

Background:

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

Public Policy Committee

Agenda Item 7.

Expected Action:

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

Council Meeting

Agenda Item 12. B.

Expected Action:

The Council will receive a report of the Committee’s discussion on this item. No action is anticipated.

Public Information Update (Oct - Dec 2011)

Creating Awareness & Building Connections

- TCDD collaborated with several other groups to help celebrate October as Persons with Disability History and Awareness Month.
- TCDD staff continue to participate in the Inclusion Team of Texas (ITT) with other disability groups. ITT is working to promote volunteerism as an inclusive activity for people with disabilities.
- Staff attended the first meeting of the Disability Emergency Management Task Force. The group's charge includes providing input to the Texas Preparedness Advisory Council and inclusion planning for Texans with disabilities, and enhancing the state and local emergency management plans to include planning for functional needs.
- Staff attended the Governor's Committee on People with Disabilities meeting and awards ceremony.
- TCDD issued press releases on new grant projects. Public Policy staff worked with legislative offices to jointly announce awards for these projects:
 - SER-Jobs for Progress Leadership and Advocacy Expansion (Houston)
 - DARS Higher Education Project (Rio Grande Valley)
 - OneStar Foundation Inclusive Faith-based Communities Symposium (Austin)
 - Texas A&M University: Higher Ed project (College Station)
- TCDD issued news releases announcing the hiring of the Grants Management Director and Public Policy Director. The news ran in the Austin Business Journal, Houston Business Journal and Taylor Daily Press.
- An updated version of the People First Language handout is available on the TCDD website. The new version includes a different layout and Spanish translation on one side.
 - Mental Health America of Eastern Missouri requested and was given permission to post the document to its "For the Media" section of the organization's website.
 - A parent in Illinois used the handout while speaking at four high school child development classes.
- Permission was granted to print TCDD's Resource Guide to Higher Education in the International Journal of Disability Studies' special issue on the theme of "Disability, Barrier-Free Campus and Higher Education." The journal is published in New Delhi, India, and devoted to disability, rehabilitation and human rights issues.
- TCDD provided materials for the Texas School for the Deaf annual Transition Fair in November.
- Staff represented TCDD at the Destination... Life Regional Transition Fair. The annual fair is held at Round Rock High School and invites parents and students from nine Austin-area school districts. TCDD distributed resources related to higher education, employment and upcoming events and conferences.
- Staff responded to 50 requests for Information & Referral in the past quarter.
- Staff are working on the TCDD 2011 Annual Report which provides a brief overview of grant projects as well as staff and grantee accomplishments.
- A handout for individuals interesting in applying for appointment to TCDD is now available on the TCDD website: http://www.txddc.state.tx.us/about_us/council/membership_how.asp.

Social Media Update

This report details the usage and activities of TCDD's Facebook Fan and Twitter pages for 2011.

Facebook is a social networking website that allows users to create a profile, connect with other users as friends or fans and exchange messages, including automatic notifications when they update their profile.

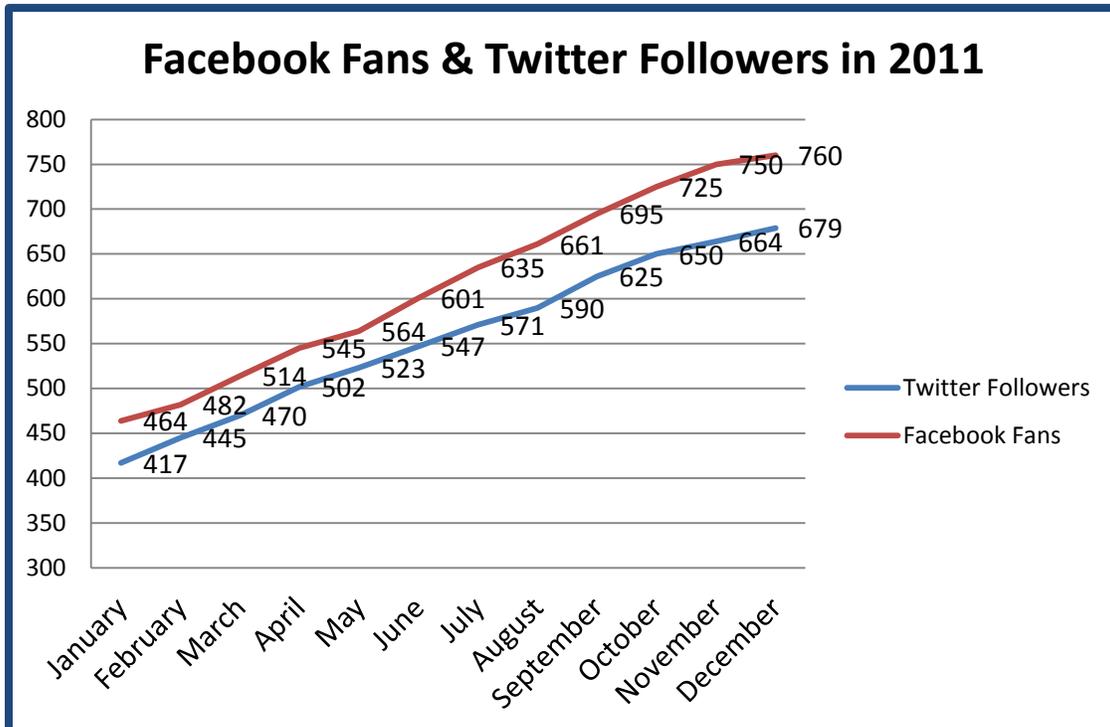
TCDD operates a Facebook fan page that is regularly updated. The page offers a number of ways to connect with TCDD's Facebook fans. TCDD may post news and updates on its Wall or in the Notes section (which is a content publishing platform or blog). In addition, TCDD can create or promote events through Facebook. Moreover, individuals have the opportunity to post questions, comments, or to offer feedback via TCDD's Wall or send private messages.

Public Information Update (Oct - Dec 2011)

Twitter provides a slightly more limited forum, with each post, known as a Tweet, limited to 140 characters. However, Twitter allows users to repost (or Retweet) information from other Twitter users quickly and easily and does allow for some interaction between users.

During 2011, the TCDD Facebook fan page gained 296 new fans, with a total of 760 Facebook fans (Facebook users who have indicated they *Like* the page) at the end of the year. The page has 952 monthly active users, which is an increase from 246 monthly active users in December 2010. During the same amount of time, the TCDD Twitter feed gained 262 additional followers, with 679 followers at the end of December 2011.

Chart 1. TCDD Facebook & Twitter Users



This chart demonstrates the number of TCDD Facebook page fans as well as the number of TCDD Twitter Followers during each month of 2011.

TCDD Facebook fan page users live in 20 countries around the world. However, they mainly reside in the United States (87 percent of TCDD fans). 2.6 percent reside in Australia, and 2 percent in the United Kingdom. The remaining countries represented among TCDD's fans comprise no more than one percent of the total number of fans each. TCDD Facebook fans speak six different languages. 96 percent of TCDD Facebook fans speak English. The language spoken by the next highest proportion of TCDD fans is Spanish, which comprises less than one percent of TCDD fans.

Chart 2. Demographic Characteristics of TCDD Facebook Fans

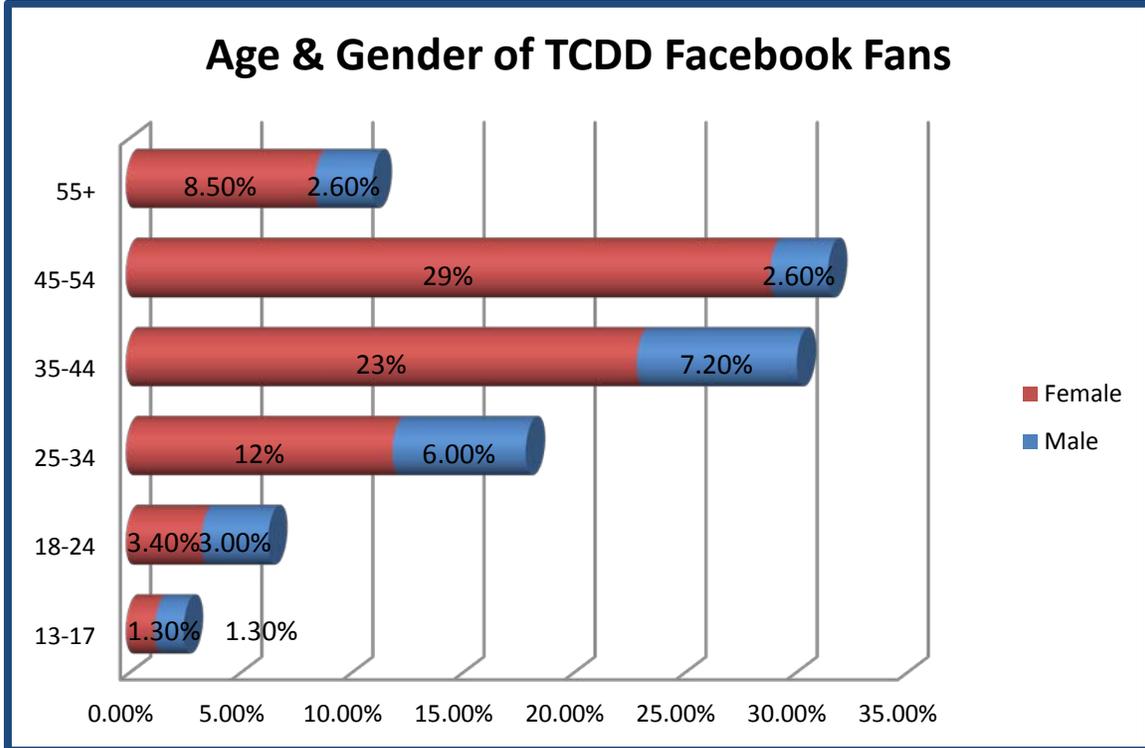


Chart 2 shows the demographic characteristics of current TCDD Facebook fans, with gender and age characteristics. The percentages shown reflect the proportion of each group of the total number of fans.

76 percent of TCDD Facebook fans are Female. The vast majority of TCDD fans are between the ages of 25 and 54, and comprise 80 percent of users.

Chart 3. TCDD Social Media Outreach

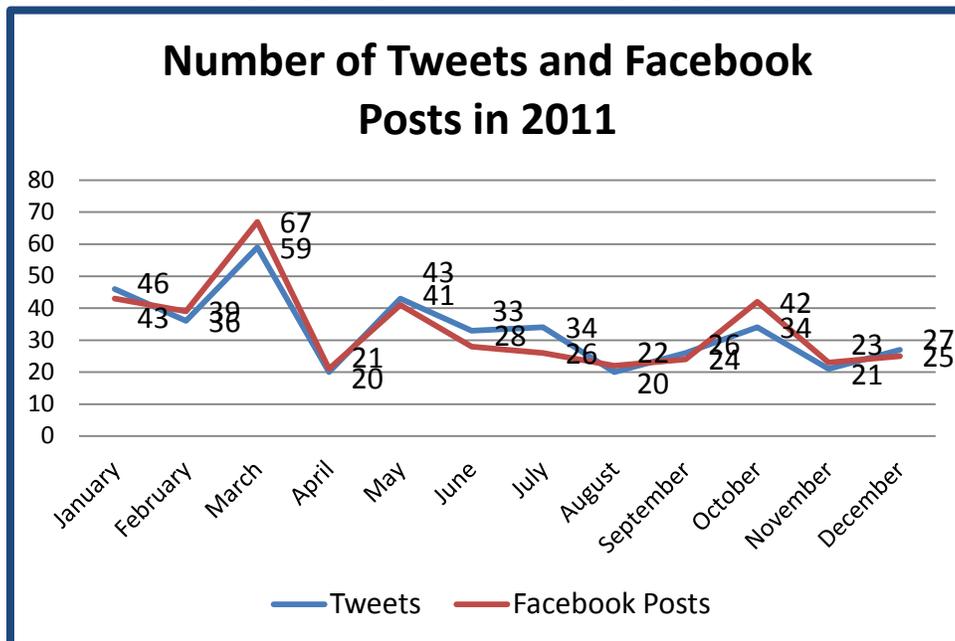


Chart 3 indicates the number of times TCDD shared information on its Facebook page and Twitter feed for each month in 2011.

When TCDD posts a news story, resource, or policy information on Facebook, TCDD fans can engage with the content by liking it, commenting on it, or sharing it on their own pages. They may also unsubscribe from the page to avoid viewing TCDD content in their News Feed in the future.

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.

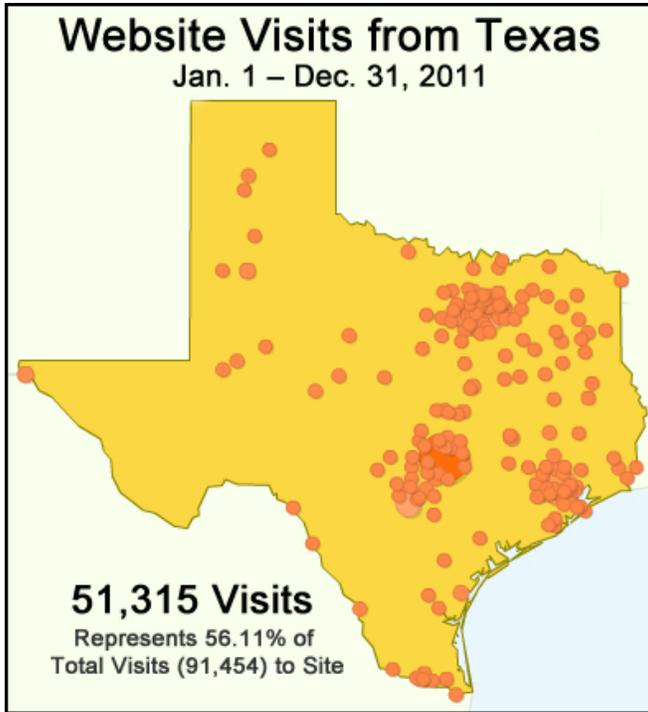
- As of January 2012, there are 962 recipients signed up to receive TCDD emails.
- As of January 2012, there are 737 electronic FYI newsletter recipients; the remaining subscribers opt to receive specific information, such as TCDD News and Events. In addition, 46 individuals request the quarterly printed FYI newsletter.

TCDD Website Update

Website Visits from Texas, 2011

January 1, 2011 – December 31, 2011

For calendar year 2011, there were 51,315 visits to the TCDD website from 500 Texas cities. This represents 56.11% of the total visits (91,454) to the site.



Top 25 Cities	# Visits to the Site
Austin	10,373
Houston	7,085
Dallas	4,072
San Antonio	3,351
Ft Worth	1,448
El Paso	843
Arlington	788
Lubbock	788
McAllen	784
College Station	763
Denton	706
Plano	663
Corpus Christi	592
Waco	480
Irving	453
Round Rock	403
Richardson	402
Spring	395
Amarillo	349
Sugar Land	340
Tyler	329
Ballinger	328
Killeen	301
Beaumont	282
Carrollton	276