

Memo

To: Children's Services Council of St. Lucie County

From: Ashley Mock, Director of Community Engagement

Date: November 3, 2020

Subject: Monthly Report

2020-2021 ENGAGEMENT PLAN

- Following the strategic direction conversation facilitated during the October board meeting, we are developing our communications, outreach, and engagement plans. Focus for the 2020-21 year will include outreach strategies to inform and educate the community about the availability of programs and resources that are part of the Children's Services Council networks, while navigating the challenges the coronavirus pandemic has uncovered. Some of the new strategies that we plan to apply are:
 - The expanded use of videos via our website and social media to tell stories relatable to local families,
 - Identifying mechanisms to receive feedback from community members,
 - Developing a literacy initiative involving barbershops that also focuses on the benefits of fatherhood,
 - Partnering with other local community organizations/businesses to disseminate information through their existing networks, and
 - Capitalizing on the services that have been built in response to coronavirus to educate, inform and engage with families.

These strategies will be added to the traditional methods we have been using and monitoring that have proven to be effective and efficient.

OUTREACH

- We spent the majority of October recognizing our 30th anniversary with community leaders and funded program partners donning our "community over everything" shirts. The pics and videos were shared on social media and accounted for a 76% increase in engagement over the previous 28 days. We will continue to distribute the shirts to partners and friends throughout the community.
- Our five Outstanding Youth award winners have been selected based upon the scores from our Council Member volunteer judges. Each of the winners will receive a \$1,000 scholarship invested in their name with the Education Foundation and this year – will also receive a MacBook laptop. Because we could not hold our typical awards dinner event, we plan to interview each winner via Zoom and to share those conversations on our social media outlets.
- The St. Lucie County Chamber of Commerce continues to host the All In show on a virtual platform. The show airs live on Facebook and is recorded. During the show, the Community Impact Award is given to a team member at one of our funded program partners. In October, we recognized Tricia Goulet from the Department of Health's School Nurse program. You can read more about Tricia and other past Community Impact Award winners on our website.
- Our weekly radio show continues to air on 104.5 WFLM. The show is a pre-recorded half-hour that airs on Sunday mornings at 10am. Guests are joining us via remote platforms including Zoom and via telephone. We are also airing the recording, plus bonus conversation with our guests, on our Facebook page at 11am on Sundays. This has proven to be a highly effective outreach model and expanded our listening audience quite a bit. We have also ventured back into the WLX-TV studios as part of our partnership with St. Lucie Public Schools. Featured guests last month included:
 - Kimberly Eardley from Families of the Treasure Coast
 - Casey Wood from New Horizons of the Treasure Coast

ST. LUCIE READS

- We have received a few requests for agencies who are facilitating toy distributions to also have books to giveaway during their holiday events. Currently we plan to partner with the St. Lucie County Sheriff's Office and the Christmas on Moore's Creek event.

SPECIAL PROJECTS

- We have finalized our plans to sponsor Indian River State College's drive-in showing of "How the Grinch Stole Christmas" on Friday, December 4. We are also planning to distribute books related to the movie to children who come to see the movie with their families.

SOCIAL MEDIA STATISTICS

		This Month	Notes
	Page Views	5,111	
	Unique Visitors	2,571	
	Most Visited	St. Lucie Reads	
	Total Likes	9,446	
	Avg. Daily Engagement Rate	19.7%	daily total reach/daily engaged users
	Followers	877	
	Impressions	734	
	Followers	984	
	Engagements	94	