| Outreach and Public Awareness Process | | | | | | | | Outreach Tactics |
|---|---|---|---|---|---|---|---|---|
| Identify a public awareness or outreach campaign that you engaged in this FY. Please give us a name for that. | Identify the Outreach Need being addressed with this campaign and how this need was identified. | Identify the Goals for this campaign using SMART Goals. | Identify the Audience(s) for this Campaign. | Identify the communications channels used to reach the audience(s) as part of this campaign | Please provide a brief description of the budget for this campaign. | Please describe the Impact of this campaign and how you Measured that Impact. | How many distinct Public Awareness or Outreach Campaigns did you Implement this year? | Select which tactic you think is most successful in your community in terms of programmatic outreach and recruitment when communicating to early childhood providers and teachers: |
| outreach_pa_process. name_pa_outreach_ca mpaign_fy | outreach_pa_process. outreachneed_campai gn_addresses | outreach_pa_process.i dentify_smart_goals | outreach_pa_process.i dentify_the_audiences | outreach_pa_process.i d_comms_channels_u sed | outreach_pa_process. brief_description_of_c amp_budget | outreach_pa_process. please_describe_the_i mpact | outreach_pa_process. number_pa_or_outrea ch_campaign_this_fy | outreach_tactics.select _most_success_tactic _ece |
| Data Entry Type: Text box for a public awareness or outreach campaign that you engaged in this FY.<br><br>Please respond in no more than 20 words. A Campaign refers to a specific Public Awareness or Outreach project which follows the process outlined in Smart Solutions. | Data Entry Type: Text box for the Outreach Need being addressed with this campaign and how this need was identified.<br><br>Please describe in no more than 200 words. | Data Entry Type: Text box for the Goals for this campaign using SMART Goals.<br><br>Please describe in no more than 300 words. SMART goals should be Specific, Measurable, Achievable, Relevant, and Time-Bound. | Data Entry Type: Text box for the Audience(s) for this Campaign.<br><br>Please describe in no more than 200 words. | Data Entry Type: Text box for the communications channels used to reach the audience(s) as part of this campaign.<br><br>Please respond in no more than 20 words. | Data Entry Type: Text box for a brief description of the budget for this campaign.<br><br>Please describe in less than 200 words. This description does not need to be a full budget narrative, but should provide a general idea of the scope and expenses related to the project. | Data Entry Type: Text box for the Impact of this campaign and how you Measured that Impact.<br><br>Please describe in less than 300 words. | Data Entry Type: Whole Number.<br><br>Please provide a count. Each of these campaigns should have gone through the full process described in Smart Solutions. | Data Entry Type: Dropdown. Newsletters\|targeted e-mails\|text messaging\|blog posts\|educational videos\|digital or printed flyers\|webinars\|virtual networking\|live streaming<br><br>Select one |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |

| Select which tactic you think is most successful in terms of programmatic outreach and recruitment when communicating to families: | Public Outreach Events | | | | | LP Website | | Social Media |
|---|---|---|---|---|---|---|---|---|
| | How many outreach events did your Partnership host in this year, thus far? | Please describe briefly what you count as an outreach event at your LP. | Of those events this year, thus far, how many were primarily for ECE Professionals? | Of those events this year, thus far, how many were primarily for Families? | Of those events this year, thus far, how many were hosted in collaboration with another organization? | Do you have an active website? | If so, how many unique visits have been made to that site this FY so far? | For Facebook, how many total Facebook Followers did your Partnership page have as of the last day of this Quarter? |
| outreach_tactics.select_most_success_tactic_families | publicoutreach_event.number_outreach_events_hosted_this_fy | publicoutreach_event.description_of_outreach_event | publicoutreach_event.number_primarily_ece_professionals | publicoutreach_event.number_primarily_for_families | publicoutreach_event.number_hosted_in_collaboration_other | lp_website.do_you_have_active_website | lp_website.number_unique_visits_website_this_fy | social_media.how_many_total_facebook_follower |
| Data Entry Type: Dropdown, Newsletters\|targeted e-mails\|text messaging\|blog posts\|educational videos\|digital or printed flyers\|webinars\|virtual networking\|live streaming  Select one. | Data Entry Type: Whole Number | Data Entry Type: Text box for what you count as an outreach event at your LP.  Please describe in less than 50 words. Examples are helpful. | Data Entry Type: Whole Number  Count for the entire FY thus far. | Data Entry Type: Whole Number  Count for the entire FY thus far. | Data Entry Type: Whole Number  Count for the entire FY thus far. | Data Entry Type: Dropdown, Yes\|No  Please only respond yes if the website is regularly maintained and up to date. | Data Entry Type: Whole Number  Please look for this number in the site analytics. | Data Entry Type: Whole Number  Facebook maintains Page Followers on its main page. |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

| Please provide the link to your Facebook page. | Please describe your most engaging post throughout the year. | For X (Twitter), how many total Followers did your account have as of the last day of the Quarter? | For Instagram, How many Total Instagram Followers did your page have as of the last day of the Quarter? | For Instagram, How many views did your Instagram Page have as of the last day of the Quarter? | Are you using any other social media platforms? If so, name these platforms below. | **Traditional Media Outreach** | | |
|---|---|---|---|---|---|---|---|---|
| | | | | | | How many times was your Local Partnership featured in the media in this FY, thus far? | How many press release(s) did the Local Partnership submit to the media this year, thus far? | Select which forms of traditional media have been employed by your Local Partnership this FY, thus far: |
| social_media.link_to_your_facebook_page | social_media.describe_most_engaging_post_of_the_year | social_media.number_followers_xtwitter | social_media.how_many_total_instagram_follower | social_media.number_views_of_instagram_page | social_media.name_other_social_media_platforms | trad_media_outreach.how_many_times_lp_featured_media | trad_media_outreach.number_press_releases_lp_submit_media | trad_media_outreach.forms_of_trad_media_employed_by_lp |
| Data Entry Type: Text | Data Entry Type: Text box to describe your most engaging post throughout the year.<br><br>Please describe in less than 60 words. | Data Entry Type: Whole Number<br><br>Please report the total number. On your Twitter Account's main page, the number of Followers is listed. Utilize this number. | Data Entry Type: Whole Number<br><br>Visit your Professional Dashboard Page and filter to the last 90 days to see the number of Total Followers for Instagram over 90 days.  ****Jessica, can we not get a total over a longer time period or ever?**** | Data Entry Type: Whole Number<br><br>Visit your Professional Dashboard Page and filter to the last 90 days to see the number of Total Views for Instagram over 90 days.  ***Jessica same questions as before**** | Data Entry Type: Text box for naming any other social media platforms.<br><br>Please describe in less than 20 words. | Data Entry Type: Whole Number<br><br>This could be newspaper, radio, TV etc | Data Entry Type: Whole Number<br><br>Total count for this FY thus far. | Data Entry Type: Dropdown, newspapers\|magazines\|brochures & flyers\|posters\|direct mail\|television and radio promotion\|event sponsorship signage\|transit advertising\|other nondigital forms of promotion |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |
| | | | | | | | | |

| The Basics (Optional) | Notes (Optional) |
|---|---|
| **The Basics (Optional)** | **Notes (Optional)** |
| **\*Optional\* Is your LP using The Basics materials or tools as a part of your Public Awareness activity?** | **Optional Notes** |
| the_basics_optional.is_your_lp_using_the_basics | notes.optional_notes |
| Data Entry Type: Dropdown, Yes\|No<br><br>The Basics is an optional framework for supporting public awareness of early childhood needs. https://thebasics.org/ | Data Entry Type: Text. |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |