

Background:

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

Public Policy Committee

Agenda Item 9.

Expected Action:

The Committee will receive an update regarding recent public information activities and provide guidance as appropriate. No action is anticipated.

Council

Agenda Item 20. C.

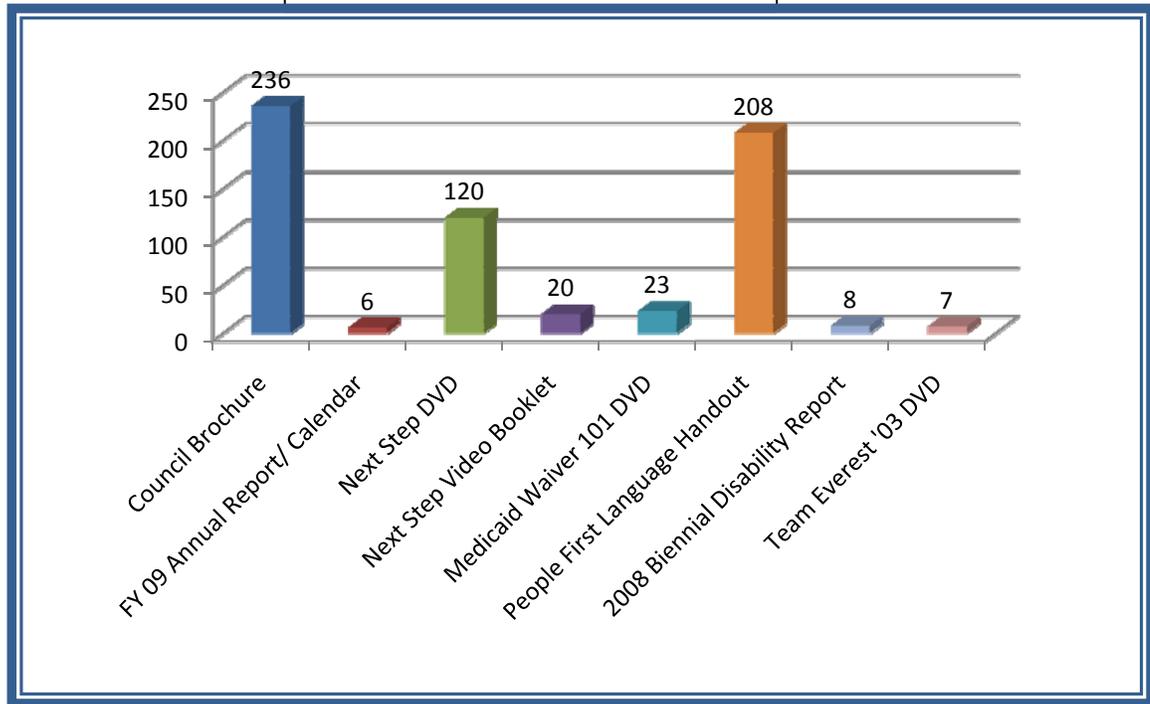
Expected Action:

The Council will receive an update from the Committee on public information activities. No action is anticipated.



Materials Requested & Information Update

Materials Requested from July 1 – October 1, 2010



Social Media Update:

Twitter

<http://twitter.com/txcdd>

- 110 tweets
- 339 followers; following 323

Facebook

www.facebook.com/txcdd

- 349 fans
- 77 posts

Note: Data from July 1 – October 1, 2010

TCDD Email Update:

TCDD's email software allows staff to track the number of recipients who open or forward an email announcement; the number of recipients who access the information contained in the email (i.e. hyperlinks and downloads); and whether the recipients are from state agencies, council members, grantees, etc.

- As of October 2010, there are 1,242 recipients signed up to receive TCDD emails.
- As of October 2010, there are 999 electronic FYI recipients, plus 48 individuals who requested the quarterly printed FYI.



Outreach Update:

- Lucy Walker responded to 45 requests for Information and Referral (I&R) in July through September 2010. Melissa Rosser responded to 62 requests for I&R for the same period. Other staff also handled I&R calls.
- Staff members Lucy Walker and Wendy Jones, along with Council members Susan Vardell and Joe Rivas, attended the National Association of Councils on Developmental Disabilities (NACDD) Conference September 27–28. Staff and council members attended a variety of sessions including grassroots advocacy efforts/self-advocacy, health care reform, guardianship, etc. Wendy participated in a small group discussion on grassroots advocacy. Lucy and Susan each spoke with the newly hired NACDD Public Policy Manager, Peggy Hathaway, who joined the association's staff on October 1.
- Staff continue to gather contact information from grant project participants, who were invited to join TCDD's mailing list as well as connect with TCDD's Facebook and Twitter pages.