



April 2022 Technology Awareness Committee

Minutes

April 21st, 2022

2:00-3:00 p.m. EST

1. Opening

Mr. Brian Nerland opened the meeting. No member presented an issue with being recorded. The meeting was called to order at 2:00 pm.

Members Present: Mr. Brian Nerland, Ms. Kailey Medlock, Ms. Lesa Kretschmer, Ms. Mary Jarrett, Ms. Renee Proctor

Staff Present: Ms. Whitney Doyle

Members of the Public: None

2. Approval of Agenda

No members of the public commented. No modifications were made to the agenda. Ms. Kailey Medlock made a motion to approve the agenda. Ms. Mary Jarrett seconded the motion. The agenda was approved without any objection.

3. Approval of Minutes

No members of the public commented. Ms. Renee Proctor made a motion to approve the March 2022 minutes as presented. Ms. Kretschmer seconded the motion. The March 2022 Technology Awareness Committee meeting minutes were approved without any objection.

4. Discuss and Propose Bylaw Changes regarding Technology Awareness Committee | Whitney Doyle

Ms. Doyle explain that the new statute changes removed committee language. However, the Technology Awareness Committee is still in the bylaws. She asked the committee if they would like to make any changes to the bylaws. She states that this does not mean that the committee will end and it can be changed as the



committee sees fit. She reviewed the bylaws and suggested the scope of what the committee does be adjusted. She explains that FAAST is allowed to fundraise starting July 1. She doesn't think a fundraising committee would be necessary at this time but would like to add the aspect of fundraising to this committee. Ms. Jarrett explains that it would be beneficial to not have the bylaws be so specific and have the ATAC assigned committees as needed. Ms. Doyle liked that suggestion as the strategic plan will change your two year and committees are not written in statute. The committee feels that this committee should be focused on more of the awareness aspect of assistive technology that this available. Ms. Doyle claims the process of creating a strategic plan. Next year is year three of the current strategic plan FAAST will start to create a new strategic. Ms. Jarrett felt that fast should send the RDC's to more technology related events to learn about what technology is available, as well as look at other organizations that have technology awareness committee's and see their committees are doing. Mr. Nerland asked that Ms. Doyle contact other states with assistive technology committees to see if they are doing other things in addition to what we are currently doing.

5. Action Items

Ms. Doyle explained that she changed the format of the goal tracking document into a more accessible word document. This committee is on track with the strategic plan. Ms. Doyle also reviewed the event list that has been converted into accessible document as well. She explained that FAAST will be attending and have a booth at The Family Café and the annual HLAA conference this year. As well as, joining Ms. Medlock at the FLASHA conference in St. Petersburg in July.

Ms. Doyle also presented the Bella Business Solutions report.

6. Closing

Next Meeting- Thursday, May 19th 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 2:40 pm.



Whitney Doyle <wdoyle@faast.org>

Public Awareness Activities in New York

5 messages

Whitney Doyle <wdoyle@faast.org>

Tue, Apr 26, 2022 at 7:23 PM

To: "Dolezal, Melinda (JUSTICECENTER)" <Melinda.Dolezal@justicecenter.ny.gov>

Hi Melinda,

I hope you are doing well! I wanted to reach out and learn about your experience with public awareness activities in New York.

One of our Advisory Council committees focuses exclusively on Florida's public awareness activities, and we are looking for best practices in expanding our outreach. We regularly explore new events to exhibit/present at and have built/strengthened relationships with community partners (mostly state agencies and CILs). Last year we prioritized updating our branding, but now that that's accomplished, we are looking for ideas that worked well in other states to replicate in Florida. Is there anything you've found that works well to get the word out in New York?

Any experiences you could share would be appreciated! Thank you!

Best,

Whitney Doyle, MNM, CP
(she/her)

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200,
Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107

Fax 850-575-4216

Email wdoyle@faast.org

Website <https://www.faast.org/>



Please Note: Florida has a very broad public records law. Most written communications to or from FFAST staff regarding organization business are public records available to the public and media upon request. Your e-mail communications may, therefore, be subject to public disclosure.

Dolezal, Melinda (JUSTICECENTER) <Melinda.Dolezal@justicecenter.ny.gov>

Thu, Apr 28, 2022 at 12:34 PM

To: Whitney Doyle <wdoyle@faast.org>

Hey Whitney!

Public awareness for us takes a lot of different forms, each of the 12 TRAIID Centers takes a different spin on things. My biggest advice is network, network, network. A lot of our events came from knowing the right people by being on committees like our Developmental Disabilities Planning Council, Department of Labor, local disability organizations, and more.

Another thing I'd suggest is look beyond traditional stakeholder agencies and disability organizations. Think about the Rotary, Lions Club, etc. They do a lot of volunteer work in their communities and are a wonderful resource. A few other ideas are below:

- Think about participating in walk and roll events (Spina Bifida/CP organizations, etc.)
- Keep an eye on outdoor events that may not be associated with disability, but would benefit from your presence (hiking accessibility, cooking devices that can be used for camping, etc.)
- Promote your program by offering AT devices at plays and school events

These are just a few ideas, if you want to talk and brainstorm I'm always happy to do that 😊

Best,

Melinda

From: Whitney Doyle <wdoyle@faast.org>

Sent: Tuesday, April 26, 2022 7:23 PM

To: Dolezal, Melinda (JUSTICECENTER) <Melinda.Dolezal@Justicecenter.ny.gov>

Subject: Public Awareness Activities in New York

ATTENTION: This email came from an external source. Do not open attachments or click on links from unknown senders or unexpected emails.

[Quoted text hidden]

Whitney Doyle <wdoyle@faast.org>

Fri, May 6, 2022 at 2:35 PM

To: "Dolezal, Melinda (JUSTICECENTER)" <Melinda.Dolezal@justicecenter.ny.gov>

Thank you so much, Melinda! I appreciate you sharing that with me! I think "network, network, network" may be the direction the committee is hoping to go.

Do you try to focus on statewide events and let the TRIAD Centers do the local stuff? Do you include public awareness in their contracts?

Whitney Doyle, MNM, CP
(she/her)

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200,
Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107

Fax 850-575-4216

Email wdoyle@faast.org

Website <https://www.faast.org/>



Please Note: Florida has a very broad public records law. Most written communications to or from FAAST staff regarding organization business are public records available to the public and media upon request. Your e-mail communications may, therefore, be subject to public disclosure.

[Quoted text hidden]

Dolezal, Melinda (JUSTICECENTER) <Melinda.Dolezal@justicecenter.ny.gov>
To: Whitney Doyle <wdoyle@faast.org>

Fri, May 6, 2022 at 3:32 PM

You're welcome! Honestly networking ahs brought us the most benefit in terms of collaboration and public awareness. Below are my answers to your questions:

- Do you try to focus on statewide events?
 - Yes, I do presentations for state organizations like our Department of Health, I/DD organization, and more. I like to have a staff from a regional center with me to answer questions if the presentation has a more specific component. For example, we are doing an event for Older Americans Month next week and I will be giving a brief overview of how TRIAD works, and a staff from one of the TRIAD Centers will be demonstrating a few devices that help people maintain independence at home.

- ... and let the TRIAD Centers do the local stuff
 - Yes, if I am notified about a local event I'll let the TRIAD Center that covers the region know and they take over. I try to attend as a guest/support but they are the ones that know about local resources and community organizations moreso than me.

- Do you include public awareness in their contracts?
 - Yes, it is identified as an activity in both their contracts and the MOUs we have with our state partners. There is a benchmark with one of our partners so this is something we specifically track with them.

I hope that helps, if you have any other questions let me know!

Have a great weekend,

[Quoted text hidden]

Whitney Doyle <wdoyle@faast.org>
To: "Dolezal, Melinda (JUSTICECENTER)" <Melinda.Dolezal@justicecenter.ny.gov>

Fri, May 6, 2022 at 4:05 PM

Thank you! That's all my questions for now, but if I come up with more I will let you know!

Best,

**Whitney Doyle, MNM, CP
(she/her)**

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200,
Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107

Fax 850-575-4216

Email wdoyle@faast.org

Website <https://www.faast.org/>



Please Note: Florida has a very broad public records law. Most written communications to or from FFAST staff regarding organization business are public records available to the public and media upon request. Your e-mail communications may, therefore, be subject to public disclosure.

[Quoted text hidden]



Whitney Doyle <wdoyle@faast.org>

Public Awareness Activities in Illinois

3 messages

Whitney Doyle <wdoyle@faast.org>
To: Willie Gunther <wgunther@iltech.org>

Tue, Apr 26, 2022 at 7:27 PM

Hi Willie,

I hope you are doing well! I wanted to reach out and learn about your experience with public awareness activities in Illinois.

One of our Advisory Council committees focuses exclusively on Florida's public awareness activities, and we are looking for best practices in expanding our outreach. We regularly explore new events to exhibit/present at and have built/strengthened relationships with community partners (mostly state agencies and CILs). Last year we prioritized updating our branding, but now that that's accomplished, we are looking for ideas that worked well in other states to replicate in Florida. Is there anything you've found that works well to get the word out in Illinois?

Any experiences you could share would be appreciated! Thank you!

Best,

Whitney Doyle, MNM, CP
(she/her)

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200,
Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107

Fax 850-575-4216

Email wdoyle@faast.org

Website <https://www.faast.org/>



Please Note: Florida has a very broad public records law. Most written communications to or from FFAST staff regarding organization business are public records available to the public and media upon request. Your e-mail communications may, therefore, be subject to public disclosure.

Willie Gunther <wgunther@iltech.org>
To: Whitney Doyle <wdoyle@faast.org>

Thu, Apr 28, 2022 at 3:18 PM

Hello Whitney,

I hope you are well. Sorry I am just getting back to you. My entire family came down with COVID and my 100-year-old Aunt who lived with us passed away from it last week. It has been a crazy time. I am not sure I have much to offer regarding Public Awareness because we have just done the same things year after year with our approaches to get the word out. We did somewhat abandon our flyer a few years back and went to business cards size and 5x7 cards that highlight our programs so that our AC and Board could have them more readily available to share. Then we found that they were way more cost effective to produce so we have been shipping them to agencies we work closely with to pass out. The size has made a difference in people keeping some on them to share. If you want me to drop one of each in the mail, I will be happy to.

We are about to expand...I just added 15 new staff and am taking over a 4-floor hospital. One of the staff that I was able to hire is a marketing specialist. Over the next several months we plan to have a new PA and Marketing approach and once I have that down I will be happy to share with you. We are expected to more than triple the number of people we serve in both direct and indirect approaches/activities, so we must really succeed at getting the word out. One of our new programs will be an Independent Living Class on Cooking with Assistive Technology Options...it might be called Recipe for Success..jury is out on the name still. I even had to hire a chef. This is going to be fun.

You might want to check out CATADA State Initiatives Catalogue, <https://initiatives.catada.info/> to see if there's any ideas there you can borrow or expand on. Again, once we have our expansion marketing plans in place I will share.

Stay well.

Willie

[Quoted text hidden]

Whitney Doyle <wdoyle@faast.org>
To: Willie Gunther <wgunther@iltech.org>

Fri, May 6, 2022 at 2:44 PM

Willie,

I am so sorry to hear about your Aunt. I hope the rest of your family fully recovers. That info is super helpful! We currently only print brochures, so maybe mixing up what we print could be an idea. If you'd mail me copies, that would be very helpful!

A 4-floor hospital?! That is incredible! Is there new funding that you've received that brought this expansion? What an exciting time!

I had not come across that page on CATADA's website. Thank you so much for that. I will definitely look through those. I really appreciate your help with all this. I think our committee is going to be excited to look through those State Initiatives.

Best,

**Whitney Doyle, MNM, CP
(she/her)**

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200,
Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107

Fax 850-575-4216

Email wdoyle@faast.org

Website <https://www.faast.org/>



Please Note: Florida has a very broad public records law. Most written communications to or from FFAST staff regarding organization business are public records available to the public and media upon request. Your e-mail communications may, therefore, be subject to public disclosure.

[Quoted text hidden]



Whitney Doyle <wdoyle@faast.org>

Public Awareness Activities in Texas

Angela Standridge <astandridge@austin.utexas.edu>
To: Whitney Doyle <wdoyle@faast.org>

Fri, May 6, 2022 at 3:58 PM

Great idea using your Advisory that way! I'm stealing it.

Most of my Demo Centers are at CILs so we are already connected there. One of them had the most clever idea and I want to support the other CILS is doing this. They created an "Accessibility Pop Up" and shopped it to local event planners. So- when there is a local event such as a downtown street fair (it is a rural county), they bring their pop up and offer "accessibility services" like loaner wheelchairs and walkers, tactile graphic maps, interpreters, place to water/feed service dogs. place to charge your gadgets, etc. Then they also share into about their program- including our demo center program.

We have also paired with events our ADRC/AAAs go to (there are 29 ADRCs in Texas!). They tend to be more local/regional health fairs and county activities.

We also connected with some parent advocacy groups that do conferences (ARC for example). We will do a booth and a speaker session if possible. Usually comp us the booth.

Public libraries in larger metropolis areas- sessions or talks or hands-on clinics on digital text and accessible text. My big cities almost all have one or two "ultra-accessible" community centers that often have lots of activities geared toward pwd. They sometimes are looking for participants in events. One in Houston is also an early voting site and we did a "Accessible voting" session tied to a get out the vote activity there for example.

Governor's and Mayor's Committees on Disabilities are also good partners. They can link you to other groups. I have done free stuff for them to "lure them in" 😊.

We have found a few "college/career fairs" geared toward people with disabilities. Some of the larger junior colleges host these a lot. Almost always free- they are begging you to come. We often do a session on transition and AT for them.

Texas Workforce (state employment agency) Rehabilitation division is a good partner. They comp our booth.

And a few non-profits and foundations have fairs or community days. These are usually geared toward specific audiences like people who have had TBI, or amputees for example. These are almost always free of a few hundred bucks.

We also have 2 Abilities Expos in Texas and we attend both.

Texas has 20 Education Service Centers across the state, They all support k12/sped and many have conferences for SPED or specific populations so we do some of those. usually pretty cheap to do. So for example, we are going to the

conference for the group supporting deaf/HH students.

This year, we tried some of the state professional conferences (speech pathologists, OTs for example). I am not sure that was worth the expense- maybe one a year and then cycle through the list (speech one year, then OT, then PT). I think the people that stopped by the booth already knew who we were.

Really- our plate is pretty full and we were just talking about scaling back in 22/23.

Angela Standridge, M.A, CCC-SLP, ATP (*she/her/hers*)

Director



astandridge@austin.utexas.edu |

Office: (512) 232-0751

<https://ttap.disabilitystudies.utexas.edu/>

From: Whitney Doyle <wdoyle@faast.org>
Sent: Tuesday, April 26, 2022 6:22 PM
To: Angela Standridge <astandridge@austin.utexas.edu>
Subject: Public Awareness Activities in Texas

Hi Angela,

I hope you are doing well! I wanted to reach out and learn about your experience with public awareness activities in Texas.

One of our Advisory Council committees focuses exclusively on Florida's public awareness activities, and we are looking for best practices in expanding our outreach. We regularly explore new events to exhibit/present at and have built/strengthened relationships with community partners (mostly state agencies and CILs). Last year we prioritized updating our branding, but now that that's accomplished, we are looking for ideas that worked well in other states to replicate in Florida. Is there anything you've found that works well to get the word out in Texas?

Any experiences you could share would be appreciated! Thank you!

Best,

Whitney Doyle, MNM, CP (*she/her*)

Executive Director at FFAST, Inc

Address 820 E Park Ave, D-200, Tallahassee, FL 32301

Phone 844-353-2278 Ext. 107 **Fax** 850-575-4216

Email wdoyle@faast.org **Website** <https://www.faast.org/>



[Quoted text hidden]



Technology Awareness Committee

Strategic Plan 2020 – Goal Tracking Year 2

Strategic Issue 1, Objective 2 - By September 30, 2022, increase awareness of FAAST to partner organizations and businesses.

Strategy: Increase FAAST public awareness to partner organizations and businesses. (Interagency Committee working on increasing awareness to State Agencies.)

- Due: 9/30/2022
- Staff Assigned: Whitney Doyle

Actions:

- COMPLETED - November 2020 - Review and update current partner list as identified in Strategic Plan.
- IN PROGRESS - December 2021 - Create content calendar with emails and social media posts that target all FAAST audiences
 - 2/17/2022 Bella Business Solutions presented progress on this item and confirmed its completion. TAC will continue to monitor throughout FY22.
- IN PROGRESS - March 31, 2022 - Strategy 2-4: Create targeted “category” email lists in listserv (i.e., businesses, organizations, individuals, etc.)
 - 2/17/2022 Bella Business Solutions presented progress on this item and confirmed its completion. TAC will continue to monitor throughout FY22.
- COMPLETED - By June 30, 2022, materials will be created and made available for organizations and businesses to share FAAST information.
 - 3/17/2022 Draft Information added to March TAC agenda; approved by TAC at March 2022 meeting
- COMPLETED - September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FAAST public awareness materials.

Strategic Issue 1, Objective 3 - By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.

Strategy: Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FAAST services to position FAAST as AT resource leader.

- Due: 9/30/2022
- Staff Assigned: Whitney Doyle

Actions:



- COMPLETED - December 2020 - Gather information on events that FFAST should have a presence.
 - 2/26/2021 Event list reviewed at each TAC meeting
- IN PROGRESS (TO BE REMOVED) - January 2022 - Strategy 3-2: Develop a plan for an Annual AT Expo to highlight FFAST and partner organizations as outlined in Strategic Issue 1, Objective 2.
 - 2/26/2021 Discussion began in Jan. committee meeting
 - 3/12/2021 AT Expo Proposed to FY22, will be added to QTR 3 ATAC meeting for approval
 - 7/14/2021 AT Expo added to July agenda
 - 9/14/2021 AT Expo Subcommittee was established

Completed Objectives

Strategic Issue 1, Objective 4 - By December 31, 2021, update marketing materials for consumers to better understand FFAST services and what to expect.

Strategy: Update FFAST marketing materials.

- Due: 12/31/2021
- Staff Assigned: Whitney Doyle

Actions:

- COMPLETED - November 2020 - Strategy 4-1: Evaluate current marketing materials to identify need. Consider branded materials for difference audiences (i.e., cultures and senior population).
- COMPLETED - December 2021 - Review and approve updated branding standards for marketing materials and FFAST website.
 - 5/14/2021 TAC approved website and new branding standards to be sent to full ATAC in June for approval
 - 8/20/2021 Kick off meeting with Bella Business Solutions to begin updating branding and marketing materials
 - 9/17/2021 Updated marketing materials added to September TAC agenda
MOVED TO OCTOBER AGENDA
- COMPLETED - Review results from testing marketing materials with sample group.
 - 12/2021 RDC/RRC feedback shared with TAC. Discussed having individual centers contact information on marketing materials versus statewide information.



- 1/20/2022 Bella Business Solutions is creating electronic brochure versions for RDCs to use as a way to market their location. RDCs would have to print these versions themselves.



FAAST Events List

FY 2022

Upcoming Events (4)

The Annual Family Café Conference

- 5/27-5/29/2022 in Orlando, FL
- Hosted by The Family Café
- Exhibiting (2 booths): Whitney Doyle, Hannah Brock, Tim McCann, and Madeline Fezzie (OT intern)
- Presenting: What is FAAST by Whitney Doyle

Hearing Loss Association of America Convention 2022

- 6/23-6/25/2022 in Tampa, FL
- Hosted by Hearing Loss Association of America
- Exhibiting (1 booth): Whitney Doyle and Tim McCann

Florida Association of Speech Language Pathologists and Audiologists (FLASHA) Annual Conference

- 7/15-7/17/2022 in St. Petersburg, FL
- Hosted by FLASHA
- Exhibiting (2 booths): Hannah Brock, Marquesas Blimes, Tim McCann, and Kailey Medlock
- Bronze Sponsorship

Florida Academy of Audiology Annual Conference

- 8/4-8/5/2022 in Orlando, FL
- Hosted by The Florida Academy of Audiology
- Exhibiting (1 booth): Eric Reed and Tim McCann
- Quarter Page ad in program (focusing on NHLP)

Potential Events (4)

Florida Youth Leadership Forum

- 7/20-7/25/2022 in Tallahassee, FL
- Hosted by Florida Association of Centers for Independent Living



Florida SAND Conference

- July/August 2022 in Orlando, FL
- Hosted by Florida Developmental Disabilities Council/ Florida Self Advocacy Network'd (SAND)

The Florida Youth Council's Annual Youth Summit

- August 2022 in Orlando, FL
- Hosted by The Family Café

Florida Physical Therapy Association Annual Conference

- 9/22-9/25/2022 in Orlando, FL
- Hosted by Florida Physical Therapy Association

Past Events (8)

National Federation of the Blind of Florida Annual Convention

- 10/1-10/3/2021 in Tampa, FL
- Hosted by the National Federation of the Blind of Florida
- Exhibiting (1 booth): Whitney Doyle

Florida Partners in Policy Making

- 10/16/2021 Virtual
- Hosted by the Florida Developmental Disabilities Council
- Presenting: What is FFAST by Whitney Doyle

2021 Florida Occupational Therapy Association Conference

- 11/13-11/14/2021 Virtual
- Hosted by the Florida Occupational Therapy Association
- Exhibiting (Virtual): Whitney Doyle

Florida CIL Day

- 11/16/2021 in Tallahassee, FL
- Hosted by Florida Association of Centers for Independent Living
- Presenting: FFAST Legislative Priorities by Whitney Doyle

Florida Children's Week

- 2/1/2022 in Tallahassee, FL



- Hosted by The Children's Forum
- Exhibiting (1 booth): Whitney Doyle, Tim McCann, Marquesas Blimes, Megan Atkinson, and Kali Hill (FSU intern)

Florida DeafBlind Association State Meeting

- 2/25-2/27/2022 in Gainesville, FL
- Hosted by the Florida DeafBlind Association
- Exhibiting (1 booth): Tim McCann

2022 Annual Ataxia Conference

- 3/18-3/19/2022 Virtual
- Hosted by the National Ataxia Foundation
- Exhibiting (Virtual): Tim McCann

SportsAbility

- 4/9/2022 in Tallahassee, FL
- Hosted by the SportsAbility Alliance
- Exhibiting (Adaptive Bike Booth): Marquesas Blimes and Eric Reed



FAAST, Inc.

April Status Report

FLORIDA ALLIANCE FOR ASSISTIVE SERVICES & TECHNOLOGY

TTY: 1-877-506-2723 | Email: info@FAAST.org



April Monthly Highlights

April was another exciting month for FAAST awareness with continued gains in community reach and/or engagement shown across all channels (web, social, and email.) This month's focus included:

- History of AT Awareness Day
- Local Proclamations (Kudos to Whitney!)
- Different Types of AT
- FAAST Services
- Staff and Center Spotlights
- FAAST Facts
- Events
- Marquesas in the Community
- Resource Directory Information
- Earth Day (AT Focused)
- Get Out and Play
- Loan Programs
- Various Awareness Designations (World Parkinson's Disease Day, Autism Awareness)

These items helped create a wide digital presence and fun opportunities to engage with the community at large.



Website Summary

Total website visits increased by almost 1000 users per month in a month over month comparison of February 2022. We believe this is a direct correlation to the AT Awareness Day and the Earth Day Recycling posts on social media, meaning the posts are capturing people's attention and driving traffic to the website.

Email Summary

Email sends increased significantly in April with so many events to share! Emails were sent to over 6,900 people in April while still maintaining a 31% open rate (the average for nonprofits is 25%).

Social Media Summary

Again, building on the exposure from March, we had an excellent showing for April.

- The Awareness Campaign came in at 18,252 with additional organic impressions of 10,829.
- The Facebook At Awareness Day reached over 700 people, translating into increased website visitors.
- Instagram engagement and impressions are still down due to an issue with Meta (Facebook).
- Twitter impressions for the month of April are up almost 1,300 views.
- LinkedIn engagement is showing an increase in page views and unique visitors.

Looking Ahead

Our plan for the next month includes

- Registering as a social advertiser to meet compliance standards
- Focusing on upcoming events, including:
 - Webinars



- FAQs
- Services
- Lending Library
- Classifieds
- Global Accessibility Awareness Day
- Family Café in Orlando
- In the Community with Marquesas

We are grateful for the continued support from FAAST and honored to continue sharing your mission. Please contact us with any questions you may have.



Overall Totals For	Feb-22	Mar-22	Apr-22
Total Web Visits	2,964	3,752	3,881
Unique Web Visitors	2,858	3,608	3,731
Total Page Impressions	8,770	10,511	10,922
Web Traffic from Searches			
Google	56.06%	47.89%	50.69%
Bing	7.51%	6.53%	8.03%
Referral (Social/Backlinks)	38%	48%	41%
Email Information			
Sent Emails	2,499	144	6,953
Unique Open Rate	731	86	2,123
Open Rate	30%	61%	31%
Social Media Report			
Facebook			
Followers	558	586	592
Engagement	108	773	448
Organic Impressions	6,202	15,559	10,829
Awareness Impressions	25,492	37,274	18,252
Highest Reach (Post)	94	8,427	802
Instagram Stats *Posting Outage			



Total # of Followers	324	325	339
Total Profile Views (Reach)	175	148	229
Impressions	627	524	1,806
Twitter Comparison			
Followers/Fans	724	728	732
Impressions	1,576	2,503	3,893
Mentions	3	6	6
LinkedIn Stats			
Followers	60	60	63
Engagement	22	54	70
Impressions	239	159	340

Google My Business Stats			
Media Views	676	1,067	1,405
Actions (Clicked/Called)	38	80	49
Searches	463	705	793
Discovery Searches (Category/Service)	224	311	339
Direct Searches (Name)	199	288	301