



# CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

**INFORMATION SERVICES - JUNE 2025**



## MONTHLY SUMMARY

In June 2025, the IT team at the City of North Myrtle Beach continued to provide high-quality user support and system reliability. The Help Desk handled a steady workload of service tickets, while the systems team focused on security patching, system reorganization, and infrastructure monitoring. Data storage, user provisioning, and endpoint oversight were key themes this month, all aimed at improving overall network performance.

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### Key Highlights

#### Help Desk Performance:

- Managed 267 tickets, resolving 243 and closing the majority.
- Peak activity occurred from 9 AM to 12 PM, especially on Mondays.
- Frequent tasks included account setups for seasonal employees, email support, printer configurations, and device troubleshooting.
- Mean resolution time was 8 days, 4 hours, with 47% of tickets resolved in under 5 hours.
- One-Touch Resolution Rate: 32.2%

#### Systems and Security:

- Completed critical patch deployments and system reorganizations.
- Migrated virtual machines, archived legacy systems, and deployed new backup jobs.
- Implemented password complexity standards and reorganized directory structures.
- Conducted security cleanups, user access reviews, and infrastructure documentation updates.
- Initiated planning for disaster recovery efforts and server room improvements.
- Antivirus coverage reached 61% of systems; full backups maintained across all data systems.

## Website and Visitor Statistics:

- New Users: 72,000
- Total Active Users: 80,000
- Top Pages: Chair & Umbrella Rentals, City Homepage, Beach Cameras, Search, Music on Main
- Traffic Sources:
  - Organic Search: 98,000
  - Direct: 29,000
  - Referral: 6,000
  - Organic Social: 3,500
- Top Geographic Locations:
  - United States: 78,000
  - Canada: 234
  - Ireland: 118

## DETAILED REPORT AND ANALYSIS

### Help Desk Performance:

In June 2025, technicians responded to **267 ticket requests**, resolving **243** and maintaining a consistent support cadence throughout the month. Activity was highest early in the day and early in the week. Common issues included:

- Password resets and policy compliance
- Device provisioning for seasonal staff
- Backup issues and printer additions to department settings
- Email and login access complications

### Systems and Security:

The system administration team executed a wide range of technical updates, reconfigurations, and cleanups:

- Reorganized user groups and directory structures
- Archived and migrated older virtual systems
- Created backup and security documentation
- Deployed secondary failover systems and implemented user monitoring tools
- Resolved quarantined email issues and improved login policy rollouts

## Operational Coverage and Compliance Metrics:

- **Antivirus Coverage:** 61%
- **Patch Deployment Coverage:** 85%
- **Backup Coverage:** 100%
- **BitLocker Encryption Compliance:** 46%
- **Password Policy & Security Tools Deployment:** 72%–80%

The team also updated 14-character password reports, restructured security group policies, and expanded seasonal employee account access.

## Web Analytics Report for June 2025

### Top 10 Pages:

1. Chair & Umbrella Rentals
2. North Myrtle Beach, SC Overview
3. Beach Cameras
4. Search
5. Music on Main Concert Series
6. Aquatic & Fitness Center
7. Park & Sports Complex
8. Public Safety Announcements
9. Tourism Information
10. Bill Pay

### Additional Insights:

- **New Users:** 72,000
- **Total Active Users:** 80,000
- **Top Traffic Sources:**
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  - Direct: 29,000
  - Referral: 6,000
  - Organic Social: 3,500
- **Geographic Distribution:**
  - United States: 78,000
  - Canada: 234
  - Ireland: 118