



## **Governor's Office for Children Customer Service Annual Report**

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## FY 2017 Highlights

The Governor's Office for Children, in keeping with its commitment to demonstrate exemplary service to its internal and external customers and to encourage and support employees embodying that commitment, would like to highlight the following FY 2017 accomplishments:

- 100% of staff underwent formal customer service training.
- The Office implemented a "kudos board" where staff and leadership could visually and publicly acknowledge the good work and positive customer service interactions of their colleagues.
- The Office hosted two employee appreciation events: an excursion on the Pride of Baltimore II in May 2017 and an outing to a local park in June 2017.

## Employee Recognition

During FY 2017, the Office recognized the work and positive spirit of customer service exemplified by Senior Policy Analyst, Brian Alexander. Upon observing that some of our primary customers, the Local Management Boards, were having technical trouble transitioning to a new performance tracking system, Brian sacrificed evenings and weekends to assist them and ease their burden.

## Leadership Analysis of FY17 – A letter from the Executive Director

Governor Hogan:

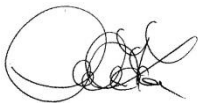
Thank you for allowing me to present the Governor's Office for Children's fiscal year 2017 Customer Service Annual Report. Since July 2016, the Office has put in place a number of measures to promote and advance exemplary customer service. To start, I am pleased to report that 100% of Office staff has received formal, in-person customer service training. As new staff members join our team, we intend to partner with our sister coordinating offices to ensure that they receive training early in their tenure and fully understand our customer service standards and expectations.

In FY 2017, the Office implemented the Results Scorecard™, a web-based application used to track the performance data of our local partners and allow for the improved evaluation of programs targeting children, youth, and families. The Office also is using the Scorecard to share our own customer service goals and performance, with results transparently posted on our website. We are openly holding ourselves accountable to consistently demonstrate the ideals of exemplary customer service.

Additionally, during the year, we instituted a customer service staff award to acknowledge and express appreciation for specific staff members demonstrating outstanding customer service by proactively reaching out to help a customer, placing a high priority on a customer's needs and concerns, viewing issues from the perspective of customers, and exhibiting outstanding problem solving and swift resolution skills. Our hope is that this award will provide an additional incentive for our staff to continue the good work that they are already doing and to enthusiastically seek opportunities to address the needs and concerns of our customers.

We look forward to another productive year of furthering our commitment to customer service excellence.

Thank you,



Arlene F. Lee  
Executive Director

## FY 2017 Results and FY 2018 Plans

### Status of Customer Service Training

As of August, 2017, 100% of the Office's staff received formal customer service training. Trainings were conducted in January and March 2017 at 100 Community Place by the training manager in the Department of Human Services' Human Resource Development & Training office. Training attendees included staff from other Governor's Coordinating Offices. As new staff members join the Office, we intend to organize additional training sessions in collaboration with other Governor's Coordinating Offices.

### Customer Service Survey Results

The Office electronically distributes an annual customer service survey to its primary customer, the Local Management Boards, to assess the Office's effectiveness in meeting the Boards' needs. Results from the FY 2017 survey show that:

- 89% of respondents were satisfied or extremely satisfied with the quality of information the Office shared with them.
- 100% of respondents found the trainings and technical assistance offered by the Office to be valuable or extremely valuable.
- 89% of respondents were satisfied or extremely satisfied with the range of topics covered and number of trainings and technical assistance sessions offered by the Office.
- 84% of respondents were satisfied or extremely satisfied with the timeliness of staff responses to inquiries or requests for assistance.
- 84% of respondents felt that, in general, their interactions with the Office staff were helpful and supportive.

The Office received only one response to the State's customer experience survey posted to our website and to the email signature lines of each employee. The survey respondent indicated that he/she was dissatisfied with his/her interaction with the Office. However, the respondent did not provide any contact information or details about the interaction. Therefore, the Office was unable to respond.

While the survey responses indicate that our customers are generally satisfied with the service our Office provides, we strive for continuous improvement. For FY 2018, our goal is that at least 90% of respondents to the Local Management Board customer service survey will be satisfied with the quality of information shared by the Office, the

range of topics covered and number of trainings and technical assistance sessions offered, the timeliness of staff responses to inquiries, and the quality of interactions with Office staff. We will accomplish this by conducting regular assessments of the Local Management Boards to ascertain their needs in terms of information, trainings, and technical assistance. In addition, staff will be expected to continue to respond to customer inquiries and requests for information in a timely and courteous fashion.

## Online Presence

In addition to general information about the Office's function, mission, and Strategic Goals, the Governor's Office for Children's website ([goc.maryland.gov](http://goc.maryland.gov)) offers contact information for each of the 24 Local Management Boards, links to the five most recent publications of Maryland's Results for Child Well-Being and the State of Maryland Out-of-Home Placement and Family Preservation Resource Plan, the Office's most recent Annual Report, and documents detailing the Office's strategic plan. The website also hosts the Child Well-Being Scorecards, which feature prioritized performance measures and results for each of the programs funded by awards made to the State's Local Management Boards by the Children's Cabinet. In addition, the data for the eight Child Well-Being Results and the 28 corresponding Indicators is now housed in the Scorecard, replacing data previous published annually in hard copy in a Results for Child Well-Being report. Use of the Scorecard for these purposes has several benefits, particularly with regard to improving customer service: it allows for greater transparency at both the State and local levels, it is a more efficient and effective reporting system for the Local Management Boards and other entities interested in utilizing the data, it allows the Office to publish the most current data for the Indicators in a timely manner, and it allows for the generation of user-friendly reports for consumption beyond the web.

In FY 2018, the Office will continue to use its website as a platform for the effective dissemination of information to its primary and secondary customers.

## Processing Times for Customer Transactions

Each year, the Office posts a Notice of Funding Availability (Notice) for a 12-month grant award. This provides an opportunity for local jurisdictions, through their Local Management Boards in collaboration with key stakeholders, to assess community needs, develop a community plan, and identify specific research-based or promising strategies to improve the outcomes for children and families in their communities. In FY 2017, responses to the Notice were required to be submitted by April 24, 2017, and the Office was able to announce grant awards in less than 30 business days.

Throughout the year, grantees may request budget modifications or waivers to adjust to unanticipated changes in their jurisdictions' needs. During FY 2017, the Office responded to those requests within 30 days. In FY 2018, the Office intends to be as expeditious in processing customer transactions as it was in FY 2017.

## Social Media Usage for Information Dissemination

The Office actively uses social media to disseminate information on events and activities of relevance to our Office's work. In FY 2017, the Office posted 160 times to the Governor's Office for Children's Facebook page and tweeted 175 times using the @MarylandGOC Twitter handle. In FY 2018, the Office intends to ramp up its use of social media by generating more posts in real time. This will allow followers to be more actively engaged in the Office's activities.