



# May 2023 Technology Awareness Committee Meeting

## Minutes

May 1<sup>st</sup>, 2023

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 2:01 pm.

Members Present: Mr. Brian Nerland, Ms. Lesa Kretschmer, Ms. Angel Perez, Ms. Mary Jarrett.

Staff Present: Mr. Eric Reed, Ms. Hannah Brock

Members of the Public: None

### 2. Approval of Agenda

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

### 3. Approval of the Minutes

No modifications were made to the January 2023 Technology Awareness Committee Meeting Minutes. Ms. Jarrett made the motion to approve the minutes. Ms. Perez seconded the motion. The minutes were approved without any objection.

### 4. Strategic Plan – Marketing Materials Progress

Mr. Eric Reed reviews the down sized list of strategic plan goals. The main goals in progress are to update the RDC flyers and update the financial loan program brochures and flyers. The AT transition materials have been given to the



interagency committee and Mr. Reed has been in contact with Beth Meyer at FILC about providing FAAST with links for disaster preparedness to put on our website.

Mr. Reed reviews the FAAST event list. No new events have been added since the last meeting.

5. FAAST Brochure – Review Current Brochure.

Mr. Reed presented two versions of the brochure. The 2<sup>nd</sup> version is a new brochure. The committee would like to see a step-by-step guide on how to access the AT. The committee would like to define terminology.

6. Council Recruitment Postcard Discussion

Mr. Reed presented the Postcard text. A QR code to the ATAC application will be on the back. Mr. Nerland would like a statement that is heartfelt and grabs attention. Ms. Jarrett would like the postcard to target the type of ATAC member needed.

7. Social Media Report

Mr. Reed presented the social media report provided by Bella Business Solutions. The committee would like to see comparable data from quarter to quarter.

8. Closing

Next Meeting – Monday, June 5, 2023, from 2:00-3:00 p.m. ET

No public comment was made. The meeting was adjourned at 2:40 pm.



# Technology Awareness Committee

Strategic Plan 2020 – Goal Tracking Year 3

Strategic Issue 1, Objective 3 - By September 30, 2023, 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: 9/30/2023
- Staff Assigned: Whitney Doyle

Actions:

- IN PROGRESS - Strategy 3-5: Create digital one-page marketing “flyers” to promote FAAST, financial loan program, and specific devices that gear towards transition aged students (in collaboration with Interagency Committee).
  - RRC/AT Reutilization Program
  - Financial Loan Program (brochure, posters/decals, hearing-specific materials, name change?)
  - AT Transition Material (from Interagency Committee)
  - Disaster Preparedness Material (webpage?)
  - Accessible Voting Material (webpage?)
    - 1/04/2023 TAC discussed plan for marketing materials. Goal is to complete these items by the end of FY23.

## Social Media

Platform	Reach	Impressions	Engagement	Followers	Increase Over Previous Year
Facebook	123,712	286,820	6,155	1,079	391%

Platform	Impressions	Engagement	Clicks
Facebook (Paid Awareness)	328,646	2,411	4,709

Platform	Impressions	Engagement	Followers
Twitter	5,830	239	747

Platform	Reach	Impressions	Daily Reach (Engagement)	Followers	Increase Over Previous Year
Instagram	23,086	45,863	100.4	448	828%

Platform	Page Views	Impressions	Page Engagement	Followers
LinkedIn	431	6,979	659	165

## Website Traffic

FAAST.org Stats	
Visitors	40,169
Visits	42,041
Average # Pages	3
Average Time on Site	7.2 Minutes

Most Visited Pages		
1	Home	
2	Library	
3	Financial Loans	

Funding Guide	60 people	Viewed on Website
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FAAST Directory Stats	
Visitors	3,991
Visits	4,339
Average # Pages	3.9
Average Time on Site	8.1

## Email Stats

Messages Sent	23,663	
Opens	17,401	
Unique Opens	6,927	29.58%

## Reach

Compare your reach from this period to the previous one.

[See more about your content performance](#)

Facebook reach ⓘ

123,712 ↑ 391.1%

Instagram reach ⓘ

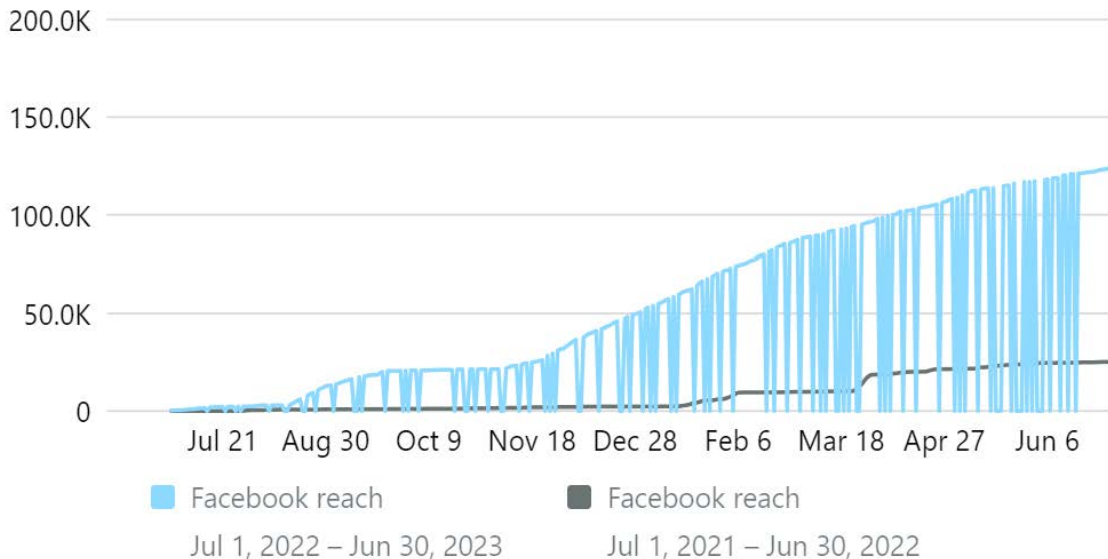
23,086 ↑ 828.3%

Paid reach ⓘ

0 0%

Daily

Cumulative



### Facebook Report

Total Page Likes (Fans) ⓘ

**950**



Engaged People ⓘ

**6,155** ↑ 164.85%

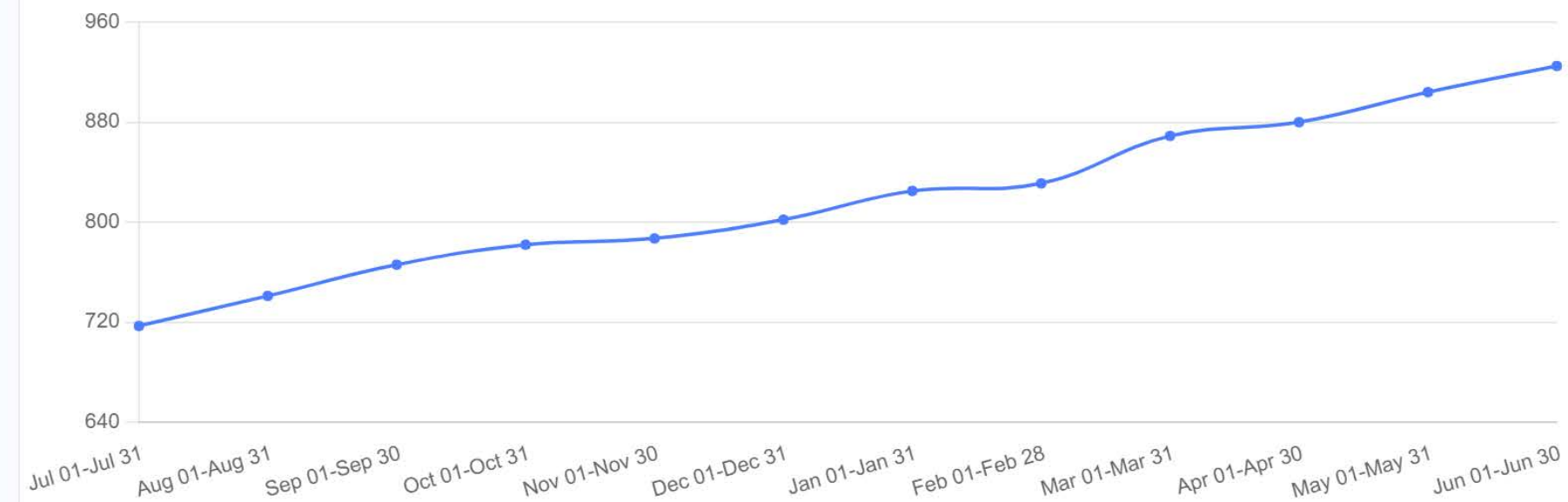


Page Impressions ⓘ

**286,820**



### Page Likes ⓘ



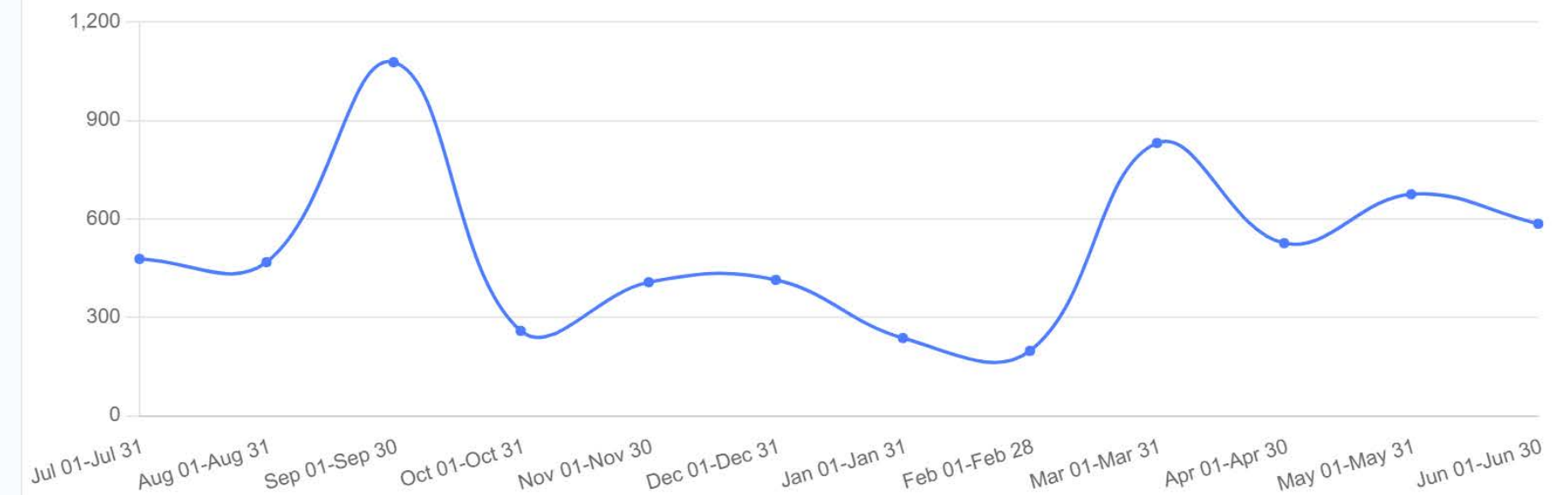
**925**

↑ 36.43%

925 between Jul 01, 2022 - Jun,30, 2023  
678 between Jul 01, 2021 - Jun,30, 2022  
36.43% change between selected period to previous

● Lifetime Page Likes (Fans)

### Engaged People ⓘ



**6,155**

↑ 164.85%

6,155 between Jul 01, 2022 - Jun,30, 2023  
2,324 between Jul 01, 2021 - Jun,30, 2022  
164.85% change between selected period to previous

● Engaged people

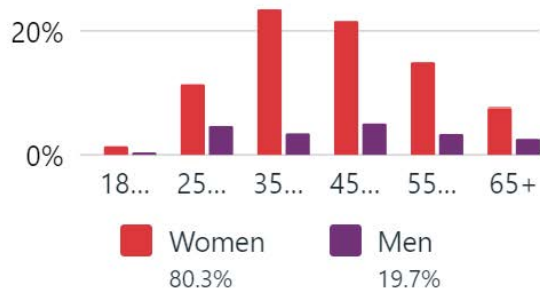
## Audience ⓘ

📄 See audience report

### Facebook followers ⓘ

1,079

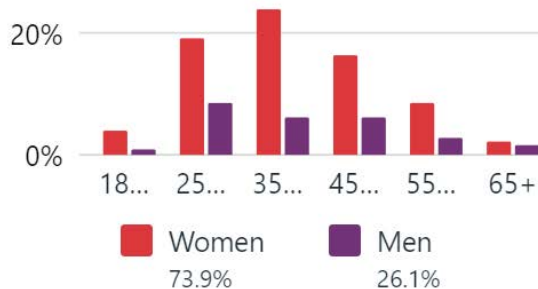
#### Age & gender ⓘ



### Instagram followers ⓘ

448

#### Age & gender ⓘ



← Back **Google Business Location Report**

Aug 1, 2022 - Jun 30, 2023

Quick View

+ More Options

 FAAST [Edit](#)

**Google Business Report**

Profile views

**5,654** ↑ 124.1%



Website visits from profile

**479** ↑ 88.58%



People asked for directions

**475** ↑ 90%



Calls

**111** ↑ 208.33%



Messages

**0** ↑ 0%



Posts

**5**



Media

**0**







← Back **Instagram Business Profile Report**


Performance Posts Jul 1, 2022 - Jun 30, 2023 ⌵ Quick View ⌵ + More Options


 **faastinc (Biz)** ✎ Edit

**Instagram Business Report** ⋮

Followers ⓘ  
**448** 

Following ⓘ  
**398** 

Impressions ⓘ  
**45,863** 

Daily reach ⓘ  
**100.4** 

← Back **LinkedIn Company Page Report**


Performance

Posts

Jul 1, 2022 - Jun 30, 2023

Quick View

+ More Options

 Florida Alliance for Assistive Services and Technology, Inc  
(Company Page)

 Edit

**LinkedIn Company Report**

Followers ⓘ

**165**



Page Views ⓘ

**431** ↑ 2168.42%



Page Impressions ⓘ

**6,979** ↑ 3672.43%



Page Engagement ⓘ

**659** ↑ 4293.33%



← Back **Paid Campaigns Report**

Quick View  + More Options

 Bellas Misty Mary

**Paid Campaigns Report** 

Total Spend(USD)

**\$1,201.99**



Impressions

**328,646**



CPM(USD) ⓘ

**\$3.65**



Engagements

**2,411**



CPE(USD) ⓘ

**\$0.50**



Clicks

**4,709**



CPC(USD) ⓘ

**\$0.26**





# FAAST Events List

FY 2023

## Upcoming Events (2)

### Florida Conference on Aging 2023

- 8/7-9/2023 in Orlando, FL
- Hosted by Florida Council on Aging
- Presentation and Exhibiting- Tim McCann & Eric Reed

### Florida Self Advocacy Conference

- 8/18-20/2023 in Orlando, FL
- Hosted by Florida SAND
- Exhibiting- Tim McCann, TBD

## Potential Events (1)

### Florida Occupational Therapy Association Conference 2023

- 11/4-5/2023 in Clearwater, FL
- Hosted by FOTA
- Exhibiting- Tim McCann, TBD

## Past Events (19)

### Florida Academy of Audiology Annual Convention

- 8/2-4/2023 in Orlando, FL
- Hosted by Florida Academy of Audiology
- Exhibiting- Eric Reed

### The 15<sup>th</sup> International CHARGE Syndrome Conference

- 7/20-23/2023 in Orlando, FL
- Hosted by The Charge Syndrome Foundation
- Exhibiting- Eric Reed / ARDC



### 2023 FLASHA Annual Convention

- 7/13-16/2023 in Orlando, FL
- Hosted by Florida Association of Speech-Language Pathologists & Audiologists

Exhibiting- Eric Reed, & Tim McCann

### The 25<sup>th</sup> Annual Family Café

- 6/09-11/2023 in Orlando, FL
- Hosted by The Family Café
- Exhibiting (2 booths): Hannah Brock, Eric Reed, Marquesas Blimes, and Tim McCann
- Two presentations

### Florida Prosperity Partnership Annual Training Conference

- 5/31-6/02/2023 in Orlando FL
- Hosted by Florida Prosperity Partnership
- Attending / Presenting: Eric Reed

### Make 'm Smile

- 5/6/2023 in Orlando, FL
- Hosted by Nathaniel's Hope
- Exhibiting: ARDC

### Florida Children's Week

- 3/28/2023 in Tallahassee FL
- Hosted by The Children's Forum
- Exhibiting (1 booth): Marquesas Blimes & Tim McCann

### SportsAbility Expo

- 3/23-25/2023 in Tallahassee, FL
- Hosted by SportsAbility Alliance
- Exhibiting: Marquesas Blimes and Tim McCann

### Developmental Disability Awareness Day 2023

- 3/14/2023 in FL Capitol, 2<sup>nd</sup> FL Rotunda
- Hosted by the Florida Developmental Disabilities Council
- Exhibiting: Tim McCann & Marquesas Blimes



#### Florida DeafBlind Association State Meeting 2023

- 2/25/2023 in Gainesville, FL
- Hosted by the Florida DeafBlind Association
- Exhibiting: Tim McCann

#### FAVI Advisory Board Meeting

- 12/09/2022 held virtually.
- Hosted by the Florida and Virgin Islands DeafBlind Collaborative
- Presenting: FAAST Services and Locations by Whitney Doyle

#### Audio ABLE Podcast

- 11/2022 Virtual podcast recording
- Hosted by ABLE United
- Presenting: FAAST Services by Whitney Doyle
- Live December 2022

#### Florida Occupational Therapy Association 2022 Annual Conference

- 11/5-11/6/2022 in Clearwater, Florida
- Hosted by FOTA
- Exhibiting: Whitney Doyle and Tim McCann

#### The O&P Check-in: An SPS Podcast

- 11/2022 Virtual podcast recording
- Hosted by SPS
- Presenting: AT Act and FAAST Services by Whitney Doyle
- Live December 2022

#### Florida Rehabilitation Council Meeting

- 10/25/2022 in Tampa (FAAST presenting virtually)
- Hosted by the Florida Rehabilitation Council
- Presenting: FAAST Information and Services by Whitney Doyle

#### Southeast Regional Institute on Deafness (SERID) Annual Conference

- 10/13-10/16/2022 in Altamonte Springs, Florida
- Hosted by the SERID
- Exhibiting: Tim McCann and NERDC staff



### The 17<sup>th</sup> Annual Exceptional Employer Awards Expo

- 10/24/2022 in Tallahassee, FL
- Hosted by the Agency for Persons with Disabilities
- Exhibiting: Whitney Doyle, Tim McCann, and Marquesas Blimes

### Florida Partners in Policy Making

- 10/22/2022 in Orlando (FAAST presenting virtually)
- Hosted by the Florida Developmental Disabilities Council
- Presenting: What is FAAST by Marquesas Blimes

### Rotary Club of Tallahassee Northside

- 10/06/2022 in Tallahassee, FL
- Hosted by Rotary Club of Tallahassee Northside
- Presenting: FAAST Information and Services by Whitney Doyle