

Menasha aldermen occasionally attend meetings of this body. It is possible that a quorum of Common Council, Board of Public Works, Administration Committee, Personnel Committee may be attending this meeting; (No official action of any of those bodies will be taken).

**CITY OF MENASHA
IT STEERING COMMITTEE
Gegan Room, Menasha Public Library
140 Main Street, Menasha
June 16, 2010
8:15 AM
AGENDA**

- A. CALL TO ORDER
- B. ROLL CALL/EXCUSED ABSENCES
- C. MINUTES TO APPROVE
 - 1. [April 21, 2010](#)
- D. PUBLIC COMMENTS ON ANY MATTER OF CONCERN TO THIS AGENDA.
(five (5) minute time limit for each person)
- E. REPORT OF DEPARTMENT HEADS/STAFF/CONSULTANTS
 - 1. Committee monthly update on status of projects/operations/costs
- F. ACTION ITEMS
 - 1. [Committee discussion and action on creating Internal Service Fund for IT Operations and implementing cost allocation system as recommended by Common Sense Solutions](#)
 - 2. [Committee discussion and action on policy for City Departments/employees use of social networking sites such as "Facebook", "MySpace", "Twitter", etc.](#)
 - 3. Committee discussion on the feasibility of a unified IT Department serving all departments of the City including the Utilities
 - 4. Committee discussion and action on next IT Steering Committee Meeting Date – July 21st, third Wednesday
- G. ADJOURNMENT

"Menasha is committed to its diverse population. Our Non-English speaking population and those with disabilities are invited to contact the Menasha City Clerk at 967-3603 at least 24-hours in advance of the meeting for the City to arrange special accommodations."

**City of Menasha
Information Technology Steering Committee
Gegan Room
Menasha Public Library
Wednesday April 21, 2010
8:15 A.M.
Minutes**

A. Call to Order

Meeting called to order at 8:17 AM by CHAIRMAN Wisneski.

B. Roll Call/Excused Absences

Present: CHAIRMAN Wisneski, COMP Stoffel, HR Specialist Taubel, ITMgr Lacey, PHA Fritz, PO Zemlock and PP Kester

Also Present: MAYOR Merkes, ALD Roush, ITSupv James, PHD Nett and Mr. Larry Schmitz of Common Sense Solutions LLC.

C. Minutes to Approve – Approval of Minutes of February 17, 2010 IT Steering Committee meeting.

Motion by ITMgr Lacey, seconded by PP Kester to approve the minutes of the February 17, 2010 IT Steering Committee meeting as submitted. HR Specialist Taubel opined that the second paragraph of Section F. was incorrect. If an employee should perform work at home for the City, which was not authorized, using their computer, they must be paid overtime and are subject to discipline. Mr. Schmitz and COMP Stoffel took issue with that statement explaining their reasoning. After further discussion, the original motion was amended to remove the second paragraph from Section F. and approve the remaining minutes. Motion carried.

**D. Public Comments on any matter of concern to this Agenda
(Five (5) minute time limit for each person)**

ALD Roush inquired if hard drives on copiers are destroyed when removed from City service and sent to a recycler. ITSupv James stated that to date none of the City's copiers that were removed from service were equipped with hard drives. When that does happen, the drives will be removed and destroyed before being sent on to the recycler.

E. Report of Department Heads/Staff/Consultants – Committee monthly update on status of projects/operations/costs

ITMgr Lacey reviewed with the Committee the monthly status report for the IT Department. The budget is in line with projections, Office 2007 is being deployed and training is ongoing, although some employees have fallen behind on the training schedule. ITMgr Lacey and Mr. Schmitz are working on the charge-back system for IT and could have it ready for this year's budget discussions.

ITMgr Lacey also displayed an AMAZON KINDLE, which is an e-reader that might be the answer to going paperless for City Council packets. It is in the testing stage now and he hopes to bring it to the Common Council meeting in May for a demonstration.

All patrol officers now have their own logins, moving away from the generic login they used in the past. ITMgr Lacey also spoke to the Committee about the changes coming from HTE in the next few months.

F. ACTION ITEMS – (1) Proposed phone system cost saving measures and contract proposals recommendations

ITSupv James provided the Committee with quotes from three phone service providers bidding on then City telephone contract which runs out this year. ITSupv James explained his reasoning as to why he was recommending One Communications for the new contract extension. He also explained how he could achieve additional savings by using cell phones and "magic jack" to replace existing land lines in some locations. Motion by ITMgr Lacey, seconded by COMP Stoffel to recommend to the Common Council elimination of seven land lines to be replaced with cell phones and "magic jacks" for a savings of approximately \$2,000 per year. HR Specialist Taubel questioned if the savings would compensate for the additional administration necessary for the change. ITSupv James agreed that there will be some additional administrative duties in choosing this path, but it is the right thing to do. It is the Information Technology Department's mission to keep the City in the forefront of technological change. Motion carried.

Motion by ITMgr Lacey, seconded by COMP Stoffel to recommend to the Common Council to accept the proposal from One Communications for telephone services at a savings of \$6,000 annually from the current billed charges. Motion carried.

ACTION ITEMS – (2) Committee update on status of employee INTRANET by Human Resources Department

HR Specialist Taubel reviewed with the Committee her work on creating an INTRANET page on the City's website. This page will become the City Employees home page so that any announcements will be on their screens first thing in the morning. Not all employees use a computer on a daily basis so older computers will be deployed in Public Works and Parks and Recreation for those employees to access. Although there are various forms and documents out there now, the project is still in development and the Committee will receive updates as needed.

ACTION ITEMS – (3) Committee discussion and action of City Departments/employees use of social networking sites such as "Facebook", "MySpace", "Twitter", etc.

ITMgr Lacey opened the discussion noting that the Police Department has a "Facebook" site but that the City should create rules and policy on who can go on "Facebook" during normal business hours. Right now only PO Zemlock should be allowed to go to that site during business hours. A copy of a policy from the State of North Carolina has been passed around as being a starting point. PHD Nett stated that the Public Health Department at Winnebago County had been trained by County IT staff on how to use it and the State Division of Health is encouraging its use because they are seeing positive results from the under thirty population.

The Committee then went on to discuss which Departments could benefit from "Facebook". This is a tool to provide branding and is a gateway to the City. Departments should have specific goals for using this tool such as the Police Department which uses it to focus on crime prevention. And they should have someone committed to maintaining this page. PHD Nett stated that the Senior Center wants to have a "Facebook" page. She was asked to find out why this is important and how it will be maintained and bring that information back to the Committee. MAYOR Merkes also questioned if the IT Steering Committee is the right venue for managing this project. He stated that he and the Community Development Department are really the only people involved in branding for the City and maybe a small sub-committee would be better. Mr. Schmitz responded that it might work out fine at the start when going onto "Facebook" but if something goes wrong, most likely the IT Department staff will have to get involved. It would be more efficient to have them involved at the start, not at the end.

It was the consensus of the Committee that this area still needs a lot of work. ITMgr Lacey will be working on the technical end, MAYOR Merkes and PO

Zemlock will be working on the policy and goals end and hopefully something can be brought back to this Committee in the next couple on meetings.

ACTION ITEMS – (4) Committee discussion and action on next IT Steering Committee meeting date – May 19th, third Wednesday

After discussion, by consensus of the Committee members present, the next Information Technology Steering Committee meeting will be held on Wednesday, May 19th, at 8:15 AM in the Gegan Room of the Menasha Public Library

G. ADJOURNMENT

Motion by HR Specialist Taubel, seconded by ITMgr Lacey to adjourn. Motion carried. Meeting adjourned at 10:10 AM.

Respectfully submitted,

Thomas Stoffel
Committee Secretary

**Proposed IT Cost Allocation System for the City of Menasha
May 21, 2010**

At the request of the IT Steering Committee, the Information Services Department, in conjunction with Common Sense Solutions, has developed a method for allocating IT costs within the City of Menasha government back to the user departments. The method described below would reallocate all of the expenses from the Information Services Department back to the individual user departments based on one of the following criteria:

- 1. Per user (those costs that can be associated with the number of users in a particular department)**
- 2. Per personal computer (those costs that can be associated with the physical number of personal computers in a department)**
- 3. Direct costs (those items that are used exclusively by one department or shared with a small number of departments)**

The analysis shown in Attachment A will indicate which line items from the Information Services Department budget would fall into which of the above categories.

By re-allocating the IT expenses, it will allow a more equitable reimbursement to the City of costs that can be recovered by the City from various sources including the State government, Federal government and grants that the City may receive from time to time. While obtaining a better rate of cost reimbursement to the City is the overall goal of this project, we also wanted to develop a system that would not create an undo administrative burden for the Information Services Department or the Finance Department. A third, and equally important objective, was to still be able to present the IT Steering Committee, the Mayor, and the City Council with a complete picture of the total cost of information technology to the City of Menasha. We believe the system described below accomplishes all of those objectives.

The proposed system would function in the following manner:

- 1. The Information Services (IS) Department would continue to have the sole responsibility for acquiring all computer related hardware, software and services for the entire City of Menasha operation. It would continue to have the responsibility for managing these resources throughout the City's operations and departments.**

2. The IS Department would annually develop the budget for all computer related costs for the City of Menasha as it does now. This budget request would be supplemented with a breakdown by department of what each departments share , on a percentage basis, would be of the user related costs, the PC related costs and any direct costs to that department. All of the existing approval processes for the IT budget for the City would remain the same.

3. Once the budget receives final approval from the City Council, the Finance Department would use the percentages, and direct costs, described above to make monthly journal entries to redistribute the costs accumulated for that month in the accounts of the IS Department back to the respective user departments. The budgets of the user departments would be adjusted to reflect the reallocation of these costs.

4. "Special projects" undertaken by the IS Department for specific departments that are significant in size would be "charged out" based on the estimated cost of the project using a billing rate developed by taking all the wage related and personnel overhead costs of the IT Department and dividing by 3900 (two full time equivalent personnel). Such projects would then be approved and the dollar amount removed from the other departments "user based" costs in their budgets and placed in the designated user departments "user based "cost budget. These charges would be charged to the user department involved on a monthly basis on a "percentage of completion" basis until the project is complete.

Since these charges would be going to a specific department, they would be removed from the "pool" of charges that is allocated on a per user basis before the percentage allocation of the remaining "per user" charges is applied.

We believe that the system described above will accomplish all three stated objectives and with a minimal amount of additional administrative work.

Proposed City of Menasha IT Cost Allocation Model
May 21, 2010

Percent allocation/department of PC based and User based costs

<u>Department</u>	<u>PC Percentage</u>	<u>User Percentage</u>
Human Resources	2%	2%
City Clerk	4%	3%
Mayor	1%	1%
City Attorney	1%	1%
Health Department	12%	10%
Senior Center	9%	3%
Community Development	5%	5%
Park and Rec Dept.	8%	8%
Public Works	16%	14%
Police Department	31%	41%
Finance Department	7%	6%
City Assessor	1%	3%
Library	3%	3%

Information Systems expense line items included in User based cost pool

Salaries-10-02	Dues/Memberships/Licenses-32-01
Health Insurance-15-01	Mileage-43-01
Life Insurance-15-02	Registrations-34-02
Dental Insurance-15-03	Lodging/Meals-34-03
Retirement-15-04	Other Expenses-34-04
FICA-15-05	Liability Insurance-51-04
Vision Insurance-15-07	
Workers Comp-15-08	
Telephone-22-01	
Other Municipal Entities-25-01	
Printing-29-01	
Vehicle/Equipment Rental-29-05	
Office-30-10	
Postage-30-11	

Information Systems expense items included in PC based cost pool

Professional Services-21-04
(includes Outsourcing, Optic Fiber Rental, Internet Access, and Cabling)

Annual Software Maintenance--24-04
(only includes Barracuda Spam Blocker and HTE--remaining software maintenance agreements are charged direct to the respective user department as outlined later in this document)

Supplies--Tool & Equipment-30-15(software licenses/computer hardware)
(in 2010, it would have included the following: Office Suite 2007, Training video for Office Suite 2007 and Emergency Replacement Equipment--the remaining items in 2010 would have been charged directly to the respective user departments as outlined later in this document)

Computer--30-12

Computer Equipment--80-01 (unless it is specialized equipment for one department--then it is charged direct to that department)

Office Equipment-80-04 (unless it is specialized equipment for one, or several departments--then it is charged directly to those affected departments)

Information Systems expenses that would be charged directly to a department

Below, using the 2010 budget items, are examples of items that would be charged directly to a user department:

Annual software maintenance costs-24-04:

Win Wam--Health Dept.

City of Neenah Tax System--Finance Dept.

Arc View--Finance Dept.

Govern--Community Development Dept.

Land Desktop--Public Works Dept

CarteGraph--Public Works Dept.

Safari--Park & Rec Dept.

MarketDrive--Assessor Dept.

T2 parking--Police Dept.

Livescan Fingerprint--Police Dept.

Oce Plotter--Public Works Dept.

Cemetery--Park & Rec Dept.

Supplies--Tools & Equipment-30-15 (software licenses/computer hardware)

Diagnostic software PWF--Public Works Dept.

Panasonic Toughbook--Police Dept.

Pentax Thermal Printer--Police Dept.

Office Equipment--80-04

Color Copier--Police Dept.

1. PURPOSE

A social networking presence has become a hallmark of vibrant and transparent communications. Social networking improves interactivity between city government and the public and it reaches populations that do not consume traditional media as frequently as others do. Therefore, it is important that the city of Menasha enhances its communications strategy using social networking.

These guidelines are established to:

- define the role that social networking will play in the city's communication strategy and ensure consistency among departments in its use
- minimize security risks and impacts on IT infrastructure
- identify staff roles in implantation of social networking strategy
- ensure compliance with open records laws
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2. GUIDELINES

2.1 IMPLEMENTATION

Each department should have a clear communications strategy and should take the time to determine how social media fits into this strategy. Department heads should evaluate whether use of social media is appropriate. When a department decides to use social media to enhance its mission it should request approval through the mayor's office.

The mayor's office will evaluate and approve requests for social networking sites at the department level. Responsibilities will include:

- Evaluate requests for usage and authorize creation of sites
- Verify staff being authorized to use social media tools
- Maintain a list of social media domains, active account logins and passwords
- Change passwords if employee is removed as administrator

Requests for usage of social networking sites should include:

- Target audience
- Types of information department is attempting to communicate
- Goals including total number of friends, comments per month, posts per month
- Proposed responsible staff member
- training required

2.2 GOALS, MONITORING, AND UPDATING

Social networking sites are a resource to provide enhanced communications between the city of Menasha and citizens. Therefore, it is important that all sites are updated with relevant and useful information on a timely basis. Each department using social networking sites shall have specific goals regarding number of friends, monthly comments, and monthly posts. These goals shall be filed along with the original request for usage of social networking sites.

- All sites shall be updated with new posts at least twice per month.
- All sites shall be monitored on a daily basis.

Sites not reaching their goals or minimum updates will be reviewed for potential removal.

2.3 ACCEPTABLE USE

All use of social networking sites by the city of Menasha shall be consistent with applicable state, federal, and local laws, regulations, and policies including all IT security policies, records retention policies, and open records laws.

Separate Personal and Professional Accounts:

Employees should be mindful of blurring their personal and professional lives when administering social media sites.

Personal Use:

Employees are allowed to have personal social networking sites which should be clearly separate from their professional duties with the city of Menasha. During work hours city staff should follow the IT use policy regarding use of city IT resources for personal use.

Professional Use:

Employees assigned to represent the city of Menasha shall establish a city social networking identity. All city related communication through social media outlets should remain professional in nature. Employees shall not use their professional social network identity for political purposes, to conduct private commercial transactions, or to engage in private business activities. Employees should be mindful that inappropriate usage of social media can be grounds for disciplinary action.

Be Clear As To Identity:

When posting or creating social media accounts that require individual identification, employees should use their actual name.

Terms of Service:

Employees assigned to represent the city of Menasha should be aware of the Terms of Service (TOS) of the particular form of media. Each form of social media has its own unique TOS that regulate how users interact using that particular form of media. Any employee using a form of social media on behalf of the city of Menasha should consult the most current TOS in order to avoid violations. If the TOS contradict city policy then the city attorney should be made aware and a decision should be made about whether use of such media is appropriate.

Content of Posts and Comments:

Employees using social media to communicate on behalf of the city of Menasha should be mindful that any statements made are on behalf of city government; therefore, employees should use discretion before posting or commenting; communications should include no form of profanity, obscenity, or copyright violations. Likewise, confidential or non-public information should not be shared.

The City reserves the right to delete submissions by the public that contain vulgar language, personal attacks of any kind, or offensive comments that target or disparage any ethnic, racial, or religious group. Further, the City also reserves the right to delete the following

comments:

- Contain spam, advertising or include links to other sites
- Clearly off topic, and/or disruptive
- Advocate illegal activity
- Promote particular services, products, or political organizations
- Infringe on copyrights or trademarks

Posts and Comments Are Public Records:

Like e-mail, city communication via social networking Web sites is a public record. This means that both the posts of the employee administrator and any feedback by other employees or non-employees, including citizens, will become part of the public record. Because others might not be aware of the public records law, agencies should include the following statement (or some version of it) somewhere on the social networking site:

As a local governmental entity, the City of Menasha is subject to Wisconsin statutes relating to open records. Consequently any communication via this site (whether by a city staff or the general public) may be subject to monitoring and disclosure to third parties upon request.

2.4 SECURITY

From a security standpoint, agencies should be mindful of how to best prevent fraud or unauthorized access to either the social media site or the city's IT infrastructure. Employees should be educated about specific social media threats before they are assigned to represent the city of Menasha on social media sites

- Individual user IDs and passwords should not be duplicated across multiple sites. In this way, if one site is compromised, the attacker cannot also gain access to other sites for which the user is authorized.
- Privacy controls shall be set to defined levels to effectively protect against inadvertent disclosure of information and infection of city IT resources by unauthorized programs.

2.5 RECORDS MANAGEMENT AND PRESERVATION

Communication through agency-related social media is considered a public record and will be managed as such.

- All comments or posts made to state agency account walls or pages are public, not private.
- Private messages received by account administrators should be treated as constituent e-mails and therefore, as public records.

3. CONCLUSION

Social media is an effective and efficient way for agencies to communicate with and participate in the larger community. It will continue to shape and support the way the city of Menasha communicates and collaborates with constituents. Each department using social networking sites as part of their communications strategy should adopt these tools and provide their employees support and guidance to use them productively and intelligently.