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
   A. Quorum Verification
      D. Jacob

II. NEW STAFF INTRODUCTIONS
   A. Jonna Gordon, Communications & Outreach Specialist
      T. White Cardwell

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

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Metrics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>1368 Total Number of Likes, 2,211 Average Organic Reach, 22 Average Number of Engaged Users</td>
</tr>
<tr>
<td>Twitter</td>
<td>943 Followers, 86 Retweets, 103 Likes</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>156 followers, 29 Connected Employees, 282 Average Engagement</td>
</tr>
<tr>
<td>YouTube</td>
<td>2 Videos, 12 Subscribers, 306 Overall Views</td>
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</table>

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

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

January 18, 2018 Communications & Outreach Committee Meeting