

Background:

Staff have compiled a report of recent staff public information activities for the Committee's review.

<u>Project Development Committee</u> <u>Agenda Item 6. A.</u>	<u>Expected Action:</u> The Committee will receive an update regarding recent public information activities and provide guidance as needed. No action is anticipated.
<u>Public Policy Committee</u> <u>Agenda Item 8.</u>	<u>Expected Action:</u> The Committee will receive an update regarding recent public information activities and provide guidance as needed. No action is anticipated.
<u>Council Meeting</u> <u>Agenda Item 16. A.</u>	<u>Expected Action:</u> The Council will receive a report of the Committee's discussion on this item. No action is anticipated.

October 2012 Public Information Update

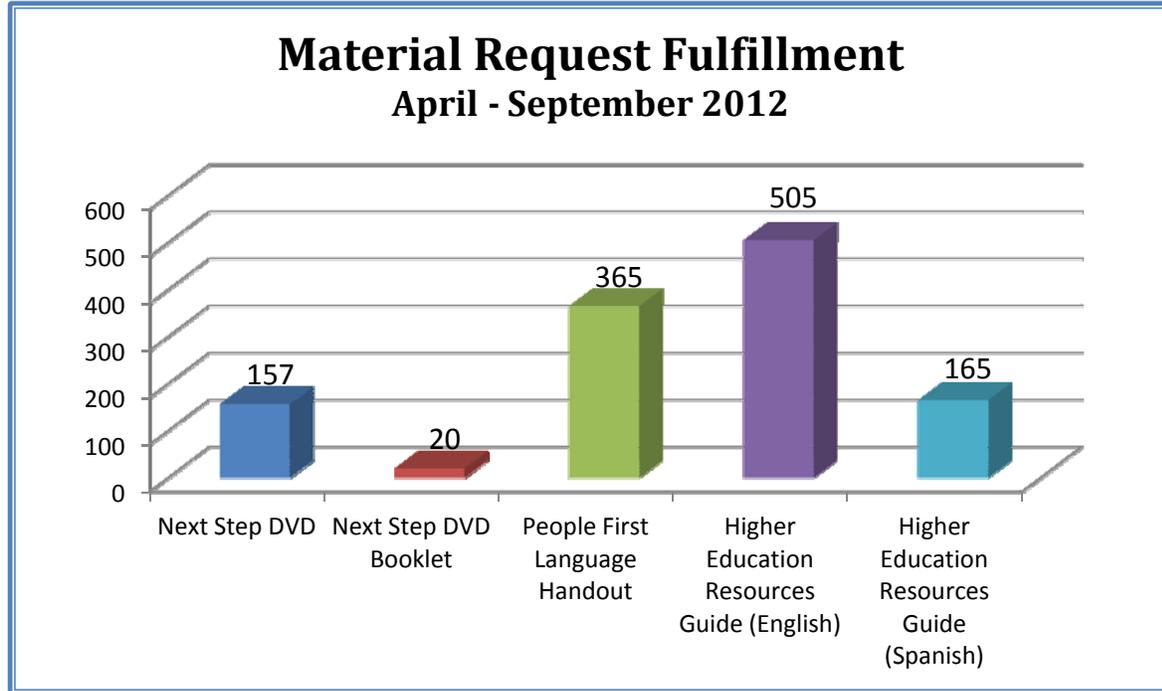
Creating Awareness and Building Connections

- TCDD works with local Senators or Representatives to **announce new grant projects**. News releases that were already sent to the media are on the TCDD website at http://www.txddc.state.tx.us/grants_projects/profilesindex.asp#recent. Upcoming grant announcements include:
 - Helpful Interventions: Gulf Coast African American Family Support Conference
 - Centro de Mi Salud: Cultural Outreach and Development Project
 - The Sower Foundation: Cultural Outreach and Development Project
 - Texas Tech: Project SEARCH
- Several grant projects continue to **receive media coverage**, including:
 - DRS Project HIRE (Helping Individuals Reach Employment) in The Monitor newspaper for the Rio Grande Valley; McAllen News Journal; KVEO TV in the Rio Grande Valley; Network of Care Internet resource for seniors and persons with disabilities, caregivers and providers; Community College Week magazine; Education Week newsletter; College Dimension blog; and many more, including other places out of state picking up the Monitor's article.
 - OneStar Foundation's Inclusive Faith Symposium (Austin Interfaith Inclusion Network) in the Shalom Austin (Jewish Community Association of Austin); The Deaf Network; and Education News.
 - Circle of 10's grantee sustainability training has been publicized in various resources, including the Galveston Daily News, Cherokeean Herald newsletter for East Texas and County Life Online for East Texas.
- TCDD released our annual and revised "**Higher Education Resource Guide for Students with Disabilities**," which includes information for future college students, parents, high school counselors and other educators. This year's guide includes information regarding the full process of preparing for higher education, from planning ahead in high school to what to do when accepted by a college. The Guide is available in both English and Spanish. Many places picked up the announcement or shared abbreviated information on the guide, including:
 - The Office of the Governor
 - The Department of State Health Services
 - The Department of Assistive and Rehabilitative Services
 - Texas School for the Deaf
 - Austin Chapter of the Autism Society
 - Texas Project First
 - City of Houston
 - Disabled World

Additionally, more than 500 copies of the English version of the Guide were requested since the release.

October 2012 Public Information Update

TCDD provides free copies of our materials. The order form is available on the TCDD website.



Website Update

Work to transition the TCDD website to a new platform continues. Content for several sections is being reworked to better provide information and resources to website visitors. The new website will meet current accessibility standards; support a mobile version for visitors using a device such as a Smartphone or tablet; and be based on a platform that more effectively supports software updates and other technical needs. The target date for the new website to be fully transitioned to the new platform is year-end.

Social Media Update

TCDD uses its Facebook fan page and Twitter account on a daily basis to share and learn about pertinent news stories, resources and policy information. The social media activity helps make connections with individuals, organizations, members of the media, legislators and others who are involved with or have an impact on the disability community. Social media enhances TCDD's communication and is a great tool for sharing and receiving information.

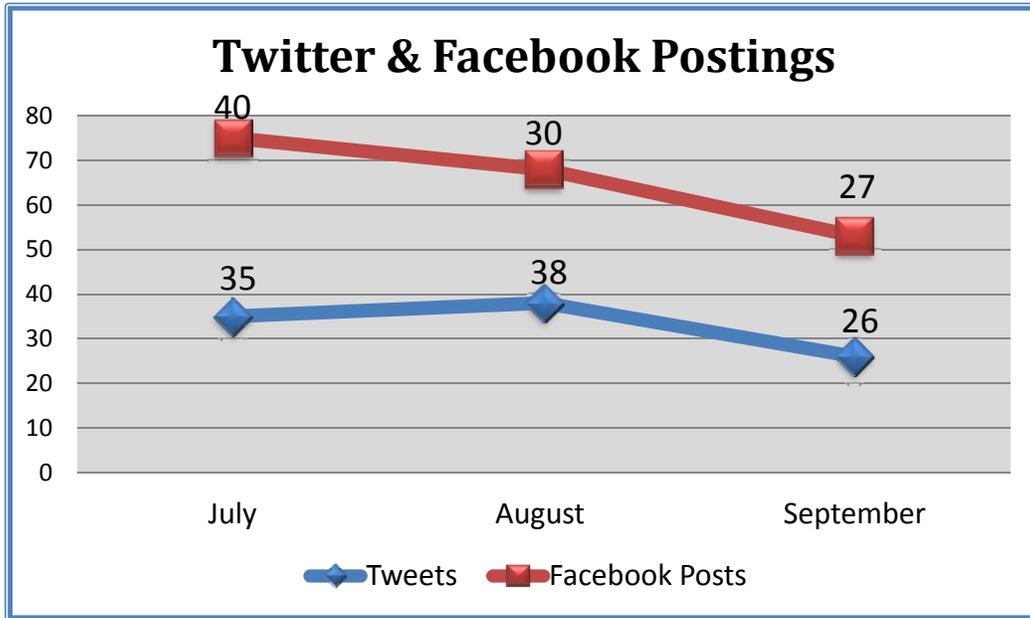
A Facebook Insights tool helps track the number of people viewing and interacting with TCDD's Facebook fan page. Between June and September of 2012, an average of 25 individuals per week interacted with TCDD's Facebook page by liking, commenting on or sharing content posted by TCDD.

This represents a five percent increase from the previous quarter. In addition, an average of 1,004 people per week viewed information shared on TCDD's Facebook page, **an increase from 800** during the previous quarter.

October 2012 Public Information Update

Twitter does not yet have similar tracking features, however TCDD staff is notified when information shared on TCDD's Twitter feed is retweeted or mentioned by another Twitter user. Between June 2012 and September 24, 2012, 18 of TCDD's tweets were shared by other users with more than 12,000 combined followers. This is an increase of **4,000** users compared with last quarter.

Number of Twitter and Facebook Postings
July 1 - September 21, 2012



Number of TCDD Twitter Followers and Facebook Fans
July 1 - September 21, 2012

