



## COMMUNICATIONS & OUTREACH COMMITTEE MEETING AGENDA

Wednesday, June 7, 2017 2:00 p.m.  
6800 N. Dale Mabry, Suite 134  
Tampa, Florida 33614  
**Call-in: 866-866-2244**  
**Access Code: 5194796**

### I. CALL TO ORDER

D. Jacob

- A. Quorum Verification

### II. NEW STAFF INTRODUCTIONS

T. White Cardwell

- A. Jonna Gordon, Communications & Outreach Specialist

### III. OLD BUSINESS

- A. Lightning Provider Night Fundraiser Update

### IV. ACTION ITEMS

### V. DISCUSSION ITEMS

- A. Communications & Outreach Dashboard
  
- B. FY2018-19 Communications & Outreach Budget
  - i) Sponsorships
  
- C. Upcoming Initiatives and Events
  - i) ELCHC Provider Job Board
  - ii) ELCHC Digital Parent Magazine
  - iii) Day of Play

### VI. ADJOURNMENT

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#### UPCOMING MEETINGS

**Executive/Finance Committee Meeting** – Monday, January 22, 2018 at 3:00 pm

**Board of Directors Meeting** – Monday, February 12, 2018 at 3:00 pm

**Executive/Finance Committee Meeting** – Monday, March 26, 2018 at 3:00 pm

#### UPCOMING EVENTS

**Literacy Day Event w/ ABC Action News** – January 23, 2018 at 10:00 am

**2018 Celebrate Literacy, Florida!** – Monday, January 22 – Friday, January 26, 2018

**Day of Play** – Sunday, February 25, 2018 at Al Lopez Park from 10 am to 2 pm

# COMMUNICATIONS AND OUTREACH SUMMARY







## Early Learning Coalition of Hillsborough County

November 1, 2017 - January 15, 2018



### SOCIAL MEDIA ANALYTICS

	1368 Total Number of Likes 2,211 Average Organic Reach 22 Average Number of Engaged Users
	943 Followers 86 Retweets 103 Likes
	156 followers 29 Connected Employees 282 Average Engagement
	2 Videos 12 Subscribers 306 Overall Views

### WHERE WE'VE BEEN & WHAT WE'VE DONE

- Junior League Community Partner Luncheon 12/5
- Pastors and Leaders Resource Breakfast 12/7
- Tampa Housing Authority Resource Fair 12/7
- Metro Ministries Toy Drive 12/7 - 12/21
- Guest on WLLD 94.1- Orlando's Toy Drive Tower for Book Donation from the ELCHC's Book Garden 12/15
- Tampa Mayor's Nonprofit Showcase 12/13
- HeadStart VPK Kickoff 1/11/18

### WEBSITE ANALYTICS

- Most Visited Pages: VPK for Families, School Readiness and Provider pages.
- 16,476 Total Users
- 63,406 Page Views
- 152 Average Time Spent Per Second
- 2 Total Page Visits Per User

### BOARD NEWS & UPDATES EBLASTS

- 7 emails sent
- 29 Board Recipients
- 52.81% Open Rate
- 51% Desktop Opens
- 49% Mobile
- 21.5% Click Rate



**Statement of Activities  
Communications Department  
As Of 12/31/17**

	<b>Budget</b>	<b>Actual</b>
<b>Advertising and Outreach</b>		
Qtrly Provider Meetings	4,000	1,468
Qtrly Parent Night	5,000	-
CCR&R Activities	5,000	-
Back to School Fair	1,000	7,640
Day of Play Event	15,000	1,381
Toddler Takeover--Glazer Museum	5,000	15,000
Rebrand-continued rollout	8,000	-
Tampa Bay Parenting-Full Page Ads	8,000	1,995
Other Outreach Activities	6,000	5,000
<b>Total Advertising and Outreach</b>	<b><u>57,000</u></b>	<b><u>32,484</u></b>
<b>Printing and Binding</b>		
VPK Calendar	15,000	-
Other Printing and Binding	13,600	8,114
<b>Total Printing and Binding</b>	<b><u>28,600</u></b>	<b><u>8,114</u></b>
<b>Grand total</b>	<b>85,600</b>	<b>40,598</b>