

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

May 2013 Public Information Update

Creating Awareness and Building Connections

- Staff posted 29 [News and Features articles](#) in the past quarter. [Sign up for our RSS feed](#) to receive notifications when new articles post.
- English and Spanish versions of the [FY2012 Annual Report](#) were released on March 14. The report features three stories about individuals who have benefitted from TCDD career development projects. The report's web page has 181 unique views.
- The updated estimated population of **Texans with disabilities is 484,785**. TCDD calculates this number each year based on the projected state population and the recommendation from AIDD to use an incidence rate of 1.8% of the general population. The 2012 estimate was 475,265.
- March was **Developmental Disability Awareness Month**. TCDD participated in a strategic social media campaign with other DD Councils. TCDD posted information each day to share information, statistics and other data to help raise awareness about developmental disabilities. Our Twitter posts included the #DDAwareness hashtag.
- TCDD worked with Senator Eltife to **announce two Building Community Capacity through Collaboration grant projects** to the East Texas Center for Independent Living and Community Healthcore. A variety of media covered this story, including the Tyler Paper and the Governor's Office in an email bulletin.
- A variety of media covered Senator Duncan's release on the **Building Community Capacity** grant to Texas Tech, including university newspaper, Lubbock Avalanche-Journal and local TV.
- The Houston Chronicle's community papers and other media covered Sen. Nichols announcement on the Circle of Ten's new **Building Community Capacity** grant.
- Several other grantee projects received **media coverage**:
 - The Dallas Morning News did a feature story on the Inclusive Faith Symposium project through the Jewish Family Service of Greater Dallas which included one family's triumph in finding special needs inclusion in their house of worship.
 - The Abilene Reporter-News publicized the upcoming West Central Texas Regional Foundation's Inclusive Faith Symposium (held on April 13).
 - Training by the Circle of 10's sustainability/capacity building project was publicized by [SpecialNeedsNeighborhood.com](#).
- Staff responded to more than **59 requests for information and referral** in the past quarter.
- **Materials distribution**:
 - 276 TCDD brochures (151 in English + 125 in Spanish)
 - 597 Higher Education Resource Guides (331 in English + 266 in Spanish)
 - 37 Next Step Higher Ed DVDs
 - 651 People First handouts
 - 38 Biennial Disability Reports (33 in English; 5 in Spanish)

Website Update

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

Features available in WordPress that were not available in old format:

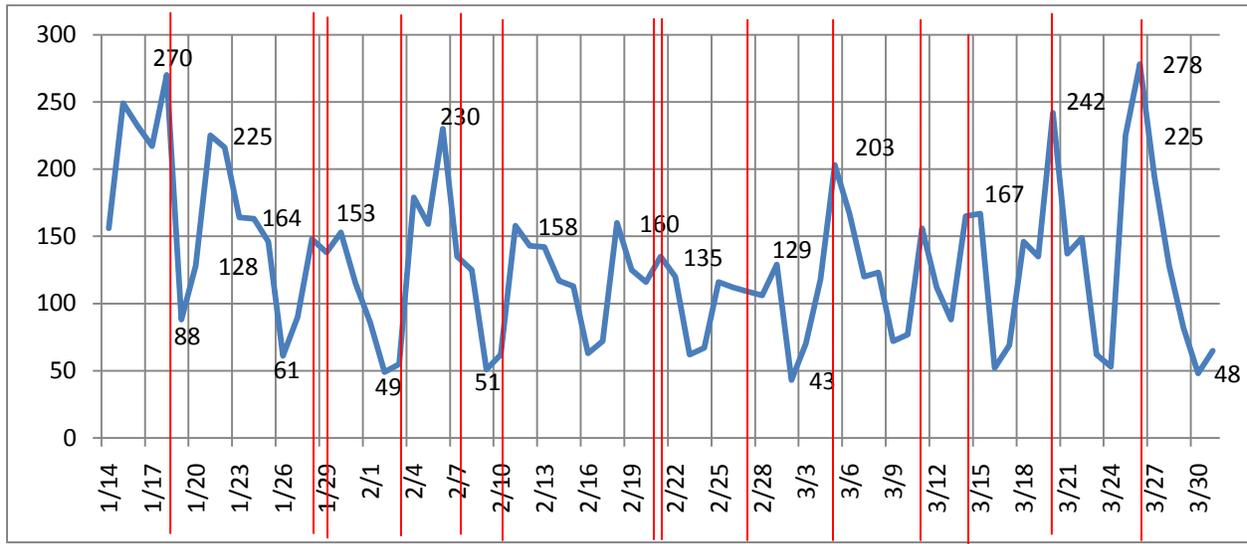
Feature	
Security	Ability to pinpoint potentially malicious automated SPAM traffic sources and block them from trying to access the website. Many of these originate from Russia, Kazakhstan, Iraq, China, Indonesia, Vietnam, Colombia, and other countries. In addition to making the site more secure, blocking this unwanted traffic will also result in more accurate visitor traffic numbers.
Accessibility	WordPress is known for its “out-of-the-box” accessibility. In addition, free Wordpress plugins (components) have automatically added the following features to the TCDD website: <ul style="list-style-type: none">• Skip links.• Language attribute – Eng-US helps screen readers render content more meaningfully based on accepted cultural practice for US English vs. British English.• Text direction – based on the default language used on a website, this tells screen readers in which direction to read text. For example, dir=rtl sets the direction as right to left. A website in Arabic would have text direction set as dir=ltr.• Link focus – hover styling (underline and background color) has been added to links.• Page titles have been added to the standard “read more” links (example: “Continue Reading Texas Loses \$59 Million for Affordable Housing Due to Sequester” vs. “Read more”).
Forms	Forms (Feedback, Material Orders, RFP downloads, Review Panel Application, etc.) are created through a drag-and-drop interface. When a form is filled in on the website, the information populates a database and sends an email notification directly to designated staff members.
Analytics	WordPress tools allow for automatic tracking of downloads and outbound links (these had to be manually added to each link on the old site).

Website Update

Daily Website Visits Jan. 14, 2013 – March 31, 2013

Spikes in website traffic occurred the day of or the day after an email blast (days of email blast marked with red vertical lines).

Overall, traffic was lower on Saturdays and Sundays, and the highest traffic day each week was Wednesday (unless traffic was driven to the website on another day by an email blast).



eMail Blasts

Date	Day of Week	# of Recipients	Subject Line
1/18/03	Fri	934	TCDD launches redesigned website
1/29/13	Tues	928	Appropriations Hearings in Senate Tomorrow
1/30/13	Wed	927	TCDD Council & Committee Meetings Feb. 6-8
2/04/13	Mon	926	FYI transforms, legislature convenes, SSLC report, new projects & more
2/11/13	Mon	925	House Appropriations Committee Update
2/21/13	Thurs	926	Please update your TCDD e-subscriber preferences
2/22/13	Fri	148	Senate HHSC to consider Senate Bill 7
2/28/13	Thurs	929	Senate Bill 7 stakeholder meeting in Austin on March 6
3/05/13	Tues	933	Phone, email now available during Senate Bill 7 stakeholder meeting in Austin on March 6
3/05/13	Tues	932	Legislature considers SB 7, budget, etc; 2 new TCDD projects; & more
3/05/13	Tues	932	Updated links: Legislature considers SB 7, budget, etc; 2 new TCDD projects; & more
3/11/13	Mon	935	Senate Bill 7 stakeholder meeting summary
3/11/13	Mon	318	TCDD seeks input on proposed State Plan amendments
3/14/13	Thurs	942	TCDD Annual Report Features Career Development Projects
3/20/13	Wed	942	TCDD Accepting Applications for Public Policy Assistant
3/26/13	Tues	944	Senate Bill 7 town hall meeting on April 4

Website Update

Top 20 Pages per Unique Pageview (Jan. 13, 2013 – March 31, 2013)

After the home page, the People First Language page and handout have traditionally been (and continue to be) the website's most visited content. The People First Language page also had the longest average time on page on the top 20 pages, which means that visitors spent time reading the content. (Note: The TCDD website is the only reference link listed in the Wikipedia article about people first language. Wikipedia is the 12th highest referral source to the TCDD website – see Top 25 Referral Sources on page 4.) A position open on TCDD staff led to the higher-than-normal traffic on the Jobs page.

Page	Unique Pageviews	% of Total Unique Pageviews	Avg. Time on Page (min:sec)
Entire Website	20,940	100.00%	1:21
1. Home Page	6,595	31.49%	1:33
2. People First Language	917	4.38%	3:54
3. Jobs	585	2.79%	1:48
4. Grants - Current Projects	467	2.23%	0:29
5. What is a Developmental Disability?	390	1.86%	1:20
6. Publications	356	1.70%	1:50
7. Funding Available for Grants	345	1.65%	0:32
8. News and Features	330	1.58%	0:56
9. Grants	304	1.45%	0:35
10. TCDD Staff	271	1.29%	1:35
11. About Us	266	1.27%	0:38
12. Resources	239	1.14%	0:39
13. Disability-Related Presentations Support RFP	212	1.01%	1:12
14. Contact Us	211	1.01%	1:41
15. Grant Application Process	205	0.98%	0:51
16. Council Members	194	0.93%	1:16
17. 83rd Texas Legislature	182	0.87%	0:39
18. Calendar	179	0.85%	1:15
19. Status of Funding Activities	173	0.83%	0:58
20. Subscribe	146	0.70%	0:27

NOTE: in addition to people visiting the website, these numbers include visits from web spiders indexing the site and from spam traffic.

Website Update

Top 25 Referral Sources (Jan. 13, 2013 – March 31, 2013)

Source	Visits	Avg. Visit Duration (min:sec)
Entire Website	10,001	1:21
1. mywebsearch.com (Note: mywebsearch is a search engine toolbar that can get added to a browser when downloading popular software from the Internet. "Install and use as your default search engine" is the default selection, and a box has to be unchecked before installing the software to keep it from being added to the browser. It's offered as part of the installation process of the software being downloaded and most people click "Next" without realizing that they have opted to also install the toolbar. The toolbar is difficult to remove, so it ends up being what people use to search the Internet. Because it's a toolbar that <i>indirectly</i> uses Google, Bing or another search engine – it gets counted as a referral source.)	181	0:18
2. The Arc of Texas (thearcoftexas.org)	147	2:35
3. Facebook	105	1:00
4. Texas.gov	83	1:12
5. Christine's List (christineslist.org)	82	1:36
6. Morningside College Moodle (Sioux City, IA) (Note: Moodle.org is a free e-learning tool used by many school districts and colleges to create online courses for their students. It appears as if Morningside College has added a link to the TCDD website in one of their courses.)	68	10:09
7. (Twitter) t.co	62	1:55
8. 1-800 Wheelchair.com (1800wheelchair.com)	45	1:12
9. National Assoc of Councils on Developmental Disabilities (nacdd.org)	44	3:58
10. Google (google.com)	36	1:09
11. TEA (tea.state.tx.us)	36	2:44
12. Texas Project First (texasprojectfirst.org)	33	1:53
13. Mobile Texas.gov (m.texas.gov)	31	0:51
14. Facebook Mobile (m.facebook.com)	30	0:58
15. DADS (dads.state.tx.us)	29	4:55
16. Enterline Foundation (enterlinefoundation.org)	27	0:56
17. HHS Administration for Children & Families (acf.hhs.gov)	23	5:30
18. Davis School District - Utah (davis.k12.ut.us)	23	2:38
19. Region 10 ESC (region10.org)	20	1:23
20. The ARC Medicaid Reference Desk (thedesk.info)	20	1:25
21. Global & Regional Asperger Syndrome Partnership (grasp.org)	19	1:45
22. Wikipedia People 1st Article (en.wikipedia.org)	17	0:47
23. Papas of Preemies (papasofpreemies.com)	17	0:12
24. One Star Foundation (onestarfoundation.org)	16	6:28
25. Texas Blue Pages (txbluepages.wordpress.com)	16	7:00

NOTE: Total referral traffic generated was 2,145 visits, representing 21.45% of total visits (10,001).

Website Update

Public Policy Section (Jan. 13, 2013 – March 31, 2013)

Unique Pageviews - Public Policy Subsection

Page	Unique Pageviews	% of Total Unique Pageviews	Avg. Time on Page (min:sec)
Entire Website	20,940	100.00%	1:21
Public Policy (section main page)	132	0.63%	0:30
Priorities & Recommendations	152	0.73%	1:01
Position Statements	275	1.31%	0:23
Public Policy Input	592	2.83%	0:30
83rd Texas Legislature	462	2.21%	0:39
Legislative Advocacy Tips	88	0.42%	0:40
Public Testimony Tips	63	0.30%	1:10
Total Public Policy Section	1,764	8.42%	

Public Policy Pages with Average Time Spent on Page Greater than Website Average

Page	Unique Pageviews	% of Total Unique Pageviews	Avg. Time on Page (min:sec)
Entire Website	20,940	100.00%	1:21
Employment First	27	0.13%	8:28
Prohibit Organ Recipient Discrimination	12	0.06%	3:10
Position Statements: Emergency Preparedness	6	0.03%	15:20
Position Statements: Criminal Competency	11	0.05%	8:30
Position Statements: Education	17	0.08%	4:42
Position Statements: Family Support Services	7	0.03%	3:24
Position Statements: Children and Families	6	0.03%	2:30
Position Statements: Employment	12	0.06%	2:27
Position Statements: Public Transportation Systems	7	0.03%	2:12
Position Statements: Access to Health Care	22	0.11%	2:06
Position Statements: Service Coordination	13	0.06%	1:58
Position Statements: Community Living	12	0.06%	1:37
2013 Input: Public Comment of Diana Kern to House Appropriations	10	0.05%	3:13
2013 Input: Response to Request for Comments and Suggestions Re: CSSB 7 by Senator Nelson	6	0.03%	7:23
2013 Input: Senate HHS Committee, SB 1060	5	0.02%	2:23
2013 Input: TCDD Access to Health Care Project Highlights	5	0.02%	8:11
2012 Input: DADS IDD System Redesign Stakeholder Meeting	62	0.30%	2:49
83rd Texas Legislature: Summary of 82nd Texas Legislature	84	0.40%	1:40
83rd Texas Legislature: TCDD Summary of the 2014-15 Texas LARs	85	0.41%	2:43

Website Update

Examples of Search Engine Keywords Relating to the Legislative Session Used by TCDD Website Visitors

Senate Bill 7 Related Search Terms

- texas senate bill 7
- opposition to texas senate bill 7
- texas senate bill 7 2013 disabilities
- what is senate bill 7 texas 2013 really saying
- "bill 7" texas home and community services
- texas senate bill 7 2013 implications
- sb 7 texas intellectually disabled
- texas senate bill 7 group home for intellectually disabled
- senate bill 7 stakeholder meeting in austin on march 6
- texas stakeholder's meeting march 6 2013
- hhsc texas summary of senate bill 7

Disability or Health Related Search Terms

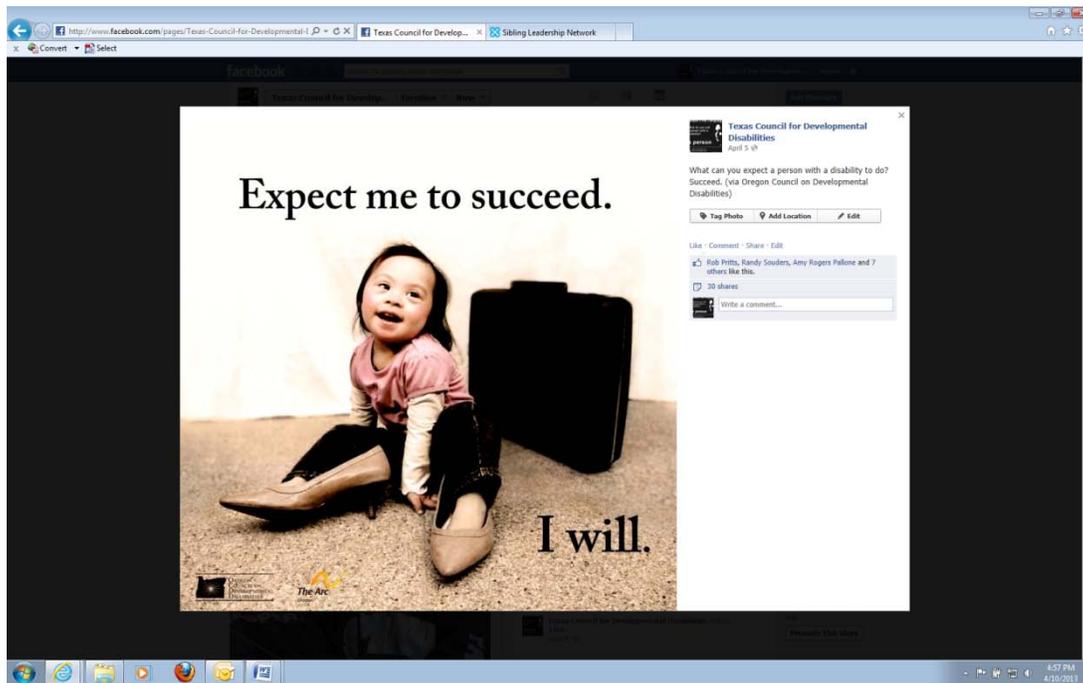
- organ transplantation and disability
- 83rd texas legislature agenda regarding special needs children
- appropriations testimony developmental disability provider
- senator jane nelson's autism
- 2013 texas disability legislative issues
- 2013 Texas legislative sessions for transition of idd students
- 2013 legislative session texas dyslexia
- 83rd legislature discusses special education in texas
- disability issues texas legislature
- legislative event developmental disabilities
- texas special needs education reforms for legislation 2013
- tx senate on disability changes 2013
- texas legislature learning disability
- texas legislative session for mhmr for 2013

Note: As a general rule, knowing what keywords are used by website visitors is a useful tool in shaping future content.

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.

- **This Facebook posting on April 5 was “shared” by 30 people:**



- **There was a lot of Twitter activity after Capitol visits in February:**



David Taylor @acnofelp

Had a great day in Austin. Spoke to Reps from El Paso to bring Disability Awareness and the needs to the forefront [#TXLEGE](#) [@TxCDD](#)



Senator Eddie Lucio @SenatorLucio

Thank you for the work you do. RT [@TxCDD](#) Thank you for meeting with our members!

Social Media Update

Some samples of TCDD Tweets:



TxCnIDevDisabilities

@TxCDD

Save the date: Senate Bill 7 stakeholder meeting in Austin on March 6. #txlege ow.ly/i6mMH



TxCnIDevDisabilities

@TxCDD

Today is the Texas My Medicaid Matters March & Rally! Can't make it? Tune in to the live stream at 11:15am CST. ow.ly/inFba



TxCnIDevDisabilities

@TxCDD

TCDD recommends an Employment First Policy: competitive employment at living wage in general workforce. #txlege ow.ly/izzSD



TxCnIDevDisabilities

@TxCDD

Walter is becoming a certified direct support professional thanks to a TCDD grant project ow.ly/jjOg4 ow.ly/i/1JKXM