



pascd

November Report

June 1, 2023 - October 31, 2023



TECHNOLOGY

MARKETING

**BUSINESS
SERVICES**

**PROJECT
MANAGEMENT**

**ADMINISTRATIVE
ASSISTANT
SUPPORT**





Rebecca Gibboney

Director of Educational Planning
Project Management



Jennifer Diefenderfer

Administrative Assistant



Lesley Pardoe

Graphic Designer, Marketing and Branding Specialist
Marketing



Christy Colton

Administrative Assistant
Business Office



Eric Budd


Lead Programmer
Technology



Zakk Bowman


Web Developer
Technology

PROJECT MANAGEMENT

 10.5 hours

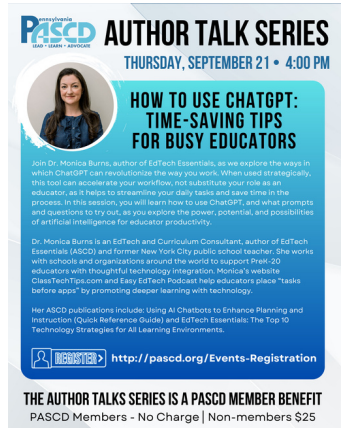
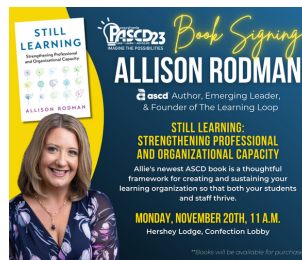
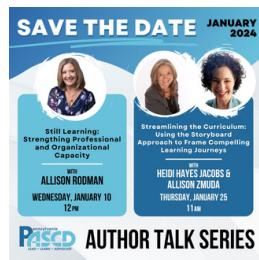
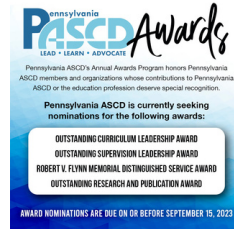
- Bi-weekly meetings, additional communication as needed
- IU Project Management System (IUPTS) implementation (September 2023)
- Prepare and deliver PASCD board reports bi-annually
- Coordinate and oversee contracted service agreement between PASCD and BLaST IU 17

MARKETING

 121.65 hours

15+ Graphics **101 page** PEL Journal **8** Flyers **483** Social Media Posts

EXAMPLES



NEW LOGO & COLORS



#219EBC



#8ecae6



#023047



#ffb703



#fbd67c

SOCIAL MEDIA

Using social media analytics can greatly benefit your marketing efforts. By monitoring your page's performance, you can identify which posts connect with your audience and make necessary adjustments to your content strategy. These valuable insights from Facebook analytics can help expand your reach and increase your audience. *One adjustment we can make would be to share more personalized content.*



June 1, 2023 - October 31, 2023

Published Posts **162**

Page & Profile Visits **365**

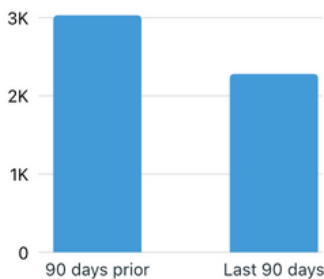
Followers **614**

Reach

Post reach

2.3K ↓ 24.7%

Total from last 90 days vs 90 days prior

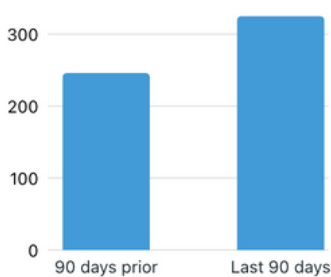


Engagement

Post reactions, comments and shares

325 ↑ 32.1%

Total from last 90 days vs 90 days prior



Highest reach on a post



Facebook post
This week, PASCD in partnership with Lexia...
Sep 15, 2023, 4:45 AM

This post's reach (850) is **963%** higher than your median post reach (80) on Facebook.



June 1, 2023 - October 31, 2023

Published Posts **159**

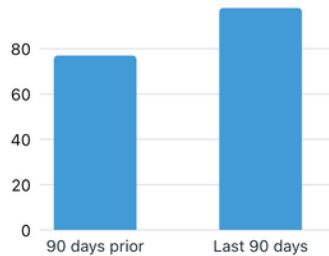
Followers **106**

Reach

Post reach

98 ↑ 27.3%

Total from last 90 days vs 90 days prior

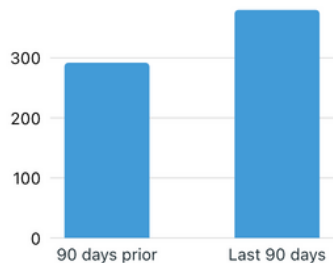


Engagement

Post likes, comments and shares

380 ↑ 30.1%

Total from last 90 days vs 90 days prior



Highest reach on a post



Instagram post
Join Dana Lupinacci, Sara and Mandy Ubele at #PAS...
Nov 4, 2023, 2:00 PM

This post's reach (41) is **173%** higher than your median post reach (15) on Instagram.



Last 28 Days

Impressions **13.9k**

Engagements

Showing 28 days with daily frequency

Engagement rate

1.9%

Nov 8
1.3% engagement rate



Link clicks

24

Nov 8
0 link clicks



On average, you earned **1 link clicks** per day

Retweets without comments

23

Nov 8
0 Retweets without comments



On average, you earned **1 Retweets without comments** per day

Likes

73

Nov 8
1 like



On average, you earned **3 likes** per day

Replies

3

Nov 8
0 replies




On average, you earned **0 replies** per day



Pennsylvania ASCD @PASCD
Registration's open! Register today at:
[https://www.pascd.org/Conference-Registration ...](https://www.pascd.org/Conference-Registration...) #pascd23 #wearepascd @katiemartinedu pic.twitter.com/SvPUBNlwXx

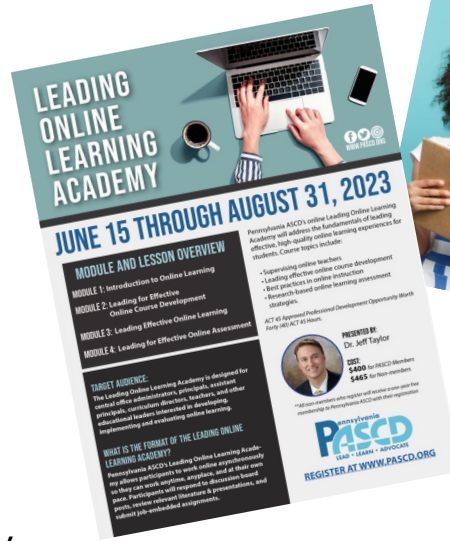
ADMINISTRATIVE ASSISTANT

 70 hours

- 142** Incoming Calls
- 432** Emails fielded
- 96** Act 45/48 hours provided
- 8** Events opened
- 6** Events closed

EVENTS OPENED

- Whole Child Academy
- Leading Online Learning Academy
- Curriculum Leadership Academy
- Recalibrating Our Approach to Adolescent Literacy (2)
- How to use Chat GTP Webinar
- A Conversation about Academic Conversation Webinar
- Eastern Region PASCD Legislative Breakfast
- 72nd Annual PASCD Conference



BUSINESS OFFICE

- 144** Invoices Paid
- 13** Reconciliations

- 48** Renewed memberships
- 115** renewed memberships through PASCD
- 163** renewed memberships
- 45** new memberships through PASCD
- 8** non-renewed memberships

MEMBERSHIP

WEBSITE UPDATES

- Update PASCD Partners page to reflect current partners
- Create new and update existing email templates
- Post archived PASCD webinars on PASCD “members only” page

SPECIAL PROJECTS

- Added new ticket Template for “Tech Trouble Tickets,” which gets automatically assigned to developers
- Created PASCD- branded credit certificate letter generator
- Updated E-LRNR exporter to match new PERMS template
- Updated IUPTS subdomain to use new database infrastructure



SCOPE OF SERVICES

PROJECT MANAGEMENT

Input from PASCD board members and active members and develop a customized plan that is adaptable to the needs of PASCD. Execute the plan and provide reflection monthly in meetings and provide quarterly reports.

Services include:

- Host monthly meetings via Zoom (not to exceed 1 hour per week) to share updates, discuss upcoming events/campaigns, and identify needs and target audiences for print and digital promotion
- Strategize planning to include updated educational solutions that align with PDE and priority initiatives
- Report progress and project completion shared in Google Folder and/or ticketing system
- Provide quarterly reports of deliverables and monthly reports of project allotment hourly

Social media and press releases

Services include up to 25 hours per month to deliver the following:

- Social media campaigns for upcoming events
- Management of social media platforms (eg: Facebook, Twitter, Instagram, LinkedIn) with consistent messaging aligned to marketing efforts
- Design and formatting of the PEL journal up to two times a year
- Two press releases/articles a month (not to exceed 500 words) - Content given by PASCD
- Creation of graphics for website

MARKETING

Services include up to 20 hours per month to support with the following:

- Field incoming calls
- Transfer calls about invoices and payments to the business office
- Update membership status (address change, phone, PPID, status, resending invoice, etc.) using PASCD's membership tracking system/software
- Open course registration and close course registration
- Upload Act 45/48 credits for processing

ADMINISTRATIVE ASSISTANT

Services include up to 16 hours per month to support the following

- Issuing of invoices using PASCD approved financial/membership system
- Receiving and tracking of invoices using PASCD approved financial/membership system
- Processing and tracking of payments as needed
- Quickbooks tracking system preferred
- Monthly reconciliation of bank accounts

BUSINESS SERVICE

Services include up to 3 hours per month to support the following:

Maintenance of website
Troubleshooting website issues

TECHNOLOGY

SCOPE OF SERVICES (SPECIAL PROJECTS)

PROFESSIONAL LEARNING REGISTRATION SYSTEM

FORWARD FACING

Participants register through  Personify[®] WildApricot

BACK END

Event closing through  BLaST
BRADFORDLYCOMINGSULLIVANTIOGA

Steps taken to process Act 45/48

1. Administrative Assistant closes events
2. Administrative Assistant exports participant list from Wild Apricot
3. Administrative Assistant uploads the participant list to a customized professional learning system, using an exporter to match the new PERMS template
4. Participants receive a PASCD customized and automated letter of event completion and confirmation of Act 45/48 hours processed

WEBSITE REFRESH (IN PROGRESS) IN COLLABORATION WITH MARKETING

- Full-width template to make use of dead space
- New, updated fonts
- Gradients and drop-shadows to add depth
- Hover effects and animations for improved UX
- Additional white space to improve visual hierarchy and allow elements to breathe
- Default stylesheet for generic webpages
- Full-size banner images