



Hillsborough County Florida

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DATE: February 19, 2025

TO: Terri Cordova-Hewitt, Communication & Digital Media Director
Liana Lopez, Chief Communications Administrator

FROM: Melinda Jenzarli, Acting County Internal Auditor *MJ*

SUBJECT: Communications and Digital Media (CDM) – Website Content Management Monitoring, Report #2025-03

Background: This report confirms the implementation of corrective actions related to Report #2024-02, CDM Website Content Management. The original report, issued on April 3, 2024, contained three comments and recommendations to mature operations by enhancing controls to achieve business objectives and mitigate risks.

Approach and Scope: In conformance with the Institute of Internal Auditors Standard 15.2, "Confirming the Implementation of Recommendations or Action Plans," a systematic methodology was employed to monitor and confirm the implementation of management's action plans. This included:

- Inquiry: Discussions with CDM management regarding the progress of action plan implementation.
- Follow-up Assessment: A risk-based approach was used to determine the scope of follow-up assessments. This included:
 - Reviewing implemented Standard Operating Procedures (SOPs).
 - Evaluating enhanced control designs for efficiency and effectiveness.
 - Testing activities performed for conformance with control designs.

Results: Management's corrective actions appear to have achieved the desired results. As such, the Acting County Internal Auditor has discontinued monitoring activities for this project. The monitoring results are detailed in Figure 1.

Please let me know if you would like to meet with me to discuss this.

COPY: Christine Beck, County Attorney
Bonnie Wise, County Administrator

ATTACHMENT: Figure 1 County Internal Auditor's Office Monitoring Activity Results

Figure 1: County Internal Auditor's Office Monitoring Activity Results

Report Issue #	Prior State Report #2024-02 Control Environment	Current State Report #2025-03 Enhanced Control Environment	Risk Has Been Mitigated
RISK: Service or Quality Risk			Yes
2.1	There is no written SOP that provides guidance on how qualitative data collected through customer surveys is analyzed to identify needed updates to website content and improve the user experience. Also, the Audit Team identified in an analysis of user feedback collected via customer surveys that many users used the survey to ask questions rather than provide feedback.	CDM implemented written SOPs, effective October 22, 2024, that detail how to analyze qualitative data from customer surveys for website content updates and user experience improvements. Additionally, CDM enhanced the user feedback feature to guide users who need assistance to the Customer Service Center, ensuring that their requests are routed to the appropriate support team.	
RISK: Service or Quality Risk			Yes
2.2	Two weeks after the launch of the new website in February 2024, the website's performance scores for the digital certainty index, quality assurance, and search engine optimization exceeded expectations. The readability score, a shared responsibility among all departments, partially met the target of being at or below a high school reading level. CDM indicated that while it continues to collaborate with other departments to reach this goal, certain content's unique and technical nature poses challenges.	Since the launch of the new website, CDM has collaborated with departments to improve its readability. This effort is reflected in the current Flesch-Kincaid readability level (ninth grade), successfully meeting the goal of maintaining a readability level at or below high school.	
RISK: Fiduciary – Know Your Customer - Suitability/disclosure issues			Yes
3.1	While the Siteimprove Overview SOP establishes a performance score for accessibility that CDM frequently monitors and supports conformance with Web Content Accessibility Guidelines (WCAG), additional guidance on how CDM identifies, prioritizes, and remediates accessibility issues may further aid in ensuring conformance with WCAG and Americans with Disabilities Act (ADA) requirements.	CDM developed an SOP that explains how to identify, prioritize, and address accessibility issues using Userway.org's proprietary mitigation solution. The SOP also specifies individual responsibilities and outlines the frequency at which staff will receive training and perform accessibility audits to ensure ongoing compliance.	