

**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 15. C.**

**Expected Action:**

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

# Public Information Update (April – June 2012)

## Creating Awareness and Building Connections



State Rep. Ryan Guillen (D-Rio Grande City) retweeted an announcement that originated with the University of Texas Pan American on the DRS Project HIRE grant award to his 1,530 followers on April 12, 2012.

- TCDD is working with state senators and representatives to announce several new grant projects. News releases for the following grants were sent to the media. They are also available on the TCDD website at [http://www.txddc.state.tx.us/grants\\_projects/profilesindex.asp#recent](http://www.txddc.state.tx.us/grants_projects/profilesindex.asp#recent).
  - Epilepsy Foundation Texas: Health and Fitness project
  - Texas State Independent Living Council (SILC): Health and Fitness project
  - Texas A&M University: Leadership and Advocacy project
  - The Arc of Dallas: Leadership and Advocacy project
  - The Arc of Greater Tarrant County: Inclusive Faith-based projects
  - Education Program Inspiring Communities: Enabling Technology project
  - Strategic Education Solutions: Enabling Technology project
- Rep. John Raney (R-Bryan) posted his news release about Texas A&M University's advocacy project on the House of Representatives website.
- The Center on Disability and Development at Texas A&M University put articles in its June newsletter about the following programs:
  - A&M's new advocacy and leadership program for Bryan ISD high school students and their parents
  - The Bridge to Career in Human Services program for training people with disabilities to become Direct Support Professionals
- Coverage of other projects:
  - The Arc of Texas sent out information about Project MOVE and Project SAVE.
  - The Circle of 10 Capacity Building grant for seminars, which were offered to TCDD grantees to help them network and learn tools for sustainability once TCDD funding ends, received coverage in various Houston-area newspapers.
  - Both the Galveston Daily News and the County Life Online (serving Anderson, Houston and Trinity counties) published articles about the Circle of 10 Capacity Building seminars and SER Jobs for Progress.

## Public Information Update (April – June 2012)

- The Houston Chronicle published an article about the Barbara Jordan Endeavors Corp., which received TCDD funding for a Cultural Outreach project.
- TCDD granted permission to STEAM (The South Texas Entertainment Art Music) — an entertainment magazine published in Corpus Christi — to use the People First Language handout in the publication. STEAM is published online and 2,000 print copies are produced each month.



Sen. Jane Nelson (R-Flower Mound) shared TCDD's tweet about The Arc of Greater Tarrant County's grant project to increase the inclusion of individuals with intellectual and developmental disabilities within faith communities of their choice in Tarrant County.

### Social Media Update

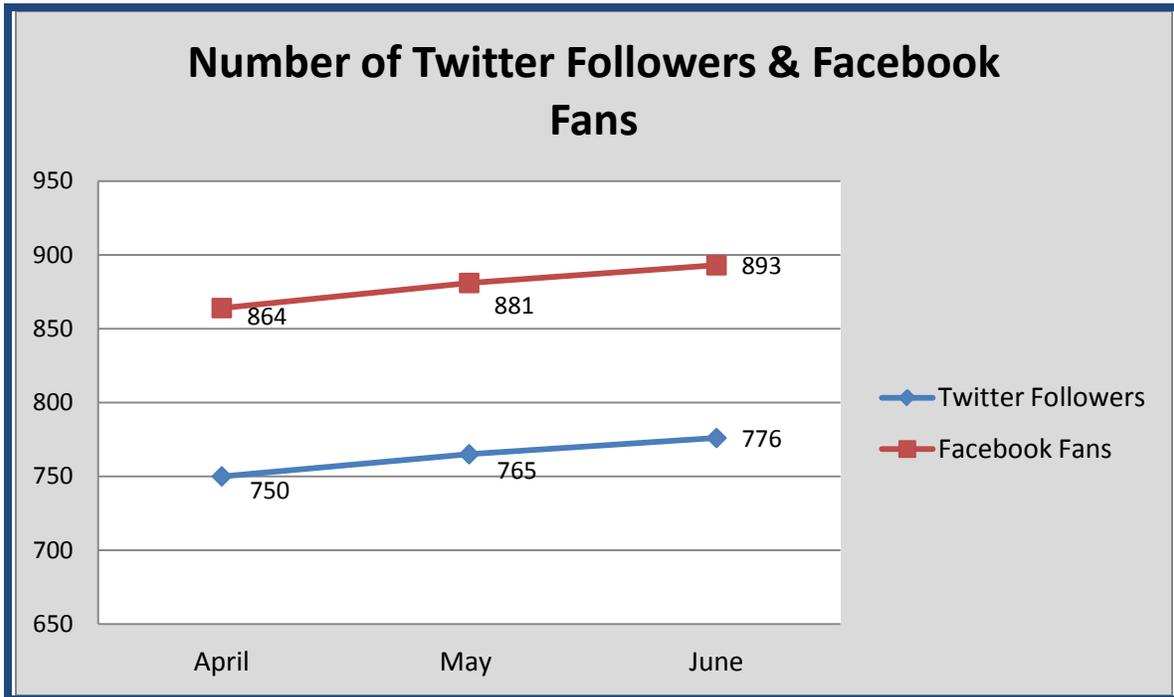
TCDD uses its Facebook fan page and Twitter account on a daily basis to share and learn about pertinent news stories, resources and policy information. The social media activity helps make connections with individuals, organizations, members of the media, legislators and others who are involved with or have an impact on the disability community. Social media enhances TCDD's communication and is a great tool for sharing and receiving information.

A Facebook Insights tool helps track the number of people viewing and interacting with TCDD's Facebook fan page. Between April and June 2012, an average of 20 individuals per week interacted with TCDD's Facebook page by liking, commenting on or sharing content posted by TCDD. In addition, an average of 800 people viewed information shared on TCDD's Facebook page.

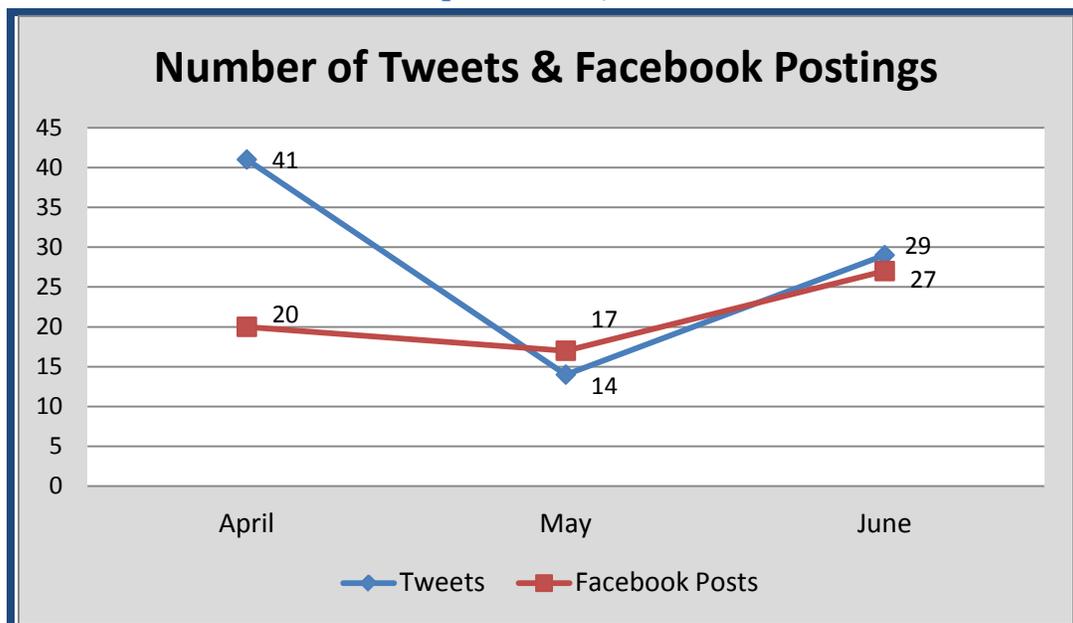
Twitter does not yet have similar tracking features, however, TCDD staff is notified when information shared on TCDD's Twitter feed is retweeted or mentioned by another Twitter user. Between April 2012 and June 25, 2012, 14 of TCDD's tweets were shared by other users with more than 8,000 combined followers.

# Public Information Update (April – June 2012)

## Number of TCDD Facebook Page Fans and Twitter Followers April 1 – June 25, 2012



## Number of Tweets and Facebook Postings Shared by TCDD Between April 1 and June 25, 2012



# Public Information Update (April – June 2012)

## Website “Engagement” (Jan. 1, 2012 – June 21, 2012)

### Performance

#### Visit Duration

|   |  |
|---|--|
| Visits<br><b>43,421</b><br>% of Total: 100.00% (43,421) | Pageviews<br><b>77,707</b><br>% of Total: 100.00% (77,707) |
|---|--|

Primary Dimension: Visit Duration

| Visit Duration   | Visits | Pageviews | Percentage of total |           |
|------------------|--------|-----------|---------------------|-----------|
|                  |        |           | Visits              | Pageviews |
| 0-10 seconds     | 31,344 | 32,399    | 72.19%              | 41.69%    |
| 11-30 seconds    | 2,152  | 4,676     | 4.96%               | 6.02%     |
| 31-60 seconds    | 2,063  | 5,227     | 4.75%               | 6.73%     |
| 61-180 seconds   | 3,391  | 11,151    | 7.81%               | 14.35%    |
| 181-600 seconds  | 2,694  | 12,368    | 6.20%               | 15.92%    |
| 601-1800 seconds | 1,460  | 8,573     | 3.36%               | 11.03%    |
| 1801+ seconds    | 317    | 3,313     | 0.73%               | 4.26%     |

### Visit Duration

Visit duration is a measure of visit quality. A large number of lengthy visits might indicate that visitors are actively engaged with a website.

During the time period Jan. 1, 2012 – June 21, 2012, 72.19% of visitors to the TCDD website spent less than 10 seconds on the site. This could mean that visitors quickly found the information they were seeking and exited the site within 10 seconds; however, it could also indicate that they did not find what they needed and left the site to seek elsewhere.

### Visits

Visits represent the number of visits to the entire site. A visit by Person “A” going to the site is counted as one visit. If Person “A” reads five pages on the site, this counts as five pageviews.

### Pageviews

Pageviews, which are the total number of pages viewed on a website, count every time a single page is viewed. Any repeated views of a single page are also included in pageview count. A repeated view can occur when a visitor reloads or returns to a page after visiting other pages on a website.

## Public Information Update (April – June 2012)

### Top 25 Internet and Mobile Service Providers of People Visiting the TCDD Website

Jan. 1, 2012 – June 22, 1012

| Service Provider  | Visits | % of Total<br>Visits<br>(43,622 ) |
|---|--------|-----------------------------------|
| Road Runner Holdco llc                                    | 4,084  | 9.36%                             |
| AT&T Internet Services                                    | 2,430  | 5.57%                             |
| Comcast Cable Communications Inc.                         | 1,748  | 4.01%                             |
| Verizon Online llc  | 1,534  | 3.52%                             |
| Service Provider Corporation (group of mobile providers)  | 678    | 1.55%                             |
| Suddenlink Communications                                 | 658    | 1.51%                             |
| Charter Communications                                    | 570    | 1.31%                             |
| TX Health and Human Services Commission                   | 400    | 0.92%                             |
| Clearwire US llc  | 381    | 0.87%                             |
| Cellco Partnership dba Verizon Wireless                   | 375    | 0.86%                             |
| Inktomi Corporation (division of Yahoo)                   | 374    | 0.86%                             |
| Cox Communications  | 362    | 0.83%                             |
| Uninet s.a. de c.v.                                       | 354    | 0.81%                             |
| Qwest Communications Company llc                          | 342    | 0.78%                             |
| PT Telkom Indonesia                                       | 338    | 0.77%                             |
| Sprint Nextel Corporation                                 | 320    | 0.73%                             |
| Gesti n de Direccionamiento Uninet (Mexico)               | 303    | 0.69%                             |
| Embarq Corporation  | 287    | 0.66%                             |
| Comcast Cable Communications Holdings Inc                 | 271    | 0.62%                             |
| Broadband Multiplay Project o/o dgm bb noc bsnl Bangalore | 265    | 0.61%                             |
| Comcast Business Communications llc                       | 243    | 0.56%                             |
| TW Telecom Holdings Inc.                                  | 231    | 0.53%                             |
| Windstream Communications Inc                             | 231    | 0.53%                             |
| Optimum Online (Cablevision Systems)                      | 226    | 0.52%                             |
| Cantv Servicios Venezuela                                 | 224    | 0.51%                             |