

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 5. 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 14. A.</u>	<u>Expected Action:</u> The Council will receive a report of the Committee's discussion on this item. No action is anticipated.

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Creating Awareness and Building Connections

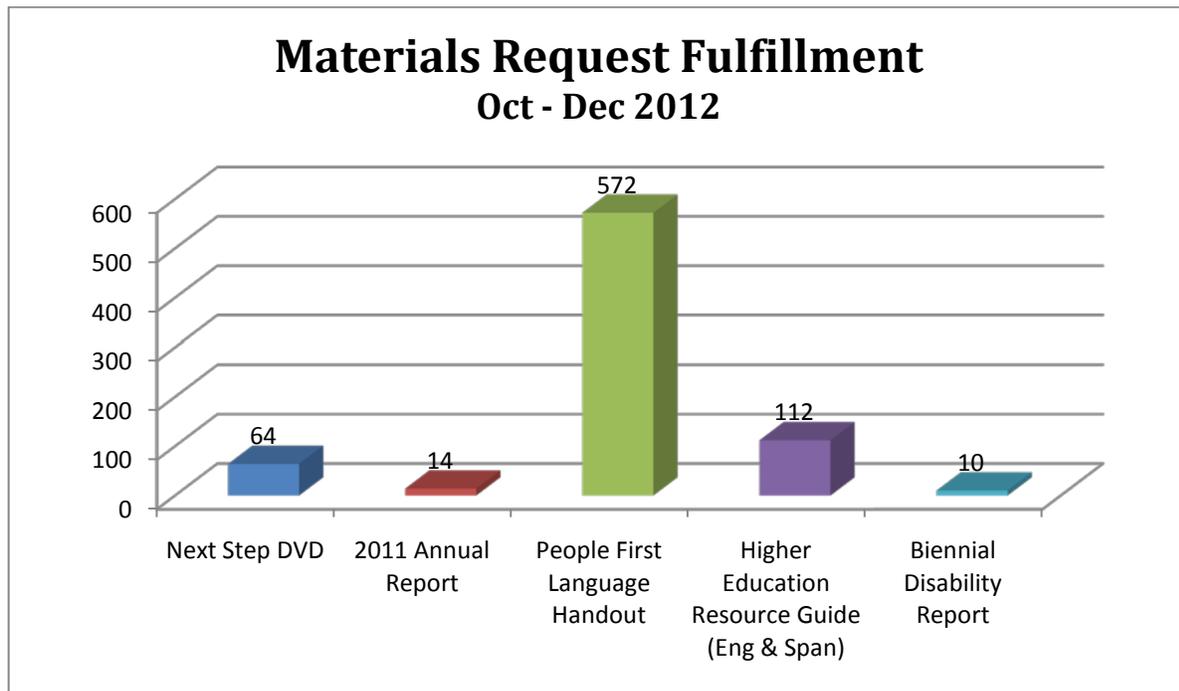
- TCDD is working with local Senators or Representatives to **announce new grant projects**. News releases already sent to the media are on in the News & Features section of the new TCDD website at www.tcdd.texas.gov/category/tcdd-news.
 - Advocacy for Living in Mainstream America (ALMA): Cultural Outreach and Development
 - Circle of 10, Inc.: Building Community Competence
 - East Texas Center for Independent Living: Building Community Competence
 - Texas Tech: Building Community Competence
 - Volar Center for Independent Living: Building Community Competence
- Several grants projects received **media coverage**, including:
 - Texas Tech's Project SEARCH was featured in the Lubbock Avalanche Journal; many other organizations carried the story including the Hogg Foundation for Mental Health, Topix.com, learning collections blog spot, corner on politics.com and disability e-cafe. The project was also featured in a fall Texas Tech newsletter.
 - The Austin and Dallas Interfaith Symposiums generated some publicity. One Star put several postings from the Austin symposium on Facebook with photos.
 - Various resources have carried information on the Texas Advanced Leadership and Advocacy Conference (TALAC), including The Deaf Network
- A variety of places used **TCDD People First materials**:
 - A presentation by the IBM Human Ability and Accessibility Center about "Ability Beyond Disability: Understanding Accessibility" at the Public Relations Society of America Conference in San Francisco on Oct. 15, 2012.
 - Mandy's Farm in Albuquerque, NM, used the People First material in its volunteer orientation guide.
 - Several websites also used the material.
- Staff responded to **79 requests for information and referral** in the past quarter (October 2012 through mid-January 2013).

Accessible Parking: Public Education and Outreach Campaign State Plan Goal 3

Staff members are drafting a Request for Proposals (RFP) for the Accessible Parking awareness campaign. The RFP is expected to post Spring 2013.

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



Website Update

The redesigned TCDD website, www.tcdd.texas.gov, launched on Friday, January 11. Site features include

- updated content to make it easier for you to find information — and to understand the information you find;
- a mobile-responsive platform, meaning it looks good on your desktop, laptop, cell phone or tablet; and
- timely information and articles published throughout the month in the News & Features section at www.tcdd.texas.gov/news. These articles will also post to the home page.

TCDD staff email addresses also changed to **Firstname.Lastname@tcdd.texas.gov**. Find complete contact information at www.tcdd.texas.gov/about/staff/

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

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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.

TCDD Council members are also helping share information and resources via social media.

David Taylor Retweeted a TCDD message on Twitter:



TxCnIDevDisabilities

@TxCDD

Check out the Fall 2012 Texas Parent to Parent newsletter on how they are working to help people with [#disabilities](http://ow.ly/eQIEo) ow.ly/eQIEo

08:59 AM - 29 Oct 12



Retweeted by



David Taylor @acnofelp

To 7 followers.

Diana Kern reshared information on Facebook:

Recent Posts By Others



Diana Kern
Registration info and the agenda of the 2012 Texas Conference of HHS Councils. This event, held on Friday, November 9th from 9 am to 3:30 pm at the State Capitol, is free, open to the public, and a great way for get a feel for health and human services during the upcoming 83rd Legislative Session.

<http://www.dfps.state.tx.us/About/Council/HHS.asp>
www.dfps.state.tx.us

Like · Comment · Share · Friday at 6:27pm near Cedar Creek



Texas Council for Developmental Disabilities Thanks for sharing!
a few seconds ago · Like

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Although TCDD has yet to launch our **Pinterest** page, others are “pinning” information about TCDD on at <http://pinterest.com/source/txddc.state.tx.us>, including our Higher Education Video and Resources Guide. (Pinterest is a social network that allows users to visually share, curate and discover new interests by pinning images or videos to their own or other pinboards. Users may upload images saved in their computer or things they find on the web using the URL or Pin It button.)

A Facebook Insights tool helps track the number of people viewing and interacting with TCDD’s Facebook fan page. TCDD’s Facebook presence continues to grow; the page has nearly 1,000 Fans.

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 October 1 and December 31, 2012, 17 of TCDD’s tweets were shared by other users. TCDD also gained 20 new followers during the same time period.

**Number of TCDD Twitter Followers and Facebook Fans
October 1 - December 31, 2012**

