

Background:

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

Public Policy Committee

Agenda Item 8.

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 11. B.

Expected Action:

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

Public Information Update (Jan – Mar 2012)

Creating Awareness & Building Connections

- TCDD is working with local Senators to announce several new grant projects:
 - Texas Advocates: Leadership and Advocacy project*
 - The Arc of Texas: Leadership and Advocacy project*
 - Texas State Independent Living Council (SILC): Leadership and Advocacy project*
 - NAMI Texas, Inc.: Leadership and Advocacy project*
 - Any Baby Can: Health and Fitness project
 - Jewish Family Service of Dallas: Inclusive Faith-based project
 - West Central Texas Regional Foundation: Inclusive Faith-based project
 - Education Program Inspiring Communities: Enabling Technology project

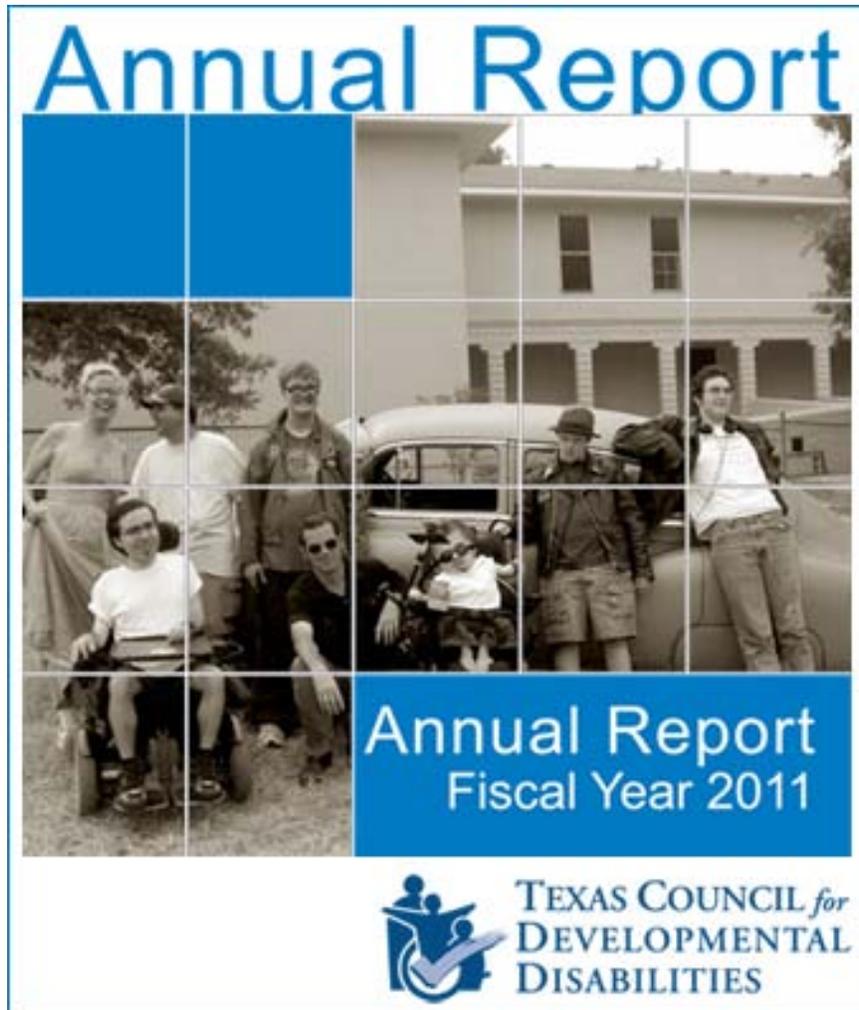
*Four of these projects in the Austin area were announced in one release by Senator Kirk Watson. The Quorum Report publicized it and Texas Tribune picked up our Tweet.



- Media coverage/publicity of the Any Baby Can project included:
 - Senator Van de Putte's website and Twitter feed;
 - Texas Public Radio;
 - Grants Director Sonya Hosey radio interview with KTSA in San Antonio;
 - San Antonio Business Journal; and
 - At least 9 websites picked up the San Antonio Business Journal article, including fitness blogs and local, professional websites. Other resources tweeted the information.
- Media coverage/publicity of the Higher Education/Employment projects included:
 - Texas A&M project
 - Senator Judith Zaffirini posted our release on her website;
 - Our release was picked up by Border Town Blues blog and Laredo Buzz; and
 - My Harlingen News website.
 - DRS Project Hire
 - Roger Webb provided invited testimony at testified the House Technology Committee on March 30; and
 - Council member Gladys Cortez represented TCDD at a media event on April 3 in McAllen to help announce the DRS Project HIRE grant award. Speakers included Senator Eddie Lucio, Jr., State Rep. Aaron Peña, the McAllen Chamber of Commerce President, and presidents of both the University of Texas Pan American and South Texas College.

Public Information Update (Jan – Mar 2012)

- Staff responded to 45 requests for information & referral in the past quarter.
- 5,000 copies of the reformatted People First Language handout were printed for distribution. Since the beginning of the year, staff fulfilled requests for 2,275 People First Language handouts.
- TCDD granted permission to use the People First Language handout in a book for inclusive fitness trainers.
- Staff provided TCDD handouts for the Texas Transition conference exhibit hall and hosted an exhibitor booth at the Texas Advanced Leadership & Advocacy Conference and Central Texas African American Family Support Conference.
- The FY2011 Annual Report was released electronically. The English version has been downloaded 92 times on the TCDD website; the Spanish version has been downloaded five times.

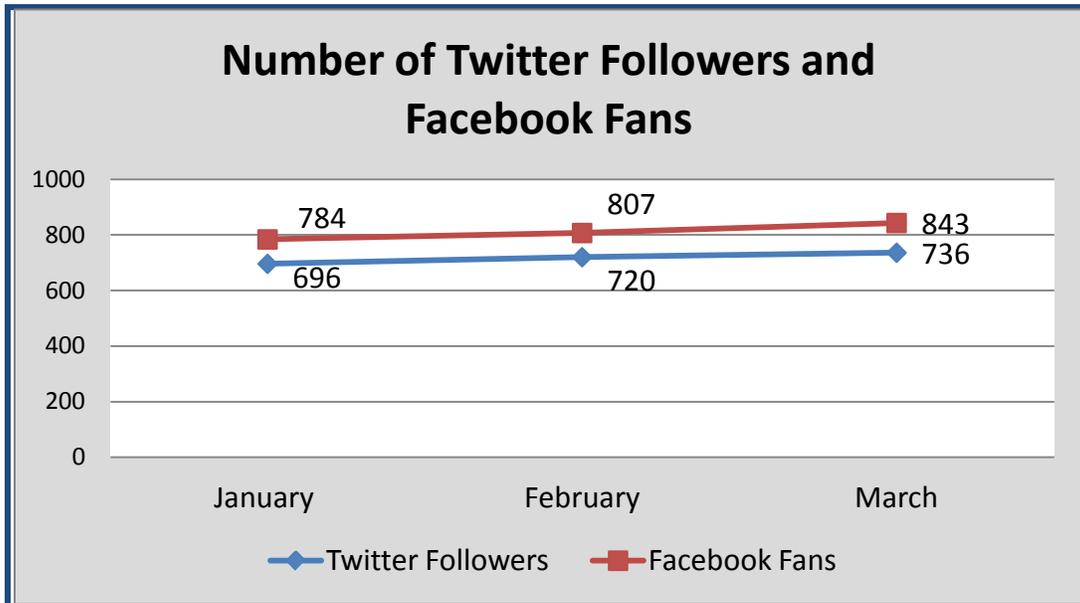


Public Information Update (Jan – Mar 2012)

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, or policy information. The social media activity helps make connections with individuals, organizations, members of the media, politicians and others who are involved with or impact the disability community. Social media enhances TCDD's communication and is a great tool for sharing information as well as receiving it.

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 January – March of 2012.

Chart 2. TCDD Social Media Outreach

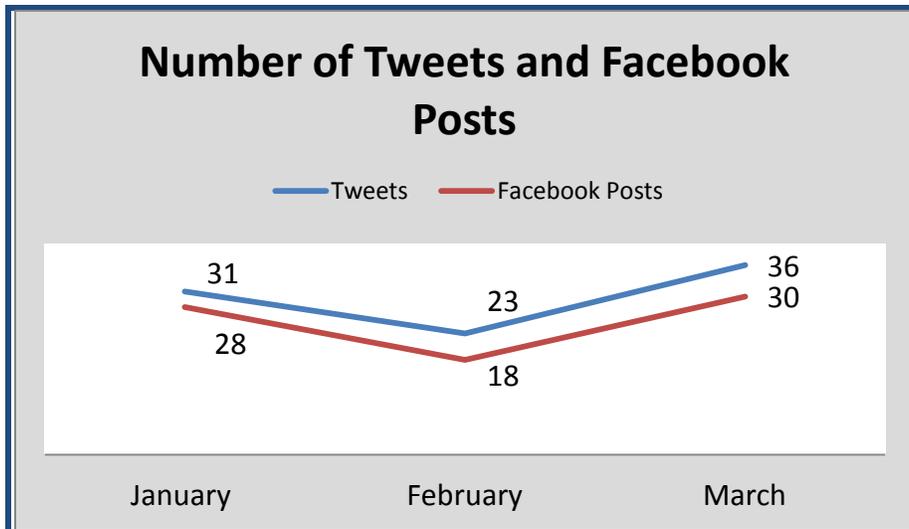


Chart 2 indicates the number of times TCDD shared information on its Facebook page and Twitter feed for each month in 2011.

Public Information Update (Jan – Mar 2012)

People First Graphic

- TCDD staff designed a graphic to encourage the use of people first respectful language. This graphic was liked by 63 Facebook users and shared 38 times on the walls of other Facebook users.



Facebook Timeline

- The TCDD Facebook page switched to the timeline layout and now looks like this:



Public Information Update (Jan – Mar 2012)

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 April 2012, there are 1,167 recipients signed up to receive TCDD emails.
- As of January 2012, there are 741 electronic FYI newsletter recipients; the remaining subscribers opt to receive specific information, such as TCDD News and Events. In addition, 47 individuals request the quarterly printed FYI newsletter.

TCDD Website Update

Top 25 Mobile Devices Used to Access website (Jan. 1, 2011 – March 29, 2012)

Mobile Device Info	# Visits
Apple iPhone	1,462
Apple iPad	1,263
HTC EVO 4G (Android)	167
SonyEricsson LT15i Xperia Arc	121
Apple iPod Touch	115
Motorola DroidX	75
Samsung SPH-D700 Epic 4G	46
T-Mobile myTouch4G	38
Huawei M860 Ascend	37
Samsung SGH-T959 Vibrant	34
Verizon Droid	30
HTC ADR6300 Incredible	28
Samsung SC-02B GALAXY S	26
LG LS670	25
RIM BlackBerry 8530 Curve	19
RIM BlackBerry 9700 Bold	19
LG MS690 Optimus M	17
Samsung Galaxy Tab	16
Verizon Droid2	16
HTC G2 HTC Sapphire	15
LG P509 Optimus T	15
Fujitsu T-01C REGZA Phone T-01C	14
HTC Espresso	13
Total	3,611

TCDD Mobile

The images below show what the current website looks like on various mobile devices

