

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 13. B.

Expected Action:

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

Public Information Update (July – Sept 2011)

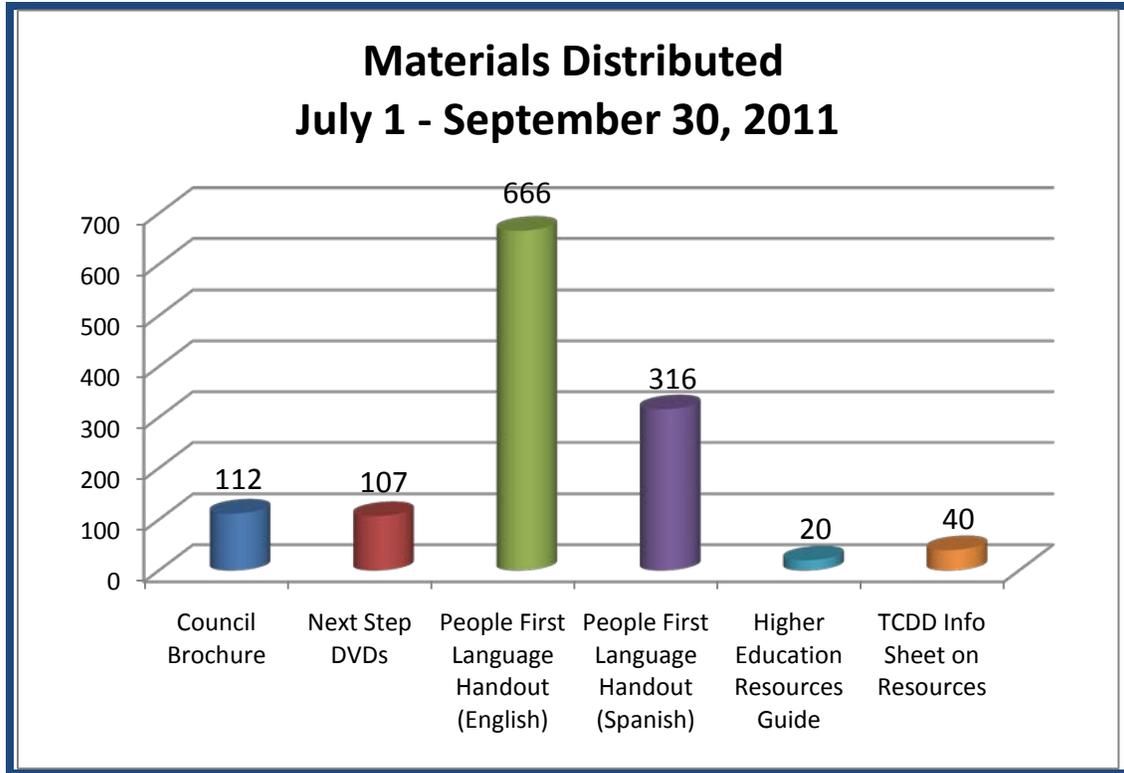
Creating Awareness & Building Connections

- TCDD collaborated with several other groups (including network partners) to create flowcharts and webinar materials for individuals impacted by the DADS waiver reductions.
- TCDD is participating 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.
- TCDD issued press releases on the four new leadership development and advocacy grant projects:
 - Brighton Center (San Antonio)
 - Paso Del Norte (El Paso)
 - Imagine Enterprises (Abilene)
 - Region 19 Education Service Center (El Paso)

Texas Tech Burkhart Center for Autism Education (Lubbock) issued its own release.

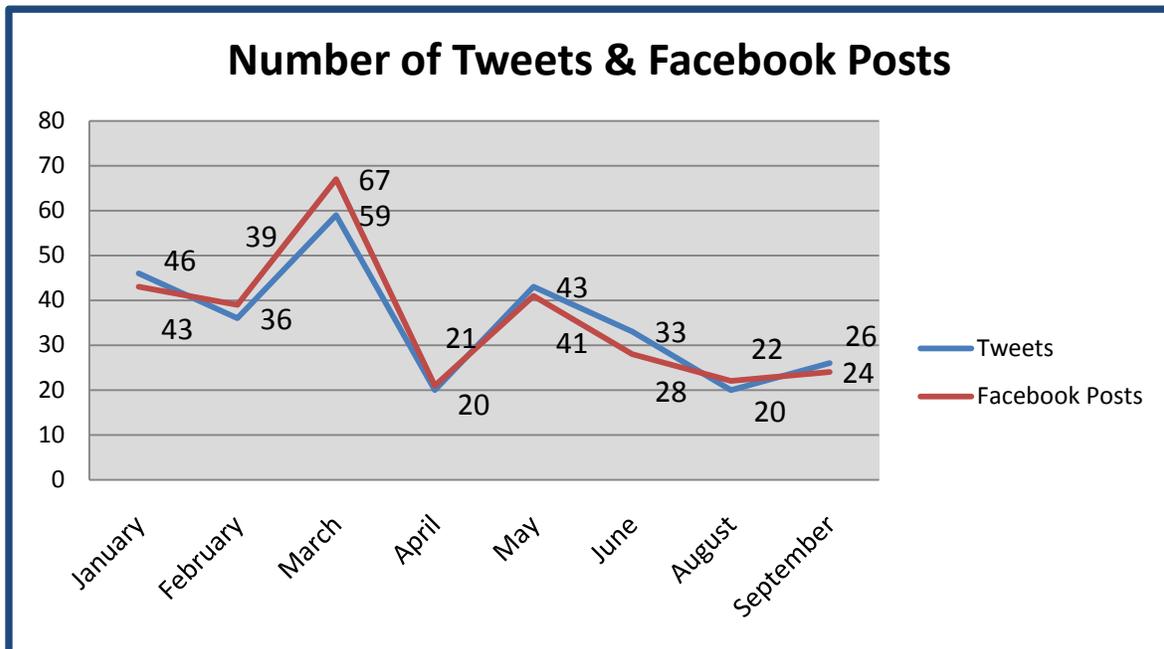
- Executive Director Webb was invited to present a guest lecture to a first year MSW class at Texas State University that provides “an overview of social policy and how policies impact different vulnerable populations.” Roger was asked to talk about actions of the 82nd Texas Legislature that impact individuals with disabilities.
- Belinda Carlton delivered a presentation on the State of Services and Supports in Texas at the Texas Down Syndrome Government Affairs Committee Capacity Building Conference on July 23, 2011. She also presented on the Impact of 82nd Legislative Session on People with Disabilities to the Texas Association of Health Care.
- An updated version of the TCDD Resource Guide on Higher Education for People with Disabilities was released.
- Melissa Rosser responded to 49 requests for Information and Referral (I&R) in January through March 2011. Lucy Walker responded to 31 requests for I&R for the same period. Other staff also handled I&R calls.
- Belinda Carlton and Melissa Rosser represented TCDD at the 2011 National Conference of State Legislatures Legislative Summit in San Antonio on August 9-11. Conference attendees included legislators, legislative staff, and agency representatives. TCDD distributed resources on grants and People First Language.
- The New York State Office for People with Developmental Disabilities requested the use of information from TCDD’s People First Language Handout for a handbook distributed to faith and community leaders for the purpose of supporting individuals with intellectual and developmental disabilities to help them become valued and productive members of congregations.
- A professor with the University of North Dakota contacted TCDD about their use of a grant project video called the ABCs of Inclusive Childcare for an early childhood course.
- Academic book publisher Cengage Learning requested and was granted permission to reprint TCDD’s People First material in its college-level textbook: Exceptional Children & Youth, 5e (Eliminating Stereotypes: Words Matter!).

Public Information Update (July - Sept 2011)

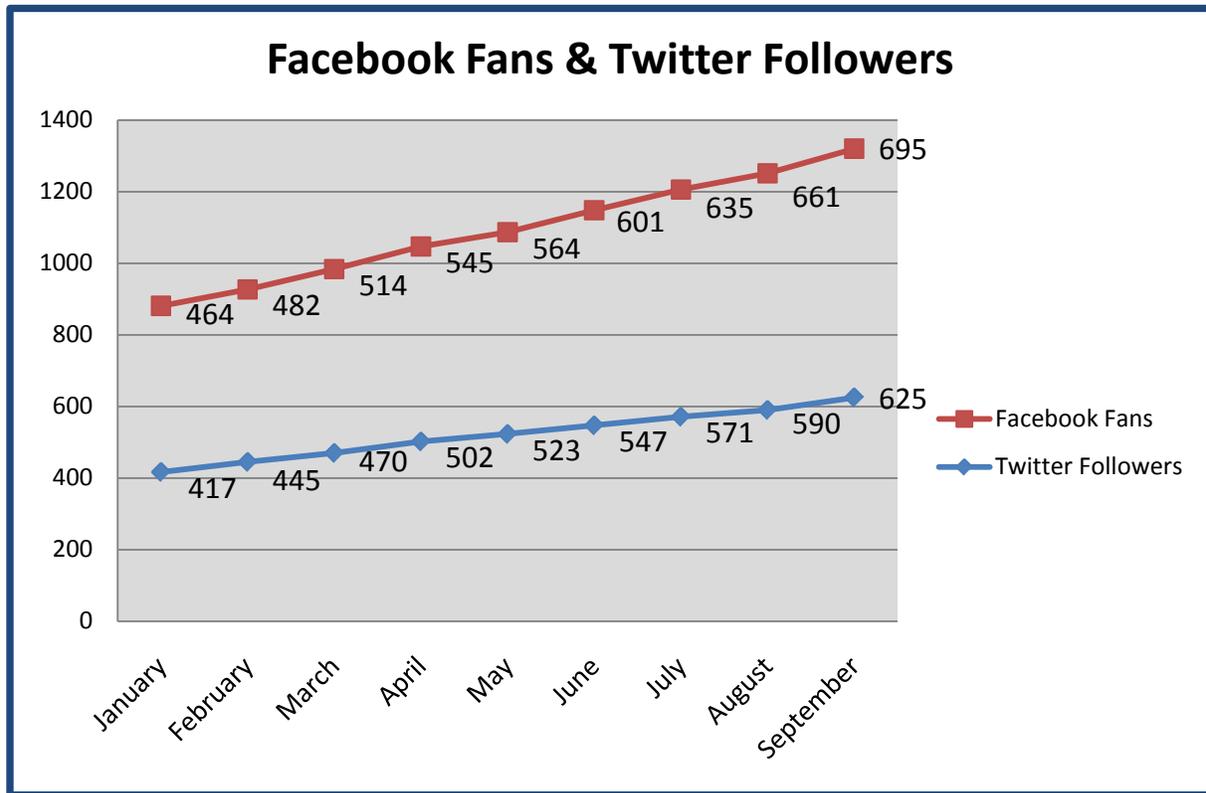


Social Media Update

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.



Public Information Update (July – Sept 2011)



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 2011, there are 1,097 recipients signed up to receive TCDD emails.
- As of April 2011, there are 735 electronic FYI 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

Staff continue to audit content for each section of the TCDD website. Website data, including page visits, clicks on links and PDF downloads, is guiding content updates and changes to layout. Updated site elements are being moved to a new web platform with the intent of launching a new website in 2012.

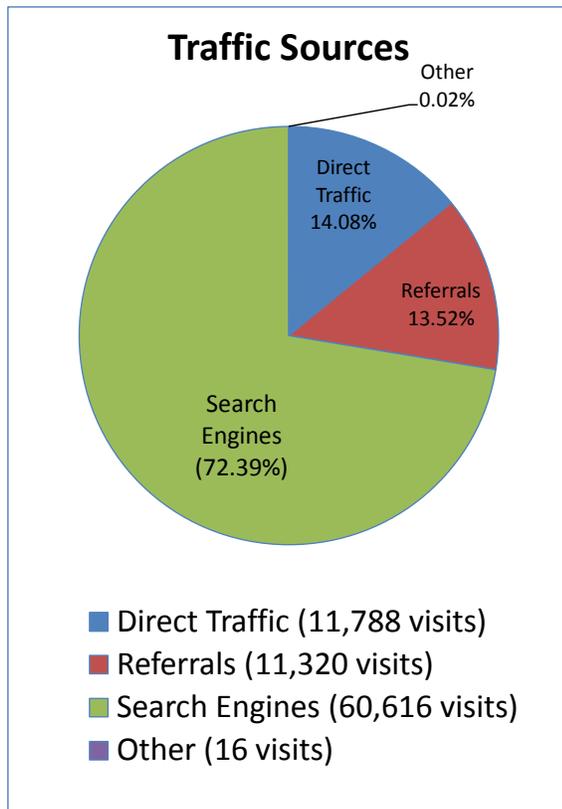
Website Traffic Metrics

October 1, 2010 – September 30, 2011

- 68,501 absolute unique visitors
- 83,740 visits
- 169,304 page views
- 131,717 unique views
- 1:32 average time on site
- 67.17% bounce rate

More information and statistics regarding the TCDD website is included on the following pages.

Traffic Sources



Top 25 Referral Sources (Referring sites sent 11,320 visits via 855 sources)	Visits
google.com *	1,978
texas.gov	1,429
TX State Library & Archives (tsl.state.tx.us)	364
U.S. Admin. For Children & Families (acf.hhs.gov)	259
TEA (tea.state.tx.us)	241
facebook.com	240
search.mywebsearch.com (google resource)*	239
TX State Library & Archives (www2.tsl.state.tx.us)	158
Enterline Foundation (enterlinefoundation.org)	155
Autism Society (autism-society.org)	153
dads.state.tx.us	133
en.wikipedia.org	124
Nat.Dissemination Center for Children with Disabilities	115
My Info Quest Librarian (data52.data3m3.com)	114
Morningside College, Iowa (moodle.morningside.edu)	114
search.usa.gov	107
NACDD (nacdd.org)	104
TX Project First (texasprojectfirst.org)	92
Google Mexico (google.com.mx) *	91
Google Canada (google.ca) *	89
Google UK (google.co.uk) *	87
Google Spain (google.es) *	85
Bid Ocean Network (bidocean.com)	83
Disability Rights TX (disabilityrightstx.org)	81
912 Project Fort Worth (912ftw.org)	77

* Google referrals come from a variety of sources (Google group static pages, Google group posts, etc.) and not from Google keyword searches.

Top 10 Keywords Used in Word Searches

Keyword	Visits	Pages/Visit	Avg. Time on Site	Bounce Rate
Texas Legislature 2011	3,100	2.09	1:15	60.90%
People First Language	1,814	1.24	0:50	83.79%
Texas Council for Developmental Disabilities	1,354	4.70	4:41	23.04%
Texas Legislature 2011 Session	995	2.23	1:24	55.78%
Texas Legislative Session 2011	797	1.79	1:03	70.51%
TCDD	446	3.87	3:17	46.19%
82nd Texas Legislature	412	1.82	1:11	71.36%
Person First Language	370	1.11	0:44	88.65%
Facebook	355	1.35	0:21	80.56%
Person First Language Examples	349	1.09	0:24	92.26%

Public Information Update (July – Sept 2011)

Top 10 Visited Pages

Page	Page Views	% of Total	Unique Page Views	% of Total	Avg. Time on Page	Bounce Rate
Total website	169,304	100.00%	131,717	100.00%	1:32	67.17%
Public Policy/Texas Legislature	28,981	17.12%	22,211	16.86%	1:46	64.29%
Home Page (default.asp)	13,698	8.09%	11,033	8.38%	1:13	42.44%
Resources/People First Language	11,690	6.90%	10,355	7.86%	4:20	87.52%
Public Policy/82 nd Texas Legislative Session (2011)	7,949	4.70%	5,552	4.22%	1:10	54.82%
Resources/College Guide	5,673	3.35%	3,940	2.99%	3:11	72.13%
Grants Projects/RFP Announcements	3,927	2.32%	2,605	1.98%	0:49	60.77%
Home Page (index.asp)	2,910	1.72%	2,278	1.73%	1:24	54.70%
Grants Projects/Applying for Grants	2,896	1.71%	1,952	1.48%	0:52	45.11%
About Us/Jobs	2,064	1.22%	1,739	1.32%	0:38	73.05%
Grants Projects/Grants	2,000	1.18%	1,479	1.12%	1:09	34.21%

Top Downloaded Documents

September 8 – 30, 2011

Document	# Times downloaded
People First Language	165
2011 Higher Ed Guide	35
Grants Projects	9
September FYI	8
2010 Annual Report	5
Shouldn't School be Safe (from Internet Resources Page)	2

* Tracking code was added to PDFs and DOCs on September 8, 2011.