

Background:

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

- Website and Downloads
- Facebook
- Twitter
- Email
- Information and Referral Requests and Distribution
- TCDD at Disability-Related Events
- Blog Posts
- Texas Tribune Festival
- Technology with HEART

Council — Agenda Item 11**Expected Action:**

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

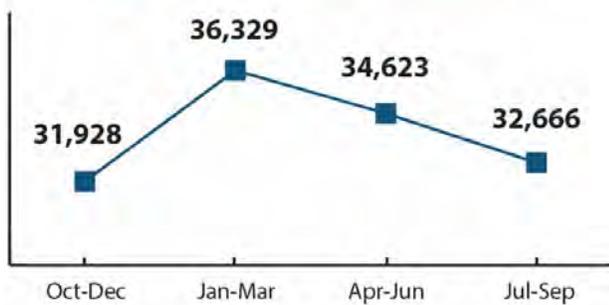
Communications and Marketing Activities Report

November 2016

WEBSITE



Website Visits



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	32,666
People First Language	4,213
Home Page	3,758
Workplace Bullying: Know Your Rights	2,742
Texas Legislature	1,327
Supported Decision-Making	906
STAR Kids Toolkit	895
Funding Available	656
What is a Developmental Disability?	579
Updated Texas Service Dog Law 14 Facts for 2014	538
Guardianship Alternatives	451
Update: Autism Services in Texas	428
Jobs	390
Staff Directory	353
Publications and Multimedia	306
Texas Teachers to Study Mental Health, Positive Behavioral Interventions	300
About Us	283
Legislative Advocacy Tips	274
Grants	255
Current Grant Projects	247
News and Information	222

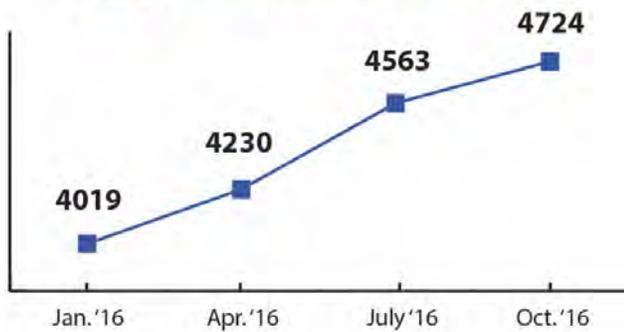
PDF Downloads from Website

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

Publication/Blog Post	Number of Downloads
Total PDF downloads for quarter	1,282
People First Language	294
Supported Decision-Making Agreement	254
Higher Education Resource Guide for Students with Disabilities — English	119
STAR Kids Checklist: What You Need to Be Doing Now! — English	98
Texas STAR Kids Flyer — English	64
Workplace Bullying: Know Your Rights Blog Post	41
Texas STAR Kids Flyer — Spanish	22
Grants Manual	22
STAR Kids Checklist: What You Need to Be Doing Now! — Spanish	14
Impact TCDD 2014 Annual Report	18
TCDD Organization Chart	18
TCDD Brochure	17
Higher Education Resource Guide for Students with Disabilities — Spanish	16
TCDD FY 2012-2016 State Plan	15
2014 Texas Biennial Disability Report	13
How a Bill Becomes a Law in Texas Infographic	12
TCDD Priority Bills Passed – 82nd Texas Legislature	10

FACEBOOK

Facebook Fans



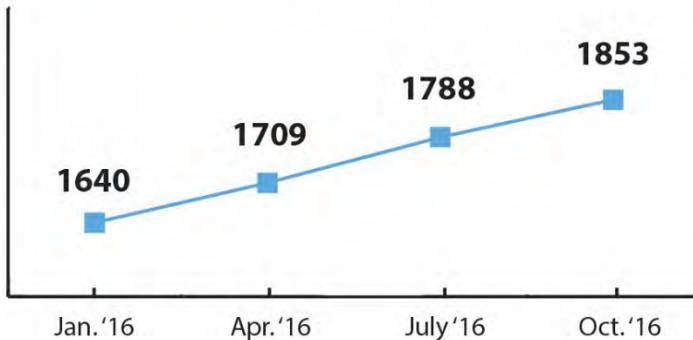
Top Facebook Posts

Post Message	Total Reach
TX Medicaid cuts take developmental dollars	9,206
Keller family wins fight for cameras in special education classrooms	7,873
ADHD is now classified as a specific disability under federal civil rights law	6,879
STAR Kids program raising concerns for families	6,365
In First, Insurer To Offer ABA Coverage Nationwide	5,560
The Texas Supreme Court declined to hear a lawsuit regarding the legality of proposed cuts to Medicaid therapy rates.	4,259
For parents of kids with disabilities, Target's newest shopping cart is a game-changer.	4,120
STAR KIDS Q&A CALLS	3,350
New App Will Serve As 'TripAdvisor' For People With Disabilities	3,173
Parents must request cameras in Texas' special education classrooms	3,145
Last Ditch Effort To Spare State Therapy Cuts	2,843
LEARN HOW TO ADVANCE STATE POLICY	2,776
After Firing an Employee with a Disability, Wal-Mart To Pay Up	2,723
Who Guards the Guardians?	2,310
HAPPY ANNIVERSARY, ADA!	2,237
Texas is Keeping Tens of Thousands of Children Out of Special Education	2,199
The Arc of Texas is accepting applications for the Don Miller Memorial Scholarship	2,164

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

TWITTER

Twitter Followers



Top Tweets

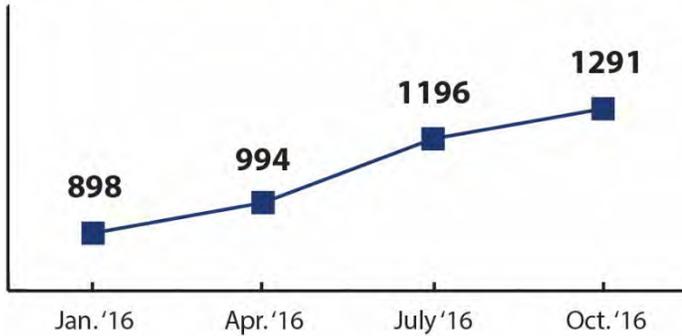
Tweet	Total Impressions
Take #disability #advocacy to the next level: attend the Texas Tribune Festival. Discounted tickets available. https://t.co/HIPo9vhcVK #TTF	6,087
We are seeking a #Grants Manager. Apply by Sept. 14! More info: https://t.co/6n0mbAsT6L #job #Texas #Austin https://t.co/0cEiDaVIVM	4,414
There are numerous conflicts between what #STARKids MCOs state verbally in public mtgs and what they've sent families in writing. #txlege	1,261
#FollowFriday: @TxDisabilities @TheArcofTexas @TCDS_UT @DisRightsTx @autismatx @EasterSealsCTX	1,075
#Disability #advocacy opportunities in #Texas in July & August: https://t.co/THeNNS1DE9 #txlege @TexasHHSC #Medicaid #SSLC #education @TDHCA	1,050
During #Texas sales tax holiday, most school supplies, clothes & backpacks under \$100 can be purchased tax-free. https://t.co/4yV5bVOcTH	1,000
HHSC continues to rely on families to encourage doctors to contract with #STARKids MCOs. #txlege	989
BREAKING: #Texas Supreme Court Halts Children's Therapy Cuts https://t.co/aRkbrUHubC (via @TexasTribune) #Medicaid #ECI	924
July 11-15 is National #Disability #Voter Registration Week. Learn how Texans can get involved: https://t.co/rS5cbNoNib	903
#Texas health centers awarded \$3.5 million total: Conroe, Dallas, El Paso, Houston, Plainview, San Antonio & Tyler. https://t.co/7LkNdmsMyc	845
#Scholarship available for college students pursuing career in intellectual and developmental #disability services: https://t.co/FH9gdQkW9x	832

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
RFP: TCDD Policy Fellows Needed to Impact Advocacy	38.2%	9.6%
Opportunities for Disability Advocates (sent 9/22/16)	29.6%	6.0%
HHSC's Budget Request: 10 Things You Need to Know	29.0%	3.3%
Advocacy Opportunities: July & August (sent 7/14/16)	28.1%	3.2%
Advocacy Opportunities Next Week (sent 9/9/16)	27.7%	3.0%
Advocacy Opportunities: August (sent 8/9/16)	27.4%	1.5%
STAR Kids Information Sessions	27.2%	2.7%
TCDD Council & Committee Meetings: August 3-5, 2016	26.7%	2.3%
More Ways to Learn About STAR Kids	26.3%	2.0%
Advocacy Opportunities: October (sent 10/7/16)	25.0%	2.0%
Next Level Advocacy: Texas Tribune Festival	24.3%	4.2%
TCDD Seeks Grants Manager	23.5%	0.9%
National Disability Voter Registration Week	23.0%	2.0%

I&R REQUESTS AND DISTRIBUTION

Information & Referral (I&R) Requests: Staff responded to 51 requests for information and referral.

Printed Materials Distributed

- People First Language Handout: 252,
- Higher Education Guide in English: 27,
- Impact: TCDD 2014 Annual Report in English: 5,
- Multiple materials were distributed at the events where TCDD was an exhibitor.

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 the following events this quarter.

Event	Location	Received TCDD Info	Email Subscribers	Potential Council Members
IDD Sock Hop	Georgetown	10	0	1
Texas Advocates Conference	San Marcos	50	18	0
HHS Cross-Systems Summit	San Marcos	40	14	1
PACSTX Conference	Galveston	40	20	0
PRN Resource Fair	Lubbock	30	11	6
no data	Totals	170	63	8

Upcoming events

- November 14-16 — Texas Assoc. of Health Plans Managed Care Conference (Dallas)
- November 16-18 — PPAT 2016 Annual Fall Conference (Austin)
- November 18 — Ensuring a Positive Future Conference (Houston)
- November 19 — Transition Works! Conference (San Angelo)
- November 29 — Volar Our Lives Disability Conference (El Paso)*

TCDD will have a presence at events marked with an asterisk (*).

BLOG POSTS



Drafting Bills: Why It Matters

Right now, while legislative bills are being drafted, disability advocates have an opportunity to inform their legislators about the issues important to people with disabilities in Texas.



Meghan Regis Joins TCDD as Public Policy Specialist

Regis previously worked for the Texas Department of Assistive and Rehabilitative Services, a government relations firm, and a member of the Texas House of Representatives.



HHSC's Budget Request: 10 Things You Need to Know

Learn how the exceptional items and budget reduction options in HHSC's budget request could impact people with intellectual and developmental disabilities.



RFP: Projects to Improve Access to Culturally Competent Supports and Services

TCDD issued an RFP to fund up to three Outreach & Development projects that will focus on improving access to culturally competent supports and services for people with disabilities.



RFP: TCDD Policy Fellows Needed to Impact Advocacy

TCDD issued an RFP to fund up to two organizations to hire and support a full-time Policy Fellow to develop an understanding of policy and build skills to promote self-determination and self-advocacy.



RFP: Youth Leadership Development Projects

TCDD issued an RFP to fund youth leadership development projects that will support youth with DD to learn and share information, acquire leadership skills, and develop long-range advocacy plans.



NDEAM 2016: #InclusionWorks

October is National Disability Employment Awareness Month and the Office of Disability Employment Policy assembled a Resource Toolbox that includes a poster, sample social media content, and more.

TEXAS TRIBUNE FESTIVAL



With an Event Stipend from TCDD, the Texas Tribune provided travel grants to facilitate participation by people with disabilities and family members in the 2016 Texas Tribune Festival. The Festival, which is considered a must-attend event for anyone passionate about public policy issues in Texas, was held on The University of Texas at Austin campus and featured more than 50 sessions and 200 speakers.

The Tribune awarded travel grants to the following people:

- John C. Morris (Edinburg)
- Paul Nathan (El Paso)
- Damian Tabor (Corpus Christi)
- Garry, Gregory, and Vanessa Simmons (San Antonio)
- Rachel Williams (Katy)

The Texas Tribune also offered discounted registrations for people with disabilities, older adults, and veterans.





Technology with HEART

The HEART (Housing, Entrepreneurship and Readiness Training) Program's mission is to create new opportunities for low-income adults with intellectual and developmental disabilities (IDD) in Houston to achieve their employment potential and, ultimately, to live independently. And, by developing an app, HEART is one tap closer to achieving its mission.

The HEART Program operates and maintains over 70 vending machines throughout the Houston area. People with IDD who participate in HEART receive the guidance and training necessary to work the vending machines, which includes maintaining product inventory, restocking the machines, and collecting and counting the cash deposited into the machines.

However, despite the training HEART provides, some people with IDD may require individualized support to increase their employability and prepare them for a career. Take Adrienne, for example. While participating in HEART, Adrienne has become very good at monitoring vending machines inventories, but her ability to write and record the inventories was limited.

To address this issue, which affected many people in the program, HEART teamed-up with Houston-based technology firm Blue Lance Group. With funding from the Texas Council for Developmental Disabilities, HEART and the Blue Lance Group developed an iPad application for recording inventories. The app is very visual, easy to use, and it allows users to customize it to fit their needs. Also, with the app, HEART can monitor inventories electronically rather than manually, therefore removing the need to maintain paper forms in countless binders.

Adrienne has been using the app and it has made a big difference for her. Adrienne can now record inventories and report totals by tapping a screen instead of filling out forms. In addition, since she can customize the app to suit her needs, she can activate different features, like the ability to add photos of products to help her ensure she restocks items correctly.

And, as Adrienne has become more effective at work, she has gained confidence in other areas of her life and become a leader.

“Adrienne has blossomed from a quiet and shy young woman to someone who advocates for herself and has even given speeches about her job,” said Dr. Ross Castillo, the director of programs for HEART. “By working with HEART, Adrienne has not only improved her employability and increased her income, but she has also become a more independent person.”

To learn more about The HEART Program, visit heartprogram.org.

This article was submitted by TCDD to the Texas Governor’s Committee on People with Disabilities (GCPD) for GCPD’s National Disability Employment Awareness Month (NDEAM) email campaign. During NDEAM, GCPD shared articles submitted by guest authors from around Texas.

