Integrated Services Department

2019 ANNUAL REPORT

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SCOPE OF DEPARTMENT SERVICES

The Integrated Services Department (ISD) is an 11-member workgroup that is organized into three areas: the Village Manager's Office, Communications, and the Information Technology Division. The Assistant Village Manager oversees this Department, including two additional Geographic Information System (GIS) Consortium specialists.

The purpose of the department is to exercise administrative and operational oversight over all departments, ensure the achievement of Village Board goals and objectives, optimize interdepartmental processes, and lead in the development of organizational efficiencies. The ISD serves as the focal point for the executive leadership and direction of the organization.

ESTABLISHMENT OF THE ISD

The Department was established in June of 2015. In addition to overseeing the Village Manager's Office function, the department aims to increase the Village government's focus on four key areas:

- *Utilization of Information Technology* Involvement of IT early in technology planning and project decisions in order to leverage technology as much as possible to optimize operations.
- Communications With a growing reliance on social media, website, and other technology to get
 the Village's message out, this area works closely with IT and plays a bigger role with various
 interdepartmental efforts.
- "One Village Voice" Work with Village Staff to continue promoting the "One Village Voice" motto in a way that is clear, consistent and courteous throughout our communications and citizen engagement efforts.
- *Customer Service* Explore new ways to enhance customer service and have it be a priority for the organization.

The Manager's Office has six employees, including the Village Manager. The Village Manager is the administrative head of the Village Government and oversees daily operations of the Village. The Manager's Office provides centralized direction and leadership for the effective administration and operations of all municipal services for the Village of Arlington Heights and serves as the focal point for the management of the departments. The Manager's Office coordinates a variety of services that provide both support and outreach to the Village staff and Community.

The Manager's Office has three work units that provide the following municipal functions:

- Administration
- Legislative Support
- Communications

ASSISTANT VILLAGE MANAGER (AVM)

- Oversees the Integrated Services Department.
- Provides professional support to the Village Manager in the development and ongoing administration of a variety of Village departments, programs and services. Assists in establishing vision and creating annual goals. The AVM serves as Acting Village Manager in the absence of the Village Manager.

- Analyzes and evaluates business processes for improvement and directs the implementation of changes.
- Coordinates the resolution and response to citizen and business complaints and inquiries for service with appropriate departments.
- Prepares the annual budget for the Manager's Office and the Board of Trustees. The AVM is a member of the Capital Improvement Plan development committee and assists the Village Manager in the review of all department annual budgets.
- Administers the downtown public parking program and chairs the parking committee.
 Administration of the parking system including evaluating special requests about parking, signage, policies and establishing rules and regulations.
- Administers liquor licenses including monitoring liquor law changes and trends, and suggesting municipal code changes as necessary.
- Participates in the collective bargaining process and is a member of Management's negotiation team.

ADMINISTRATION UNIT

Functions of the Administration Unit Include:

- Administrative Support & Special Projects coordination of interdepartmental initiatives, processing resident & business feedback and requests, and preparation of weekly informational Friday packets.
- Liquor Licenses staff supports Assistant Village Manager with managing, monitoring, and administering liquor licenses.
- Meeting Room Scheduling coordination of the users of public meeting space in the Village Hall including conference room set-up and assistance with audio/visual equipment.
- Civic Events Sign promote community events by creating sign content.
- Customer Service Enhancement Initiative provide leadership in the conveyance of providing excellent customer service and being solution-oriented.

LEGISLATIVE UNIT

Functions of the Legislative Unit Include:

- Mayor and Trustee Support provide professional support, communicate community feedback, and coordinate initiatives with other governmental agencies & community partners. As new trustees enter the Board, this unit orientates and assists with the onboarding process.
- Village Board Meeting Agenda Management oversee the preparation of Village Board agendas, ensure Open Meeting Act requirements are met, and schedule special recognitions.
- Cable Broadcast & Streaming meetings manage contract with Cable/Video producer of the live broadcast and streaming of Village meetings and oversees the creation of special informational videos.
- Boards and Commissions manage the twenty volunteer Boards and Commissions program that has varied terms. Coordinate new interviews and reappointments.

COMMUNICATIONS UNIT

Functions of the communications unit are overseen by Nancy Kluz, Communications Coordinator, and include:

 Village communications - Prepare and post news articles on website & press releases to media. Also manage general email inquiries from residents and work with Village Staff on responding to social media posts, emails, etc. with a consistent "Village Voice" that is welcoming, professional, informative, and engaging.

- Create e-newsletter, Informational/promotional videos, and target employee communication on news and events.
- Social Media Oversee Village Twitter, Next Door, Facebook, and Discover Arlington Heights Facebook. Manage responses to comments on social media platforms.
- Assist with Marketing work with Planning & Community Development regarding ad campaigns, promotions, Discover website and Discover Facebook.
- Community Events Staff Committee oversee the review of community-wide events with representatives from various departments. This review is intended for organizations planning an event in the Village that may include using public property, Village streets, or requires the utilization of Village services (i.e. electrical needs, traffic and parking coordination, paramedic services etc.).
- Liaison with Special Events Commission annually coordinate 5 major events: Hearts of Gold, Spring Sweep, Mane Event, Autumn Harvest, and Tree Lighting.
- Sounds of Summer Concerts fundraising of over \$15,000, promote concerts, oversee communications with performers.
- Downtown Events Committee oversee interdepartmental group that creates and plans new "popup" events in the Downtown to promote the area as an entertainment destination.
- Cable Liaison assist residents with cable complaints regarding service problems and billing problems.

INFORMATION TECHNOLOGY DIVISION

Information Technology (IT) is a division of the Integrated Services Department which focuses on providing leadership in the development of powerful, cost-effective technical services and business solutions for Village staff and public services. IT continually strives to improve Village services by implementing sound technology-based solutions that streamline processes, improve customer service, eliminate duplication of efforts, enhance productivity, and provide easy access to important information. The IT division also encompasses Geographic Information Systems (GIS), which is responsible for capturing, storing, manipulating, and analyzing geographical and spatial data of the Village.

The IT division is managed by Robert Taraszka, IT Manager, and employs 5 employees. The IT division performs the following customer-driven, high quality services Village wide:

- Enterprise Computing Services desktop computing, server hosting, storage and backup of data and email, network maintenance and IT help desk support.
- Application Services development and support of business applications, database creation and maintenance, and end user reports.
- Network and Wi-Fi maintenance provide network connection and maintenance between eight locations and a wireless infrastructure.
- *Project management and technical consulting* meet with departments prior to purchase of equipment or programs that require IT connection or support.
- GIS Services accurate and complete geospatial data for multiple department daily operations.

The IT division has the following Legal and Operational Responsibilities:

- Maintain fiscal responsibility by providing cost-effective technical solutions in an environment with an ever increasing technology demand.
- Follow industry standards, as well as compliance with regulations and mandates.
- Ensure Public Safety 24/7 operations by supplying Police and Fire with technology tools aimed to provide high quality service to the community.
- Maintain the backbone of the network structure which provides Internet access and links key Village facilities.

WORKLOAD AND PERFORMANCE DATA

New benchmarks were established using Fiscal Year 2018. Due to technological advancements and staffing changes this was necessary in order to ensure accurate data, track trends and growth easier as well as more efficiently. Future years will have additional data that can be used for analytical purposes.

ADMINISTRATIVE UNIT

	<u>2018</u>	<u>31-Mar-19</u>
New Liquor License applications	8	1
Special Event Liquor Licenses	32	10
Annual Liquor License Renewals	114	111
Conference Rooms Used by Outside Groups	330	32
Civic Event Sign Posts	162	39
Website's "Contact Us" E-mails	876	230

LEGISLATIVE UNIT

	<u>2018</u>	<u>31-Mar-19</u>	
Village Board Agendas	29	6	
Committee of the Whole Agendas	13	3	
Friday Informational Packets	52	13	

COMMUNICATIONS UNIT

<u>Platform</u>	2018	31-Mar-19
"Contact Us" Inquiries from Website	876	230
Website Visits	22,000-30,000 per month	22,000 - 30,000 per month
Website Articles	162	27
Village Board Meeting Online Streaming Views	800 - 1,500 per month	800 - 1,500 per month
Community Event Staff Review Committee	30 + events per year	12

Sounds of Summer Fundraising	15 concerts: \$15,000- \$16,000	12 concerts: \$10,000	
<u>Platform</u>	<u>2017</u>	<u>2018</u>	2019 YTD
Social Media Posts		7-15 per week	7-15 per week
Village Facebook	1-2 posts per day	1-2 posts per day	1-2 posts per day
Discover Facebook	2 posts per week	2 posts per week	2 posts per week
Village Twitter	1-2 posts per day	1-2 posts per day	1-2 posts per day
Next Door	Avg.16 per month	Avg. 20 per month	Avg. 20 per month
Social Media Followers	<u>2017</u>	2018	2019 YTD
Village Facebook	11,421 Likes	12,367 Likes	12,645 Likes
Discover Facebook	11,971 Likes	12,333 Likes	12,333 Likes
Village Twitter	3,044 Followers	3,413 Followers	3,559 Followers
Next Door	-	11,850 Members	11,850 Members

Engagement Rate means the percentage of people a post reached who liked, commented, shared or clicked on the post. In 2018 our Engagement Rate range was a high of 28% and a low 2%. For 2019 from January – March 31 there was a high engagement rate of 23% and low of 2%.

The *Village Connections e-newsletter* is sent out quarterly and 5 have been issued so far. Currently there is a listing of 3,628 residents who have opted into receiving the newsletter since its inception. The industry average of open rate for email news from governmental agencies is 22.9%. The Village's average open rate is 56%.

In 2018, the Village Connections e-newsletter was opened:

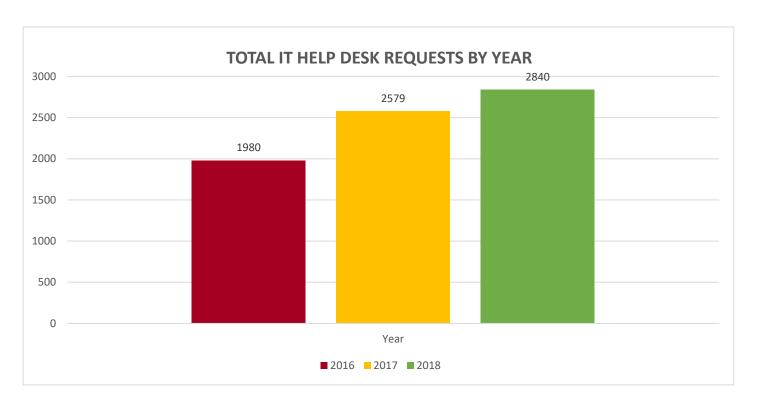
- 54% for January, 2018
- 59% for May, 2018

- 58% for July, 2018
- 52% for December, 2018

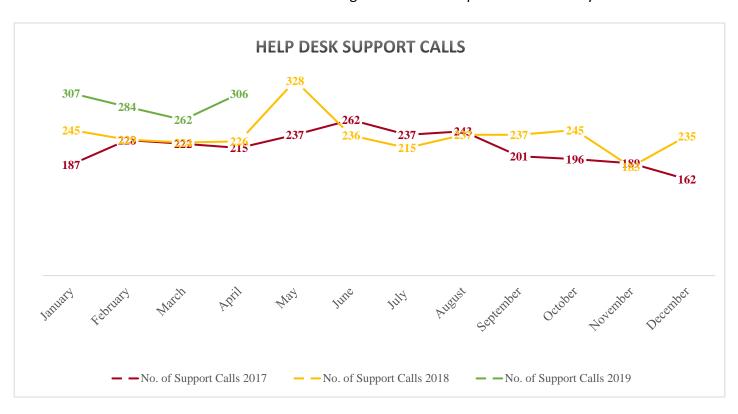
INFORMATION TECHNOLOGY DIVISION

On an annual basis, the IT division supports:

- 8 locations
- 426 Village Employees
- 479 desktops/laptops including 51 Public Safety Mobile Data Terminals (Fire & Police)
- Numerous IT Helpdesk requests (2,840 requests in 2018)
- 129 servers/routers/switches/security devices



The division handles and resolves the following number of IT requests on a monthly basis.



KEY ACCOMPLISHMENTS IN 2018-2019 period

VILLAGE MANAGER'S OFFICE

- Walk Arlington- coordinated marketing plan for Walk Arlington that included an interactive storyboard map, a video and informational social media posts which were shared by the park district, library and school district 25's social media platforms.
- Construction 411 Page Added to Website- provides progress updates on the Village's road programs during summer months. The page includes an email sign-up for roadwork notices and updates are sent through the constant contact program. This section focuses on Village road initiatives: resurfacing and rehabilitation.
- *Electronic Newsletter* created an electronic newsletter that is done quarterly, starting in January 2018. The newsletter was posted on the website and social media platforms as well as emailed to those who sign up to receive it. Printed copies of the newsletter are available at Village hall, the senior center and library.
- *E-news Blasts* ISD sends out occasional e-news blasts which are brief blurbs on important reminders, project updates, events and other timely information.
- ArchiveSocial Installation- a new tool has been added to the Village's social media accounts
 that alerts staff to questions and comments posted through our platforms. This improves our
 community engagement, enabling the team to enhance response time to social media questions
 and comments.
- Kickoff of One Village Voice Customer Service Initiative- worked with a staff committee to continue to introduce the "One Village Voice" motto that is clear, consistent and courteous throughout our communications and citizen engagement efforts.
- Explored & Created New Liquor Code Classifications- conducted liquor research and surveys. Created four new liquor classifications: brewery, spa, hotel package sales, and hotel mini-bars. Modified one liquor license classification to remove the 2,500 sq.ft. minimum requirement on package liquor establishments.
- Streamlining and Automating Processes- automated liquor license renewal process and created a new liquor license database for all liquor license holders.
- *Personnel Changes* the Assistant Village Manager hired and trained a new management analyst, new part-time administrative assistant and transitioned the existing part-time administrative assistant to a full-time position.
- *Performance Benchmarking Cooperative* the Village participated in the northern Illinois benchmarking cooperative effort working with a team of researchers from UIC. The first report, which dealt with current challenges in suburban police departments has been issued.
- Commissions/Boards Review- A survey of the Village's Board and Commission members was conducted. Meetings were held with each Staff Liaison and Chairperson to review each group's role and scope of work. Continued review will take place to determine if opportunities for consolidation and enhancement exist.
- Special Events/Arts and Entertainment Fund Programming Review- The Village's accounting for departmental expenses for all special events has been reviewed by an interdepartmental team. Refinements are being made to what is and is not charged to the A&E

fund and to event organizers with the goal of maintaining a self-sustaining fund in 2019 and beyond.

- Major Storm Communication- Communication efforts were in full swing during various
 weather systems that affected residents and businesses this past winter. In late November, an ice
 storm caused many downed branches and power lines. Residents were without power for several
 days. ISD handled many calls, posted information on the website, social media and did e-blasts
 regarding status of the outage as well as storm debris pickup efforts.
 - Winter storm information posted on the Village website and social media platforms reached many residents. During the aftermath of the storm, the Village Facebook reached some of the highest reach/engagement numbers seen in the last several years. The social media drove people to Village website articles that were viewed by over 7,000 users during the first two days following the storm.
 - Due to frigid temperatures in late January into early February, ISD used all communication channels in educating residents about health concerns regarding frigid temperatures including sharing tips on staying warm, warming shelters in the Village, train stations remaining open longer, and refuse/recycling collection being delayed.
 - An e-blast sent regarding the cold weather conditions received the highest open rate of all communications sent in 2018 with a 60% open rate. The industry average for email communications from governments is 22.9%.

INFORMATION TECHNOLOGY DIVISION

The IT division was proud to accomplish several key initiatives that improved technological services to both internal and external customers.

- New Police Station- Provided technology leadership and technical expertise for the Police Station. IT worked closely with the Police Department to ensure a smooth transition to the new station and made sure all systems were migrated with minimal downtime. Major project items included:
 - Installation of secure data communication between new Police Station and State Police.
 - Installation and configuration of network switches, Wi-Fi access points, and interconnection between Village Hall and Police Station.
 - Setup of new workstations.
- *Microsoft Office 365* The IT staff migrated all Village email accounts to the Microsoft Office 365 Government Cloud environment. Some of the benefits of hosting email in the Microsoft Office 365 Government Cloud include:
 - Decreased time of IT staff spent managing the Microsoft Exchange server and Cisco Email Security Appliances.
 - Faster adaption of new security features which is crucial in the rapidly changing IT field.
 - Business continuity which is ensured by Microsoft's server infrastructure complete with full redundancy, premier disaster recovery capabilities and 99.9% uptime guarantee.
- Northwest Central Dispatch (NWCD) Worked with Northwest Central Dispatch (NWCD) to migrate Village's network connection to NWCD to a more reliable and faster fiber connection. This has positively affected the performance of CAD and Mobile applications used by Police and Fire staff.

- Mobile Device Management Implemented Mobile Device Management (MDM) system for centralized iPad management. With this implementation, IT is able to provision mobile devices quicker and make sure they adhere to a configuration and security standard. In addition, these devices can be updated remotely with minimal disruption to the end users.
- Onboarding to the GIS Consortium and New GIS Provider The Village joined the GIS
 Consortium in September 2017. Throughout 2018, the Assistant Village Manager and IT Manager
 helped establish policies and procedures for usage and integration to the GIS service provider
 (MGP) and the GIS consortium. A comprehensive on-boarding process took place throughout the
 year to introduce each department to the new GIS format. Accomplishments included:
 - Established Stakeholder teams in various departments
 - Conducted needs assessment in all Village departments to create a GIS Project Plan for 2018 and 2019.
 - Turned on shared applications including: Community-Portal, Interactive Maps including Map Office, Capital Improvement Projects, Walk-Arlington and created a Public Map Gallery with 19 individual maps which is available on the website.

REVIEW OF CURRENT AND ANTICIPATED CHALLENGES

EVALUATION OF STAFFING NEEDS AND LEVELS

Municipality	Number of FT Employees 2018	IT FT Employees 2018	Ratio
Village of Schaumburg	496	16	1:31
Village of Mount Prospect	300	6 (Excluding GIS)	1:50
Village of Palatine	250	5 (Excluding GIS)	1:50
Village of Arlington Heights	426.75	5 (Excluding GIS)	1:85
Arlington Heights Memorial Library	164	12	1:14

Over the past year, IT staffing levels were analyzed to determine optimization of staffing resources, to see if there were staffing voids, and to determine if we are operating at maximum efficiency and thoughts to succession planning. The staffing report showed that Arlington Heights has the highest IT staff to fulltime employee ratio as compared to IT staff in three comparable municipalities.

- Arlington Heights has one IT staff member per 85 Village employees where others have ratios of 1:31 or 1:50.
- The current IT staffing model is not designed to move the organization ahead to effectively automate and optimize business processes.

- The current model is more of a maintenance type of staffing configuration to maintain and upgrade systems but not staffed appropriately to properly vet new initiatives and technology improvements.
- Limitations in IT staffing is also hindering the organization's ability to take on new technology improvements at a pace the departments are requesting.
- The importance of Cybersecurity requires us to ensure that we are properly staffed to secure new systems and devices. Since 2010, we have increased our hardware by 32% which includes PCs, tablets, network equipment, etc. Every new system and device requires frequent updates. These updates are important because they often include critical patches to security holes and improve system stability but are time consuming.

Technology is a critical tool aimed at providing advanced services to employees and the community. With constant change in the industry, this growing field requires appropriate staffing levels, expertise, and constant improvement of skills. As we move forward in the ever-evolving technological landscape, we must ensure that we are properly staffed for innovation, improvement, and excellent service.

IMPROVE EFFICIENCY AND OPERATIONS

IT will work on integrating standalone systems in order to simplify and automate business processes to the greatest extent possible. This must be done while ensuring security protocols are in place and making sure overlapping software features are kept to a minimum.

SOFTWARE VETTING AND PROCUREMENT

IT will assist departments with software procurement to ensure the new software is sustainable, compatible with existing systems, and can be efficiently supported.

PROVIDE RESPONSIVE AND QUALITY IT SUPPORT

Keeping IT staff trained and experienced on new and emerging technologies to better support the Village's IT needs. Making sure Village end users receive knowledgeable and factual IT support or recommendations.

LIMITATIONS OF THE ENTERPRISE RESOURCE PLANNING (ERP)

As the need for streamlined business processes and improved communication methods increases, the current ERP system cannot properly respond to internal, resident and business needs. Billing, procurement, permits, licenses, and customer service enhancements are unable to efficiently evolve and improve under the current ERP system.

POTENTITAL NEW INITIATIVES TO EXPLORE IN THE FUTURE

VILLAGE MANAGER'S OFFICE & COMMUNICATION

Staff in the **Village Manager's Office** works on various projects requiring department-wide leadership, coordination or oversight. Some of the projects include:

Communication Enhancements

Explore new communication engagement methods: Facebook Live, Videos, and Instagram

- Increase subscribers campaign to get people to sign-up for Village Connections newsletter, email alerts, drive more visitors to our pages, engage more on social media platforms.
- Promote ways people can connect with the Village.
- Focus on cross-promotion of website project page information with social media and email lists
- More Community Polls- solicit feedback to better understand ways to improve Village services.
- Regularly send Bits & Bytes e-news to Village staff.
- Create "while on hold" phone messages for the Village phone system.
- Everbridge Communication: Arlington Alert
 - In collaboration with Northwest Central Dispatch, Village Manager's Office is introducing Everbridge Emergency Notification System. This system will be used to communicate with residents via phone call, text, or e-mail. Residents can expect emergency and non-emergency communications: accidents, road closures, unplanned utility outages, winter operations, and traffic alerts. Residents will be empowered to opt into this program. A marketing campaign will launch at the end of summer.

Targeted Communication

Increase use of targeted communications (email lists for specific subjects). Special
notifications are sent via email and posted on the website during the several winter
storms and severe cold experienced by community. A pop-up alert on the Home
Page of the website will be used when Groot refuse collection has an unscheduled
delay due to conditions such as a winter storm or cold weather.

Updating Liquor Code & Application Forms

In an effort to be more business friendly and more competitive with other communities, staff will monitor new liquor license classification requests and types of concepts to present to the Board for continued discussion on changes to the Liquor Code. Liquor License forms will be updated and automated.

New Trustee Orientation

Through appointment and election, ISD has the privilege to assist in the orientation of new trustees to the Village. Meeting with all departments, providing necessary materials, and mentoring throughout the trustee's tenure are the main goals of acclimating the Trustee's to their new role.

Village Board Goal Setting Session

Staff will prepare for a Goal Setting Session with the new Village Board in July 2019. The new established goals will result in the creation of new Strategic Priorities and an updated Staff Business Plan.

Downtown Parking System Updates

Implementation of Commuter Mobile Pay in summer of 2019. Continue to evaluate and implement parking system solutions to include updated signage in parking garages and lots, additional directional signage, and items identified in the 2018 Parking Capacity and Usage Study.

Customer Service Initiatives

Enhance Customer Service Experience

• Our goal is to simplify processes, create more user friendly processes, and provide for an expedited experience which should result in improved customer satisfaction.

One Village Voice Customer Service Initiative

- Re-institute a Village staff committee that will explore ways to define our customer service standards and enhance customer service and engagement with the public that will incorporate the "One Village Voice" motto – which is communicating in a clear, consistent and courteous manner.
- Goals include:
 - Finalizing statement of organization's values when it comes to Customer Service, identifying key measures of customer service and developing standards employees should abide by.
 - Rollout One Village Voice standards and promote/reinforce them throughout the Village.

INFORMATION TECHNOLOGY INITIATIVES

Establishment of Technology Purchasing Policy and Guide

 Develop a policy that applies to purchases of hardware and software. The policy will establish standards, guidelines, and procedures for the purchase or technologies that support excellent stewardship of Village resources.

New Enterprise Resource Planning (ERP) Village-wide Software System

• ISD will assist and also lead in various stages of this project. The goals are to outline, vet, and determine an ERP software with a consultant. This is a multi-year project that every Village department will be impacted by and thus need to be a part of the process. IT will guide the consultant and the ERP vendor in successfully implementing and rolling out a new ERP system that enhances the employee, resident and business experience. As we begin to assess the marketplace for a new ERP system, we can look forward to services such as paperless procurement, online permit processing and payment, and one centralized location for Village informational assets.

Business Process Improvements

- One of the primary goals of ISD is to streamline business processes. In order to do this, ISD
 needs to understand each Village department's needs, challenges and vision of how they
 want to improve their service delivery. ISD will do outreach & surveys to departments to see
 how we can assist in offering solutions to provide a better employee and customer
 experience.
- Exploring ways to improve efficiency and utilizing technology to work better for the organization
- Evaluation of reports, processes, or programs that departments believe may no longer be necessary.

- Northern Illinois Benchmarking Cooperative
 - Continue participation in the cooperative to compare performance measures and practices from Arlington Heights to those of other surrounding communities to identify best practices and facilitate better results.

Expand Geographic Information Systems (GIS) within the Organization

ISD will continue to assess the needs and capabilities of each department in order to establish
project priorities. By evaluating and deploying additional Shared Applications and Solutions,
GIS can enrich current and future Village services. GIS will continue to help identify new
analytical and visual reports departments can produce and will train users on new
applications. An upcoming goal is to create more interactive and project maps for use by Staff
and the public.

Document Management System

The IT Division on behalf of a Village-wide initiative is working towards implementation of a
Document Management System. The goal is to expand the use of the document management
system with Village departments in order to streamline and improve internal processes,
digitalize and archive documents.

Cybersecurity

Keeping systems updated to reduce security risks to the organization. Updates are consuming
and require significant IT time to ensure daily business operations are not affected.
Additionally, making sure any software being acquired by departments follows Cybersecurity
best practices and provides sufficient security controls.

NWCD Computer Aided Dispatch Vendor Implementation

• In partnership with NWCD, the IT Division will be updating local information infrastructure and systems as part of the implementation of the new CAD system. This will include reconfiguring all fire and police desktops, laptops, MDTs, and migration to a new server.

Internal Technology Consulting and Departmental Assessments

The IT Division will continue the centralization of departmental IT functions with central IT
operations aimed at improving and reducing cost of services. IT will continue to provide
assistance and technical expertise on various department projects to better leverage
technology in their day to day operations.

IN CONCLUSION...

The Integrated Services Department continues to adapt its services to the ongoing needs of Village Departments and the public. It is a Department that needs to remain fluid to operational and community needs. ISD strives to continually balance the workload of ongoing projects while leading new initiatives that are needed to make the Village a quality, high-performing organization that is innovative and responsive to the needs of the organization and community.