

Background:

Data and details regarding TCDD's communications activities for the previous quarter:

- Website
- Facebook
- Twitter
- Email
- Information and Referral Requests and Distribution
- Marketing and Outreach
 - Side-by-Side Texas
 - TCDD at Disability-Related Events
- Blog Posts
 - RFP: Higher Education Collaborative to Expand Best Practices
 - RFP: Policy Fellows Needed to Impact Advocacy

Council — Agenda Item 8**Expected Action:**

The Council will discuss the report and may provide further guidance to staff.

Communications Report

May 2016

WEBSITE



Top 20 Webpages Visited

Pages highlighted in **bold** feature original TCDD content designed to educate the public.

Webpage	Number of Visits
Total webpage visits for quarter	36,329
People First Language	6,313
Home Page	4,539
Texas Legislature	2,053
Supported Decision-Making	872
Funding Available	815
What is a Developmental Disability?	723
Guardianship Alternatives	675
Medicaid Waiver Foster Payments Become Tax Exempt	600
Workplace Bullying: Know Your Rights	537
Publications and Multimedia	440
Jobs	397
Legislative Advocacy Tips	344
Current Grant Projects	344
Grants	340
The Next Step	330
Staff Directory	325
Updated Texas Service Dog Law 14 Facts for 2014	312
About Us	312
Extending Health Insurance for an Adult Child	280
News and Information	280

PDF Downloads from Website

PDFs highlighted in **bold** are print versions of TCDD blog posts and webpages.

Publication/Blog Post	Number of Downloads
Total PDF downloads for quarter	1,163
People First Language	351
Supported Decision-Making Agreement	265
2014 Higher Education Resource Guide	96
Next Step Users Guide	39
TCDD Brochure	36
2014 Annual Report	30
TCDD Grants Manual	28
2014 Biennial Disability Report	20
Extending Health Insurance Adult Child	18
How a Bill Becomes a Law	14
Medicaid Benefits Transition Managed Care	10
Autism Services Update	9

FACEBOOK

Facebook Fans



Top Facebook Posts

Posts highlighted in **bold** are TCDD original content.

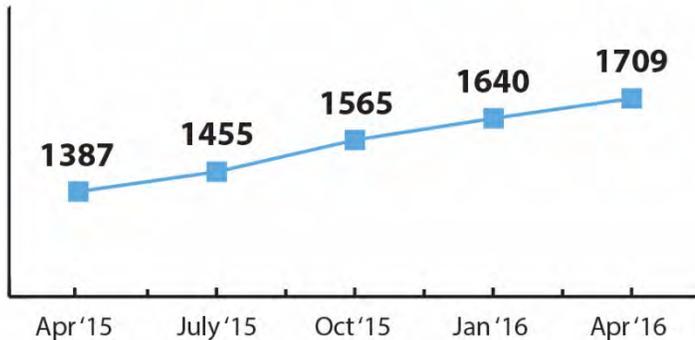
Post Message	Total Reach
GRADUATION: SIDE-BY-SIDE	9,683
TRAINING ON IDD NOW REQUIRED FOR POLICE RECRUITS	6,179
WHAT DO YOU CALL A PERSON WITH A DISABILITY? A PERSON.	4,365
TAKE THE PLEDGE: SPREAD THE WORD TO END THE WORD	4,315
H-E-B PROVIDES TALKING PRESCRIPTION LABELS	3,269
COURT SETTLEMENT LEADS TO INTEGRATED EMPLOYMENT	3,041
WIND CHIMES HELP AGGIES NAVIGATE CAMPUS	2,929
TCDD COUNCIL MEMBER'S ADVOCACY JOURNEY	2,563
SSLC EMPLOYEE ARRESTED FOR ASSAULTING GIRL WITH DISABILITY	2,307
'BORN THIS WAY' RENEWED FOR SECOND SEASON	2,270
100 BODIES MISSING AT SSLC CEMETERY	2,219
WHAT DOES ECI MEAN TO YOU AND YOUR FAMILY?	2,141
WHAT IS A DEVELOPMENTAL DISABILITY?	2,044

Reach: the number of unique people who received impressions of a Page post

TWITTER



Twitter Followers



Top Tweets

Tweets highlighted in **bold** are TCDD original content.

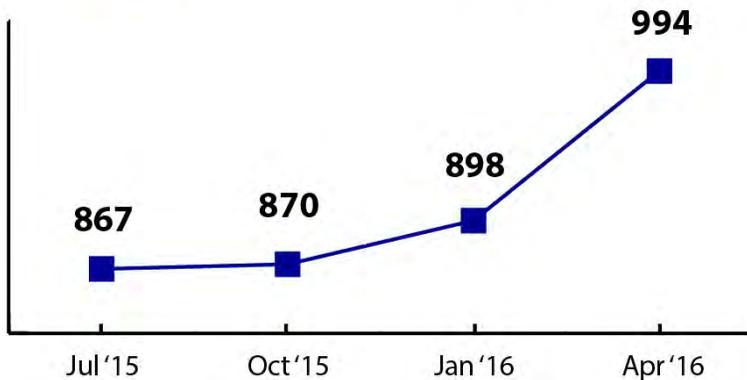
Tweet	Total Impressions
Q: What do you call a person with a #disability? A: A person. Learn about People First Language: https://t.co/LSOfnfsAYD #PeopleFirst	1,290
.@TexasHHSC seeks input from people with IDD and their families on IDD managed care pilot: https://t.co/qQ9GfHZPTh #Texas #ManagedCare	1,065
ICYMI: Are you satisfied with DADS #employment assistance? Take the survey: https://t.co/dD2EJx8aiJ Survey closes 1/29/16. #disability #jobs	918
ICYMI: Learn about the transition to STAR Kids at a @TexasHHSC information session: https://t.co/JtPAGIYRJA #Medicaid #SSI #Texas #children	873
Visit TCDD at #CTAAFSC to learn how you can get involved and create change for people with #disabilities. @ATCICnews https://t.co/yWfHW6WEfJ	812
Youth with #disabilities develop their advocacy skills at the #Texas Capitol with project from @TAMU. #SideBySideTX https://t.co/10bMP9ywsj	811
Camp LIFE from @TAMU gave students with and without #disabilities a weekend of inclusive adventures. #SideBySideTX https://t.co/RId6DeojFE	788
Students with #disabilities attended a professional development program through a @TAMU project. #SideBySideTX https://t.co/pyg9TzKutn	767
TCDD eNews: extending health insurance, STAR Kids info sessions & HIPP. Read: https://t.co/E8Sv8NkJgy Subscribe: https://t.co/LrPySEmcUb	735
Health and Human Services Transition Legislative Oversight Committee is under way at the Capitol. Watch at https://t.co/tW3pS1d4ux	726

Impressions: the number of times a tweet has been seen

EMAIL



Email Subscribers



Email Messages

The following emails were sent to eNews subscribers.

Email Subject	Opens	Clicks
Extending Health Insurance for an Adult Child	29.5%	8.3%
HHSC Seeks Public Input on IDD Managed Care Pilot	24.6%	5.3%
Interim Committees to Hold Public Hearings	27.2%	2.4%
TCDD Council & Committee Meetings: February 3-5, 2016	21.5%	1.8%
Interim Committees to Hold Public Hearings	28.1%	2.6%
TCDD Seeks Grants Specialist	24.7%	1.9%
Opportunities for Public Input in March	27.3%	2.7%
Side-By-Side Texas	29.3%	1.9%
RFP: Policy Fellows Needed to Impact Advocacy	41.9%	5.7%
Interim Committees to Hold Public Hearings	26.8%	2.8%
RFP: Higher Education Collaborative to Expand Best Practices	42.9%	7.4%
Upcoming Interim Committee Hearings	24.9%	1.7%

I&R REQUESTS & DISTRIBUTION

Information & Referral (I&R) Requests: Staff responded to 71 requests for information and referral.

Printed Materials Distributed:

- Annual Report: 1 English
- 2014 Biennial Disability Report: 1 English
- People First Language Handout: 12

MARKETING & OUTREACH

Side-By-Side Texas

Overview

Side-By-Side Texas (also referred to as #SideBySideTX) is a social media campaign conducted during Developmental Disabilities (DD) Awareness Month (March). The campaign is designed to raise awareness about the importance of inclusion of people of all abilities. All over Texas, people with and without disabilities make contributions to their communities, participate in meaningful employment, and have fun together — side-by-side.

In 2016, Side-By-Side Texas was organized by the state’s DD Network Partners:

- Center on Disability and Development at Texas A&M University (CDD)
- Disability Rights Texas (DRTx)
- Texas Center for Disability Studies at The University of Texas at Austin (TCDS)
- Texas Council for Developmental Disabilities (TCDD)

In the first year of the campaign, the primary audience was people already in our existing networks (email subscribers, Facebook fans, and Twitter followers). In 2017, we will consider strategies for expanding beyond our audiences and possibly reach out to legislators, state agencies, providers, disability organizations, and businesses/chambers of commerce.

2016 campaign activities:

1. Raise awareness about the campaign
2. Post or share #SideBySideTX photos
3. Cross-promote each other

Activities

Raise Awareness

We developed digital content, hard copy materials, and a press release to raise awareness about #SideBySideTX and the opportunity to participate in the campaign.

Digital content:

- Banner image for website, Facebook, Twitter and email (consistent look across all platforms)
- Blog post about the campaign with banners (a place for people to find the campaign if they Google it)
- Social media posts announcing campaign (direct people back to blog post to learn more)
- Email message announcing campaign (direct people back to blog post to learn more)

Hard copy materials for events:

- Table sign
- Half- and full-page flyers

Press release: the partners developed a joint-press release to give local media an opportunity to let their audiences know about the campaign. CDD and DRTx distributed the press release.

Post Photos

Because the campaign was new and the general public was not aware of it, we anticipated there not being a lot of organic content/participation. So, our strategy for content during the campaign was to

utilize photos we already had and to encourage people who are involved in our organizations to participate. By posting photos and raising awareness this year, next the campaign will be more familiar to the general public, which will increase the likelihood of their participation.

CDD shared many photos from their various projects that have students with and without disabilities participating side-by-side in activities. TCDS also posted photos of students participating in activities in the classroom, on the tennis court, and in the water (canoeing).

TCDD Council members contributed the majority of TCDD's original content for social media. The following Council members either posted or provided a photo for the campaign:

- Kris Clark
- Gladys Cortez
- Kristen Cox
- Ruth Mason
- Scott McAvoy
- Rick Tisch

There also was a small amount of organic participation from individuals and other organizations, including the Easter Seals Coalition Serving Texas, Rouse Amazing Raiders Club (high school in Leander), The Arc of Texas, and Texas in Transition.

Cross-Promotion

The DD Network Partners each promoted the other partners' Facebook pages on their own Facebook pages during the campaign. For example, TCDD would post a link to the DRTx Facebook page with a message like "If you like disability rights, like DRTx." The cross-promotion allowed the partners to expose their audiences to the other partners.

The cross-promotion was successful. Below are the increases in page likes that each partner experienced during the campaign:

- CDD – 60
- DRTx – 103
- TCDS – 57
- TCDD – 70

The success of the cross-promotion has prompted the partners to (A) continue promoting each other's Facebook pages on a regular basis (perhaps monthly) and (B) to include each other in #FollowFriday tweets.

Going Forward: 2017 Campaign

The partners were all satisfied with this year's campaign and are interested in conducting a campaign again in 2017. Some advantages we'll experience in the second year of the campaign are that we'll have more lead time to develop content and to promote the campaign in advance. Also, the campaign will have more name recognition in its second year. If the partners continue to grow their social followings by cross-promoting each other, next year's audience will be bigger, too.

Other strategies to implement in 2017:

- Expanded outreach to new audiences (as mentioned above, e.g., legislators, businesses, etc.)
- Side-By-Side stories to pitch to media outlets

Side-By-Side is a campaign conducted nationally by the Association of University Centers on Disabilities, the National Association of Councils on Developmental Disabilities, and the National Disability Rights Network.

TCDD at Disability-Related Events

To raise awareness about TCDD and the opportunities we provide for people and organizations to get involved with TCDD, we had a presence at multiple disability-related events in Texas. At some events, TCDD had a table that participants could visit to learn about our funding opportunities, becoming a Council member, and more. TCDD staff were at the table to engage with attendees, answer questions, and encourage people to connect with us. At other smaller events, TCDD didn't have a table, but attended to raise awareness about the opportunities we provide and to connect with new audiences.

At larger events where TCDD had a table, hard copies of multiple resources were available to conference-goers, including the People First Language handout, information about alternatives to guardianship, etc. TCDD has many articles on its website that can be printed, so at each event, the TCDD table featured handouts that were tailored to the event's specific audience. The TCDD table also features opportunities for people to connect with us. We provide business cards with our social media handles so people can follow us and the table always has an email sign-up sheet so people can subscribe to TCDD eNews.

At smaller events and presentations, TCDD provided folders for attendees. The folders featured many of the items that would be at our table if we were at a larger event.

Also, if TCDD provides an event stipend to an organization, the organization provides TCDD with the names and email addresses of the people who were able to participate in the event due to the stipend. These individuals are invited to connect with TCDD via eNews subscription and social media.

Events this quarter

TCDD had a presence at the following events.

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
Central Texas African American Family Support Conference	Austin	50	22	2
Family to Family Network's 11th Annual Special Education & Transition Conference & Resource Fair	Houston	40	17	8
Texas State Independent Living Council Conference	San Antonio	35	17	2
Bluebonnet Trails Community Services – Service Coordinators Meeting	Round Rock	30	25	0
The H.E.A.R.T. Program Open House	Houston	30	2	0
Harris Center Picnic in the Park	Houston	75	38	3
Totals		260	121	15

Upcoming events

- April 29 – 4th Annual LoneStar LEND Conference, Houston
- June 17-18 – 12th Annual TxP2P Conference



RFP: Higher Education Collaborative to Expand Best Practices

The Texas Council for Developmental Disabilities (TCDD) issued a Request for Proposals (RFP) to fund a project for up to five years to expand best practices that support students with developmental disabilities (DD) to succeed in post-secondary programs that have traditionally been attended by students without disabilities. The project will establish a sustainable Higher Education Collaborative that provides technical assistance and disseminates resources to develop and maintain similar programs at other institutions. The deadline to submit a proposal is May 13, 2016.

Background

TCDD funds Higher Education for Employment projects that aim to develop, demonstrate, and evaluate inclusive models of post-secondary education through which students with DD receive necessary supports to succeed in post-secondary education programs originally designed for students without disabilities. TCDD currently funds the following Higher Education for Employment projects:

- Texas A&M University's Bridge to Career in Human Services created a program for students to learn the skills needed to be successful in a certificate program for becoming a Direct Support Professional. Some of the credits earned by students in this program transfer to Blinn College.
- Texas Tech University's Project CASE (Connections for Academic Success and Employment) is a collaborative effort with South Plains College (SPC) that incorporates resources from both schools to identify, recruit, and retain students with DD who are interested in furthering their education, exploring career pathways, and pursuing meaningful employment.
- The Texas Department of Assistive and Rehabilitative Services' Project HIRE (Helping Individuals Reach Employment) supports individuals with DD to complete post-secondary education at South Texas College. Vocational Rehabilitation supports are supplemented with wrap-around services.

About the RFP

The Higher Education Collaborative will provide educational resources, technical assistance, and infrastructure development allowing for universities, colleges, and technical schools to recruit, retain, graduate, and transition students with disabilities into employment and/or meaningful day activity. The selected entity will support at least 10 other campuses across the state to replicate the

best practice models (models that have evidence they achieve the intended outcomes) and evaluate their success by the end of the project. The collaborative will be expected to ensure that new programs recruit and support students from diverse cultures.

The Higher Education Collaborative will include TCDD's Higher Education for Employment projects and other post-secondary programs that have demonstrated success in fully including students with DD. To continue to receive funding from TCDD, the Collaborative must have the involvement and support of at least four post-secondary programs, including at least one of the Higher Education for Employment projects. The Collaborative will become sustainable by the end of the project.

TCDD expects the organization that receives this grant to:

- Develop a Higher Education Collaborative to expand post-secondary options for students with intellectual and/or developmental disabilities.
- Partner with TCDD's Higher Education for Employment grantees and other programs that support students with DD to attend post-secondary institutions.
- Gather information about gaps and system changes that are needed to support successful transitions of people with disabilities to post-secondary programs.
- Support at least 10 institutions to implement innovative approaches and program models that provide post-secondary education for people with disabilities.
- Increase public awareness about post-secondary education options.
- Measure the outcomes of students after leaving the post-secondary programs developed.
- Ensure the sustainability for the collaborative and the programs developed.

Eligibility

Organizations that may apply are public agencies, private not-for-profit agencies, institutions of higher education, schools, and private for-profit organizations. The organization that applies for this grant must be the organization that will administer the grant and receive, disburse, and account for grant funds. Individuals may not apply for this grant.

Key Dates

Proposals are due to TCDD by 5 p.m. Central Standard Time on May 13, 2016. Late proposals will not be accepted. TCDD will notify proposers of decisions between August 8, 2016, and August 19, 2016. The earliest expected project start date is November 1, 2016 (this date may change).

More Information & Submitting a Proposal

More information, including the complete RFP, is available on the DD Suite website (www.ddsuite.org). Proposals for this RFP and all forms must be submitted using DD Suite.

Questions

If you have questions after reviewing the complete RFP, contact Danny Fikac, Planning Specialist, at danny.fikac@tcdd.texas.gov or at 512-437-5415.



RFP: Policy Fellows Needed to Impact Advocacy

The Texas Council for Developmental Disabilities (TCDD) issued a Request for Proposals (RFP) to fund up to two Texas organizations to hire and support a full-time TCDD Policy Fellow. Fellows will develop a deep understanding of policy affecting people with developmental disabilities (DD) and also build skills to promote self-determination and self-advocacy. The deadline to submit a proposal is May 9, 2016.

Background

TCDD invests in general, broad-based leadership and advocacy training for Texans with DD and their families so they can advocate for their right to be fully included in community life and exercise control over their own lives. While it is important to continue these efforts, it is equally important to ensure that new policy-focused professionals receive training and mentoring that will help them to collaborate with self-advocates and families to develop future policies and procedures.

Both public agencies and advocacy organizations currently face an ensuing loss of institutional knowledge and experience as many advocates and policy professionals are preparing for retirement. Opportunities to be mentored by seasoned, long-time experts may diminish in the near future. Unfortunately, tight budgets and the current fiscal climate have increased the difficulty organizations have in hiring individuals who would benefit from having experienced mentors.

Providing support to pair seasoned mentors with less experienced policy professionals through a fellowship program can maximize the skill sets of all involved, while also supporting organizations to continue to create positive change through their advocacy work.

About the RFP

TCDD hopes to fund up to two Texas organizations to select, hire, train and employ a paid full-time TCDD Policy Fellow for up to two years. Two years after the project ends, the Fellows are expected to be employed in positions that impact public policy that addresses issues important to individuals with DD.

The majority of the Fellow's work should be on issues important to people with DD; however, the Fellow may work on some cross-disability issues. The Fellow, in collaboration with the organization (grantee), will be able to select their core areas of focus. The Fellow must use research

and data to justify the particular policy they choose as their focus. When proposing the issues they will work on, and the specific policy activities they will engage in, the Fellow must demonstrate how strategic progress in their work constitutes a “win” or significant incremental accomplishment on the way to a longer-term public policy goal that is consistent with TCDD's Mission and Guiding Principles.

Fellows are expected to contribute meaningfully to the missions of the grantee organizations for whom they work and may be given substantial responsibility. Each organization will be required to identify a mentor for the Fellow.

Eligibility

Eligible grant applicants include public agencies, private not-for-profit agencies, schools, and private for-profit organizations. Fellows must be (A) recent graduates of post-graduate programs in law, social work, public policy or other related programs, or (B) self-advocates or siblings of persons with disabilities who have demonstrated post-graduate level skills and knowledge in public policy advocacy.

Grant Funds Available

TCDD has made available up to \$67,500 per year, per organization, for up to two organizations, for up to two years. Funding for the second year is not automatic. The organizations receiving the grants must use the grant funds to cover:

- the salary of a full-time Fellow (expected to be approximately \$35,000 - \$45,000 per year);
- benefits equal to those of the other organization's employees;
- mentoring; and
- professional development.

Key Dates

Proposals are due to TCDD by 5 p.m. Central Standard Time on May 9, 2016. Late proposals will not be accepted. TCDD will notify proposers of decisions between August 8, 2016, and August 19, 2016. The earliest expected project start date is September 1, 2016 (this date may change).

More Information & Submitting a Proposal

More information, including the complete RFP, is available on the DD Suite website (www.ddsuite.org). Proposals for this RFP and all forms must be submitted using DD Suite.

Questions

If you have questions after reviewing the complete RFP, contact Joanna Cordry, Planning Coordinator, at Joanna.Cordry@tcdd.texas.gov or at 512-437-5410.