

COMMUNICATIONS DEPARTMENT

Mission Statement

The Communications Department coordinates external communications that connect Jackson County residents with information about their government's services, operations and policies. The Department also supports clear and open communications between other County departments and offices to maintain an informed and motivated workforce. Communications exists to promote cooperation and connection between Jackson County Government and the diverse communities we serve.

Department Goals

1. To increase public knowledge of Jackson County government and its role in the community.
2. To improve communication between Jackson County government and citizens.
3. To work with community stakeholders, the business community, and other local governments to raise awareness of issues and events that impact daily life.
4. To facilitate better communication and awareness among County associates, between departments, and in so doing, increase pride and morale in public service.
5. Assist the Human Resource Department in recruitment.
6. To stay in contact with local newspapers, TV and radio stations.

Objectives

1. Using social media to build public awareness of Jackson County's core functions, programs, and facilities.
2. Assisting various departments to create messages and media that helps them achieve their goals.
3. Establishing a brand identity with consistent messages, professional graphic design, and high quality photography and multimedia content.
4. Maximizing engagement with internal (JCOOL) and external (jacksongov.org, makeyourdayhere.com) websites by adding fresh and compelling content weekly.
5. Maintain best practices and professional standards of community engagement with the public via social media and media outlets.
6. Collaborate with all departments on special events, ground breakings, ribbon cuttings, press conferences, and other events to represent Jackson County in a professional manner to the media and the public.

Performance Measures

1. Increased likes, shares, and positive interaction with the public on social media.
2. Improved morale among Jackson County associates who are recognized for quality work.
3. More public feedback at community forums and events.
4. Improved media coverage for Jackson County programs and initiatives.

Achievements

1. Added more new content to website and social media than ever before, while assisting departments like the Parks, Rock Island, Human Resources, Corrections, Public Works, Sheriff's Office, Legislature, and Medical Examiner with events.
2. Created a Recruitment Initiative committee and established a marketing plan for the Corrections Department to help in their recruitment of officers.
3. Completed over 150 work orders submitted by all departments in the county.
4. Created a monthly associate program through Jeans Day to give back to agencies in the community. As of Oct. 31 county associates have raised \$3782.00
5. Established a Corrections Officer Academy Graduation Ceremony.
6. Interviewed and developed a series of stories showcasing women working in corrections and highlighting the international community in corrections.
7. Worked with County Legislator Crystal Williams to establish Jackson County as a Purple Heart County.

Communications

FTE (Full Time Equivalent) by Home Department

Position	2018 Adopted FTEs	2019 Recommended FTEs
Director of Communications	-	1.0
Communications/E-Govt Coord/PIO	-	1.0
Marketing & Graph. Spec.	-	1.0
Multi-Media Production Spec.	-	2.0
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	-	5.0
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BUDGET OVERVIEW COMMUNICATIONS

<u>Account Type</u>	2017 Actual	2018 Adopted	Exp. as of 11/15/2018	2019 Rec.
Salaries	147,368	-	(4)	417,809
Contractual Services	42,956	-	-	74,600
Supplies	7,810	-	-	8,850
Capital Outlay	4,027	-	-	3,000
	<u>\$ 202,161</u>	<u>\$ -</u>	<u>\$ (4)</u>	<u>\$ 504,259</u>
 <u>Fund</u>				
General Fund	<u>\$ 202,161</u>	<u>\$ -</u>	<u>\$ (4)</u>	<u>\$ 504,259</u>

**Office of Communications
1221**

	Previous Year		Current Year		Budget Year	
	2017 Actual	2018 Adopted	Exp. as of 12/31/2018	2019 Request	2019 Rec.	
General Fund						
Line Item Description						
5010 Regular Salaries	\$ 107,177	-	-	\$ 230,506	\$ 304,970	
5020 Seasonal Salaries	6,620	-	-	8,000	8,000	
5025 Part Time Salaries	-	-	-	-	-	
5040 FICA Taxes	8,919	-	(4)	18,246	23,942	
5050 Pension Contributions	11,627	-	-	20,746	27,447	
5060 Insurance Benefits	13,025	-	-	46,450	53,450	
5061 Insurance Fixed Cost and Dental	-	-	-	-	-	
5062 HSA Contribution	-	-	-	-	-	
5063 Insurance Admin Fee	-	-	-	-	-	
Total Salaries	147,368	-	(4)	323,948	417,809	
6110 Postage	30	-	-	150	150	
6120 Car Allowance & Mileage	6,040	-	-	6,000	8,800	
6140 Travel Expense	795	-	-	3,000	3,000	
6160 Meeting Expense	312	-	-	2,500	2,500	
6165 Coffee Service	-	-	-	-	-	
6210 Advertising	6,099	-	-	30,000	30,000	
6220 Photographing & Blue Printing	-	-	-	-	-	
6230 Printing	565	-	-	1,000	1,000	
6540 Maint & Repair - Office Equip	724	-	-	1,000	1,000	
6641 Copier Rental/Maintenance	2,587	-	-	2,600	2,600	
6643 Mobile Phone/Pager Rental	-	-	-	-	-	
6661 Software Purchases	5,924	-	-	5,000	5,000	
6662 Software Maintenance	3,055	-	-	3,050	3,050	
6670 Rent - Miscellaneous	8,435	-	-	7,500	7,500	
6710 Dues & Memberships	2,150	-	-	2,500	2,500	
6750 Education Benefits	824	-	-	2,000	2,000	
6790 Other Contractual Services	5,415	-	-	5,500	5,500	
Total Contractual Services	42,956	-	-	71,800	74,600	
7010 Office Supplies	3,599	-	-	5,000	5,000	
7020 Reference Books/Publications	-	-	-	-	-	
7021 Newspaper/Mag Subscriptions	-	-	-	-	-	
7041 Paper Supplies - Copier Paper	-	-	-	-	-	
7110 Gasoline	-	-	-	-	-	
7190 Wearing Apparel	363	-	-	350	350	
7230 Other Operating Supplies	3,848	-	-	3,500	3,500	
Total Supplies	7,810	-	-	8,850	8,850	
8150 Office Furniture & Fixtures	-	-	-	-	-	

**Office of Communications
1221**

	Previous Year	Current Year		Budget Year	
	2017 Actual	2018 Adopted	Exp. as of 12/31/2018	2019 Request	2019 Rec.
8170 Other Equipment	3,988	-	-	3,000	3,000
8171 Personal Computer/Accessories	39	-	-	-	-
Total Capital Outlay	4,027	-	-	3,000	3,000
Total General Fund	\$ 202,161	-	\$ (4)	\$ 407,598	\$ 504,259
Total Office of Communications	\$ 202,161	-	\$ (4)	\$ 407,598	\$ 504,259