

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: 4/22/2026

To: Marcelia Nicholson-Bovell, Chairwoman, Milwaukee County Board of Supervisors

From: Milwaukee County Clerk's Office and Election Commission,
George Christenson County Clerk

Subject: Milwaukee County Clerk's Office and Election Commission 2025 Annual Report

File Type: Informational Report

This informational report provides a report on how the Milwaukee County Clerk's Office set and achieved its 2025 goals.

POLICY

This report aligns to Chapter 108: Achieving Racial Equity & Health.

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| Milwaukee County Code of General Ordinances: | Chapter 108: Achieving Racial Equity & Health |
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ALIGNMENT TO STRATEGIC PLAN

- 1A: Reflect the full diversity of the County at every level of County government
- 1B: Create and nurture an inclusive culture across County government
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest "upstream" to address root causes of health disparities
- 3B: Enhance the County's fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

Alignment to the above strategic goals is articulated in responses to the questions below.

BODY

1. What were your Department/Office's top 3 goals in 2025? (See those listed in your 2024 Annual Report.) Please explain why they are "SMARTIE" goals (specific, measurable, achievable, realistic, timely, inclusive, and equitable) and how they align to the county's racial equity strategy.
 - Goal 1: To implement Spanish closed caption video technology to Milwaukee County Board of Supervisors' meetings. This is a SMARTIE goal as it is specific, realistic, and it can be measured by user statistics data. Its achievements are timely, inclusive, and equitable as they expand access to Milwaukee County government proceedings to Spanish speaking persons.
 - Goal 2: To grow and retain staff diversity to include culturally competent employees that can provide the highest quality of customer service to all residents of Milwaukee County. The goal is realistic and it promotes inclusion and equity by ensuring that every customer receives exceptional customer service regardless of their race, gender, sexual orientation, age, culture, faith, ethnicity, language, ability, or social class. The goal is measurable through employment data statistics as well as staff performance reviews.
 - Goal 3: Deliver consistently high-quality, accessible, and respectful customer service to all members of the public by implementing standardized service practices and regularly evaluating performance through customer feedback tools, including paper and electronic Customer Satisfaction Surveys. This goal is specific because it clearly focuses on delivering high-quality, accessible, and respectful customer service to all individuals served. It is measurable through the use of Customer Satisfaction Surveys, which provide direct feedback on service quality and identify areas for improvement. The goal is achievable and realistic because it builds on existing customer service practices and feedback mechanisms already in place within the organization. It is timely as it is evaluated on an ongoing basis through continuous collection and review of survey data. The goal is inclusive by emphasizing accessibility and ensuring that all members of the public, regardless of background or ability, can effectively engage with services. Finally, it is equitable because it prioritizes consistent, high-quality service delivery for every customer, helping to ensure fair and respectful treatment across all interactions.

2. To what extent were these goals accomplished in 2025? Please explain.

a. Goal 1: This goal was substantially accomplished. Working with the Information Management Services Division (IMSD), the our department successfully introduced Spanish-language closed captioning for County Board meeting video streams, expanding language access for Spanish-speaking residents and increasing the accessibility of public proceedings. Implementation included selecting appropriate technology, integrating it into existing broadcast systems, and ensuring consistent use across meetings. This goal met key performance indicators by moving from planning to full or near-full deployment within the calendar year, demonstrating it was timely and achievable. It was also measurable through the number of meetings offering Spanish captions and the reliability of the service. In terms of alignment with the county's racial equity strategy, the goal directly advanced equitable access to government by reducing language barriers that disproportionately affect Latino communities. By making civic processes more inclusive and understandable, the department helped broaden public participation and transparency. Overall, the goal was effectively realized and represents a meaningful step toward more inclusive and equitable county government.

b. Goal 2: This goal was successfully accomplished in 2025. Currently, three out of four staff persons processing Marriage Licenses, Passports, DNR and Transit sales read, comprehend, and speak fluent Spanish. This is very important as it allows bi-lingual customers and those who only speak Spanish to feel more welcome in our office and receive the best customer service possible. Achieving this goal has additional benefits as the Clerk's Office is often the first point of contact for the general public in need of County services. Whether over the phone or in person, Spanish speaking members of the public who engage with our staff feel more comfortable speaking Spanish, regardless of whether they are in need of services provided specifically by the County Clerk's Office. Furthermore, the County Clerk's Office staff regularly receive guidance on maintaining cultural competency.

c. Goal 3:

This goal was successfully achieved as nearly all the respondents to the Customer Satisfaction Survey rated their experience as Excellent.

Respondents almost unanimously “Strongly Agreed” (highest ranking on the customer satisfaction scale) that: they were promptly greeted by a staff member upon entering the office; that their wait time was reasonable; that the staff assisting them was professional and courteous; that the person assisting them was knowledgeable; that the process involving the business they were transacting was clearly explained; that when they called the office their questions were answered; and that they found the Clerk’s website helpful. Considering that the service such as processing an application for a Marriage License span across race, gender, sexual orientation, age, culture, faith, ethnicity, language, ability, and social class, it is very encouraging to see that nearly all applicants gave the highest marks to our office and its staff.

3. What factors *enabled* progress toward accomplishing these goals?

The principal factor that enabled progress toward achieving these goals was the dedicated staff in County Clerk’s Office, who were willing to go above and beyond to achieve them.

4. What factors *hindered* progress toward accomplishing these goals?

Concerning the Goal 1, hindrance was the lack of available providers to integrate Spanish language captioning into of the video streaming of the County Board meetings. Fortunately, the County Clerk’s Office was able to identify a cost-feasible vendor that can implement the service. With respect to Goal 2, the limited means of recruiting Spanish-speaking candidates utilized by Milwaukee County was a hindrance. Milwaukee County needs to re-evaluate and find creative ways to improve recruitment of BIPOC and Latinx candidates. There were no hinderances with respect to Goal 3 and its accomplishment is a fine example of the high caliber of staff employed by the County Clerk’s Office.

5. What is the status of your Department/Office in developing its strategic plan? If complete, please upload your plan with this report.

Our strategic plan continues to be a work in progress, but we plan to work with the Office of Strategy, Budget and Performance to help us with our strategic planning efforts.

6. If not addressed in #5, what are your Department/Office goals for 2026?

Given Milwaukee County’s less than favorable fiscal outlook, one of our principal goals for 2026 is to increase revenue through existing revenue streams and by introducing additional ones, as permitted by ordinances and statutes. We aim to work with the Chief Judge’s Office to resume Courthouse wedding ceremonies in

2026. The Clerk's Office also hopes to conduct a thorough review and map out its staff and their respective capacities and better allocate the same to improve the delivery of many services it provides. Finally, one of the principal goals is not only flawless execution of the 2026 Fall Election but a robust voter education campaign that will accompany the same.

FISCAL EFFECT

The report is informational only and there is no fiscal impact.

VIRTUAL MEETING INVITES

PREPARED BY:

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APPROVED BY:

George Christenson, Milwaukee County Clerk

ATTACHMENTS:

cc: Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk