CITY OF NORTH MYRTLE BEACH MONTHLY REPORT

INFORMATION SERVICES - NOVEMBER 2025

MONTHLY SUMMARY

In November 2025, the IT Department at the City of North Myrtle Beach continued to provide timely technical support and proactive infrastructure management. The Help Desk team handled a higher ticket volume than the previous month, while the systems team focused on user access reviews, storage cleanups, and security policy upgrades. Website traffic remained strong, driven by seasonal events and citizen engagement.

Key Highlights:

Help Desk Performance

- **Tickets Opened:** 140
- **Tickets Resolved:** 150
- **Tickets Worked:** 161
- **Tickets Remaining Open:** 105
- Most active days: **Monday and Tuesday**
- Peak activity: **9 AM – 12 PM**
- **Average Resolution Time:** 6 days, 11 hours
- **One-Touch Resolution Rate:** 36%
- **Resolution in Under 5 Hours:** 44%

Systems and Security

- Archived user home drives and cleaned up shared folders
- Created and modified user templates to streamline onboarding/offboarding
- Investigated and resolved issues with Outlook, printers, and secure applications
- Finalized default security policy for cloud services
- Updated backup systems and log auditing configurations
- Extended storage capacity on financial VMs and optimized workstation memory
- Maintained monitoring coverage across servers and endpoints

Website and Visitor Statistics

- **Active Users:** 82,000
- **New Users:** 76,000
- **Average Engagement Time:** 44 seconds
- **Top Sources:**
    - Organic Search: 60K
    - Direct: 43K
    - Organic Social: 11K
    - Referral: 6.7K
- **Top Countries:**
    - United States: 62K
    - China: 10K
    - Germany: 3.9K
    - Singapore: 3.1K

DETAILED REPORT AND ANALYSIS

Help Desk Performance

The Help Desk saw an increase in tickets compared to October, handling **140 new requests** and resolving **150**. The highest volume occurred on Mondays and Tuesdays, with the majority of user issues handled between **9 AM and 12 PM**. Frequent request types included:

- Email issues and redirections
- User onboarding and account setup
- Shared drive access and calendar permissions
- Printer troubleshooting
- Device reassignments and security configuration

Resolution Time Breakdown:

- 0–5 hours: 44%
- 5–24 hours: 10%
- 1–7 days: 35%
- 7–30 days: 9%
- Over 30 days: 2%

Systems and Security

The systems administration team focused on performance enhancements and secure configuration updates, completing the following:

- Archived over **11 disabled users' email accounts**
- Performed storage cleanup and encrypted backup systems
- Completed password policy group audits
- Integrated and tested multiple monitoring tools
- Modified login and alert permissions for department-specific changes
- Deployed upgrades across VMs and cloud-based email environments
- Updated templates for part-time and full-time employees to automate provisioning

Web Analytics – November 2025

Total Page Views: 194,000

New Users: 76,000

Average Engagement: 44 seconds per user

Traffic Sources:

- Organic Search: 60,000
- Direct Traffic: 43,000
- Organic Social: 11,000
- Referral Traffic: 6,700

Top 10 Web Pages

1. **The Great Christmas Light Show** – 34,000 views
2. **Aquatic & Fitness Center** – 13,000
3. **North Myrtle Beach, SC Overview** – 11,000
4. **Search** – 8,000
5. **News Flash – Nov 2025** – 5,700
6. **News Flash – Citywide** – 5,300
7. **Beach Cameras** – 4,900
8. **City Events Calendar** – 4,500
9. **Bill Pay Portal** – 4,100
10. **Public Safety Announcements** – 3,900