the Michigan Employer Advisor newsletter.

- Performed layout and editing of 11 electronic editions/issues of the Buzzzzz.

MAJOR OBJECTIVE AND RESULTS #7

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

- Lt. Governor Cherry's Press Conference (Census 2010)
- Butch Hollowell's Press Conferences (Supreme Court Credit Scoring case and Credit Scoring legislation)
- 11 meetings in the Governor's SEM Office
- UIA Training
- Michigan Gaming Control Board hearing
- Attorney General's Office Public Hearing

Special Video Projects:

- Governor's IREC acceptance video
- Cool Cities - Internship video
- Cool Cities – video of Keith Molin speech
- Cool Cities - overview video
- DMT 2009 year in review video
- 11 UIA Brown Bag lunch/Professional Development Workshop videos
- "Shop Until Your Rates Drop" video

Audio Projects:

- Audio recording of UIA 1901 Booklet

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Video Public Service Announcements:

- Liquor Control Commission PSAs
- UIA Employer Seminars PSA
- OFIR "Con Man" PSAs
- MPSC "Connect to a Consumer" PSA

Audio Public Service Announcements:

- Liquor Control Commission PSAs
- OFIR "Loan Modification" PSAs
- OFIR "Con Man" PSAs

PROGRAM EFFECTIVENESS and Efficiency (Current Year)

Program Goals/Metrics

Produced 6 episodes of "The Job Show", 5 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 8 episodes of "Michigan's Energy Future Today".

DMT sends surveys to all the guests who appear on our CATV programs. Out of the 11 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? 82%
2. How comfortable did staff make you feel? 100%
3. Do you feel you were given enough rehearsal time? 55%
4. Did the questions, directions & helpful hints arrive in a timely manner? 64%
5. How pertinent were the questions to your field of expertise? 73%
6. Do you feel you were given enough guidance before and during your taping in order to help your presentation? 73%
7. Did the final product meet your needs? 73%
8. How did you like the final product? 82%

PROGRAM IMPROVEMENTS MADE

- DMT began close captioning many of our video programs in-house. In order to do this, we had to secure funding and locate a cost-effective vendor to transcribe the programs.

PROGRAM IMPROVEMENT PLANS FOR FY10

9/29/2010
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- Close captioning more of our special project, scripted-videos, in-house will help reduce costs and improve the efficiency of our video production process.

CHALLENGES FOR FY11 and BEYOND

- 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, keeping, and promoting, DELEG's programming on the internet is more important than ever.
- DVCPRO, DMT's current videotape format for shooting and editing its video programs, is becoming obsolete. When one of our DVCPRO camcorders was damaged this past year, we found that new DVCPRO camcorders are no longer being produced. Also, 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. At the very least, DMT will need to upgrade our TV production equipment to some kind of solid-state or disc-based format. Upgrading to a format that can be switched between Standard Definition and HD would be optimal.

CHARTS

N/A