

**PR & Outreach Committee Report
Board of Directors Meeting
20 JAN 11**



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Recent accomplishments:

- Regional Sustainability Symposium-great press.
- Fayetteville Symphony concert-over 300 attended.
- “Bag the Bag” project with Fay. Beautiful-CC schools and City Hall display.
- Goals set for Cumberland Community Foundation grant; in progress.
- Campbell University intern Rebecca Kinsey.

• **Website stats November 2010:**

Total Hits	61,203
Total Files	42,701
Total Pages	14,565
Total Visits	6,976

• **Website stats December 2010:**

Total Hits	49,259
Total Files	34,866
Total Pages	11,837
Total Visits	5,785

• **Website stats 10NOV10-19JAN11:**

	Page/Topic	Pageviews	Unique Pageviews	Avg. Time on Page
1.	Programs	548	378	00:00:43
2.	About Us	429	331	00:01:47
3.	Green Business Program (overview)	266	207	00:01:22
4.	Member Communities (CAT)	250	149	00:00:58
5.	Get involved (member, volunteer, donate)	229	157	00:02:36
6.	Green Business Program (list of biz)	210	100	00:00:44
7.	Green Growth Program	118	42	00:01:03
8.	Green Schools Program	90	74	00:04:27
9.	Awareness (Film Series list)	85	59	00:01:18
10.	Local Food Program	83	57	00:00:57

- **Facebook:** 871 fans to date (33% male, 65% female); 38 new fans since last Board report
- **eBlasts:**
 - DEC year-end fundraising emails open rate averaged 15%.
 - 1DEC10 eBlast open rate 16.39%
 - Most popular links in Dec. eBlast were “RSS event photos” and “Harnett Recycling Workshop.”

Upcoming projects:

- Complete outreach presentations.
- Meeting goals identified in Strategic Communication Plan and CCF grant.
 - Launch campaign to increase Facebook fans and Twitter followers.
- Coverage for upcoming events and workshops.
- Organizing and updating website.