



LEVY COUNTY BOARD OF COUNTY COMMISSIONERS COMMISSIONERS
Government Serving Citizens John Meeks, Vice Chair

Rock Meeks
Desiree Mills, Chair
Tim Hodge
Matt Brooks

County Department Quarterly Report

Department Information

Name of Department	Public Information Office
Name of Department Head	Mary-Ellen Harper
Department Mission	<p>The Public Information Officer is responsible for initiating communication from the Levy County Board of County Commission to the Levy County community, the media, and other audiences.</p> <p>Responsibilities of the Public Information Officer include:</p> <p>Community Relations: Generating and disseminating information and news regarding Levy County's governance. This includes effectively responding to media inquiries, assisting with community outreach activities, and maintaining the County's webpage and social media accounts.</p> <p>Emergency Communications: In the event of an emergency, the Public Information Officer assumes an integral role within the Emergency Operations Center staff. The Public Information mission during an emergency is to promptly share accurate information with the public to encourage people to take action to save lives and minimize property damage.</p>

Department Staffing

	First Quarter 2024	Second Quarter 2024	Third Quarter 2024	Fourth Quarter 2024
Number of Budgeted Full Time Employees	1			
Number of Actual Full Time Employees	1 during February and March			
Number of Budgeted Part Time Employees	0			
Number of Actual Part Time Employees	0			
Comment	The PIO started work on 2/2/24.			



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	First Quarter 2024	Second Quarter 2024	Third Quarter 2024	Fourth Quarter 2024
	The office existed for only 2 of the 3 months in this quarter.			

Department Deliverables

Deliverable <i>(To be determined by the Department Head)</i>	First Quarter 2024	Second Quarter 2024	Third Quarter 2024	Fourth Quarter 2024
Social Media Posts	181			
Press Releases Written	9			
Community Outreach Activities	5			
Special Projects with BoCC Departments	10			
Comment	The PIO started work on 2/2/24. The office existed for only 2 of the 3 months in this quarter.			



Department Highlights

- The Public Information Officer conducted Listening Sessions with all interested Levy County Departments during February 2024.
- The Public Information Officer completed the U.S. Department of Homeland Security Emergency Management Institute IS-29.A: Public Information Officer Awareness Class on February 20, 2024.
- There was an increase in both the number of followers and the number of interactions with the BoCC’s Facebook Page during the First Quarter of 2024.

Levy County Facebook Page Analytics

Date Range	Followers	New Followers	Post Reach	Reach Change	Interactions	Interaction Change
1/1-1/31/2024	3,237	31	1,204	down 14.6%	584	up 6%
PIO Started 2/2/24						
2/1-2/28/2024	3,310	76	14,121	up 18.2%	1,724	up 195.2%
3/1-3/31/2024	4, 518	861	264,251	up 1.7K%	11,829	up 579%

- The BoCC unanimously approved Levy County’s first-ever Public Information Strategic Plan during their March 19, 2024 meeting. The following is a summary of the Strategic Plan Goals:





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- The following is a progress report on the Objectives the BoCC approved in the Public Information Strategic Plan.

Due Date	Objective	Status:	
		Ahead of Schedule	On Schedule
March 19, 2024	1.1.1 Request approval from the BoCC to award a vendor contract to redesign the website.	On Schedule	Approved March 19, 2024
End of First Quarter			
April 1, 2024	2.3.1 Post the links to all BoCC Agendas on Social Media.	Ahead of Schedule	Initiated March 28, 2024
April 1, 2024	2.3.2 Post the links to all BoCC Meeting Audio Recordings on Social Media.	Ahead of Schedule	Program Initiated March 28, 2024. First Audio Recordings Posted April 2, 2024
April 1, 2024	2.3.3 Issue a summary sheet of every BoCC Agenda that briefly explains each agenda item.	Ahead of Schedule	Initiated March 28, 2024
April 15, 2024	1.1.3 Establish Branding for the BOCC to include County seal, color scheme, and fonts.	Behind Schedule	Initiated April 23, 2024; Branding is tabled until Fall 2024
April 15, 2024	1.1.3 Website Phase 1: Initiate (Project Kickoff Meeting, Planning, and Scheduling).	Behind Schedule	Kickoff Meeting April 23, 2024, as permitted by vendor schedule. Anticipate being back on schedule by Phase 2.
April 15, 2024	2.3.4 Issue a summary sheet of every BoCC Meeting that briefly explains the action taken for each agenda item.	Ahead of Schedule	Initiated April 2, 2024
May 1, 2024	3.1.1 Host a monthly Informational Meeting for members of the Management Team to share the current activities of their departments. This will aid the PIO in sharing this information with the community and will encourage more collaboration among Staff Members.	Ahead of Schedule	Initiated April 4, 2024, very well received by staff.
May 1, 2024	3.1.2 Coordinate with Human Resources to share information about promotions and retirements with all staff members in a timely fashion.	Ahead of Schedule	Initiated April 1, 2024
May 1, 2024	1.3.1 Identify vendors that specialize in improving the acoustics in public meeting rooms.	Ahead of Schedule	Vendors identified by Procurement on May 2, 2024



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Due Date	Objective	Status: Ahead of Schedule On Schedule Behind Schedule	Explanation
June 1, 2024	1.1.4 Website Phase 2: Analyze (Deliverable Submission, Design Discovery Meeting, and Content Process Meeting).		
June 1, 2024	2.2.4 Present a formal plan to the BoCC for consideration and possible action on running a Levy County Day.		
June 1, 2024	1.3.2 Meet with vendors to identify the potential scope of work and estimated costs related to improving the acoustics in the BoCC Meeting Room.		
End of Second Quarter			
July 1, 2024	1.2.1 Research whether / how other counties live-stream video their meetings, including the associated costs of both video and archiving.		
July 1, 2024	2.2.5 Explore the feasibility of running a Student Government Day at the Levy County Government Center.		
July 1, 2024	2.3.5 Explore the feasibility of presenting Levy County Annual State of the Union Address to publicly share the work of the BoCC.		
July 16, 2024	1.2.2 Present a formal plan to the BoCC for consideration and possible action on the live-streaming of meetings.		
August 1, 2024	2.3.6 Present a formal plan to the BoCC for consideration and possible action on presenting a Levy County Annual State of the Union to publicly share the work of the BoCC.		
August 15, 2024	1.1.5 Website Phase 3: Design and Configure (Design Concept Development, Content Development, Agendas and Minutes Migration, Website Completion).		
September 1, 2024	1.1.6 Website Phase 4: Optimize (Website Finalization).		



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Due Date	Objective	Status: Ahead of Schedule On Schedule Behind Schedule	Explanation
September 1, 2024	2.1.1 Increase the number of followers of the BoCC Facebook Page from 3,740 to 4,000.	Ahead of Schedule	Achieved 4,518 Facebook Followers on April 1, 2024
September 1, 2024	1.3.3 Present a formal plan to the BoCC for consideration and possible action to improve the acoustics in the BoCC Meeting Room.		
September 15, 2024	1.1.7 Website Phase 5: Educate (Training Engagement).		
End of Third Quarter			
October 1, 2024	2.2.3 Explore the feasibility of running a Levy County Day to showcase the services provided to the County by the BoCC.		
October 15, 2024	1.1.8 Website Phase 6: Launch (Launch Confirmation Meeting, Website Launch).		
December 1, 2024	2.2.6 Present a formal plan to the BoCC for consideration and possible action on running a Student Government Day at the Levy County Government Center.		
End of Fourth Quarter			
January 1, 2025	3.2.1 Develop a communication plan that defines the roles and responsibilities of BoCC Members and Staff Members, identifies the type and quantity of information that will be shared, and how it will be shared.		
January 1, 2025	2.2.1 Explore the feasibility of running a Community Academy.		
February 1, 2025	2.1.2 Increase the number of followers of the BoCC Facebook Page from 4,000 to 4,500.	Ahead of Schedule	Achieved 4,518 Facebook Followers on April 1, 2024
February 1, 2025	3.2.2. Present a draft communication plan to the BoCC for consideration and possible action.		
March 1, 2025	2.2.2 Present a formal plan to the BoCC for consideration and possible action on running a Community Academy.		



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Due Date	Objective	Status: Ahead of Schedule On Schedule Behind Schedule	Explanation
2025			
July 1, 2025	2.1.3 Increase the number of followers of the BoCC Facebook Page from 4,500 to 5,000.	Ahead of Schedule	Achieved 5,298 Facebook Followers on April 17, 2024