

# Public Relations April 2023

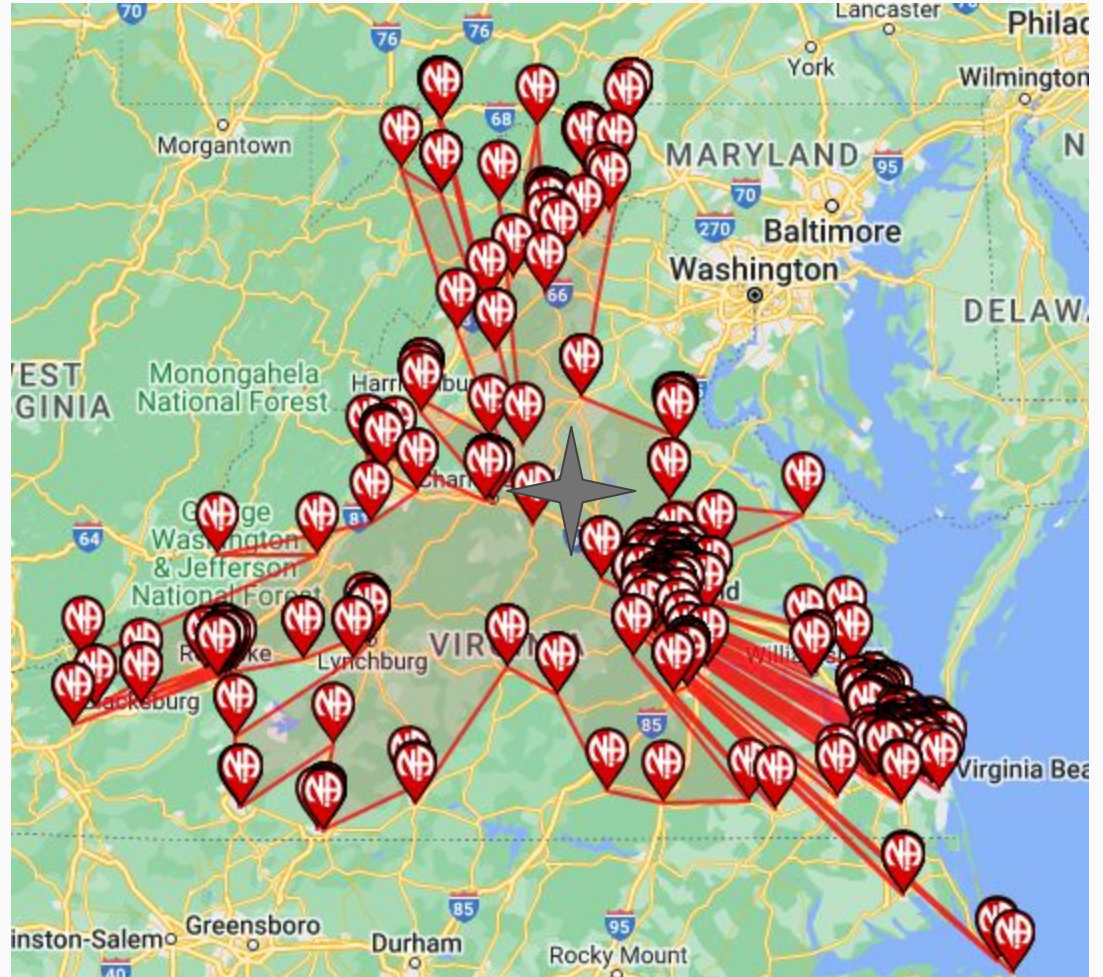


Carrying the Message

WELCOME

# Central Atlantic Region

Our Region is Diverse!



## Re-embursement

Region owes me \$10.02, as the Treasury account **bounced** the charge for the Phoneline on April 12th.

# Accomplishments this last year...

- Headed a PR / H&I Ad Hoc,
  - provided information and literature to Virginia Department of Corrections
  - Last year got 5 pieces of literature to ALL VDOC inmates
  - SpeakerJam gave presentation to Fluvanna Women's TC
  - Gave books to each inmate!
- Attended many Area's PR Committee meetings
- Gave Phonline Trainings, & PR Presentation "We Are ALL Public Relations"
- Edited websites, maintained services, security updates, bug fixes.
- Onboarded Rappahannock Area Website to regional server (5 areas now)
- Attended a few Zonal meetings
- Manned Table at Virginia Summer Institute for Addiction Studies

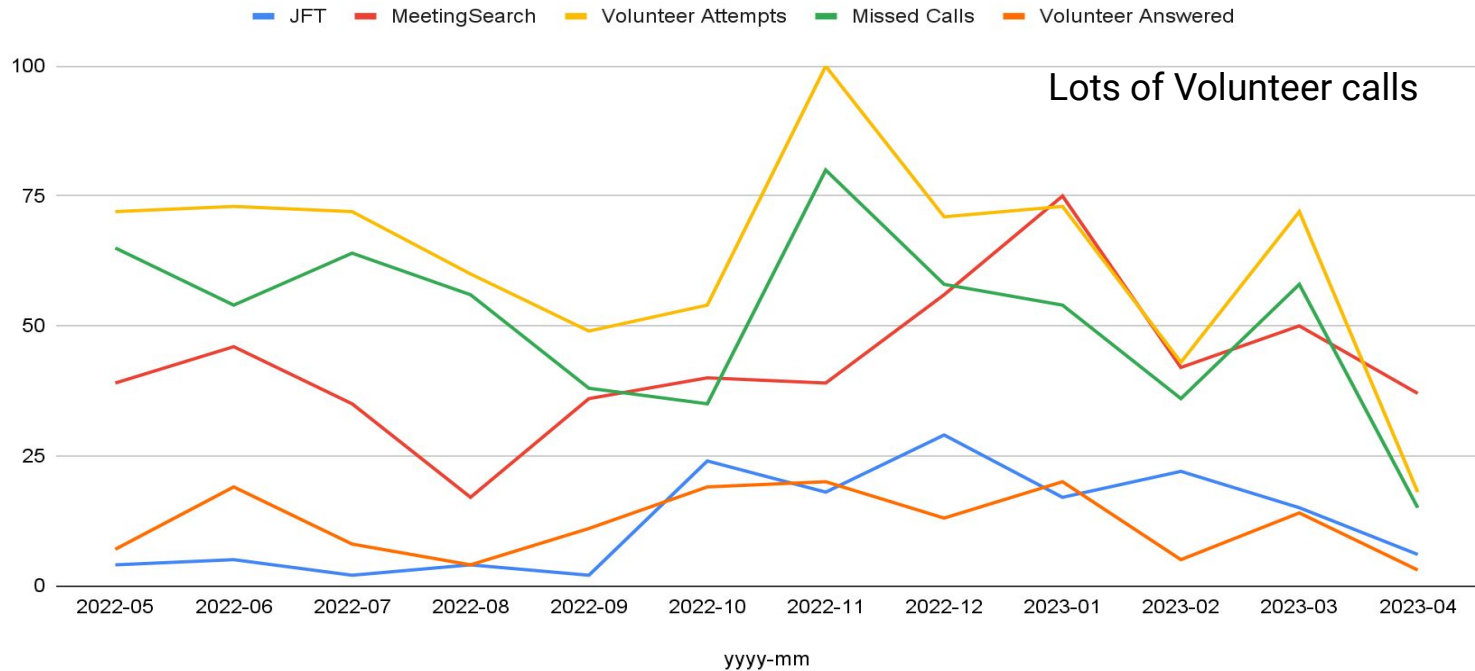
# PR H&I Ad Hoc

Regional PR met with Virginia Department of Corrections several times to discuss action to facilitate various H&I initiatives.

- ECCNA Book Distribution - Completed
- Literature Distribution - VADOC already did once
- Virtual H&I - VADOC open to this, need to start with one facility and add others
- Waiting on VADOC to help coordinate
- Coordinating Area to local Facility contacts - VADOC open for business for Areas
- Coordinated Speakerjam on Jan 23th at Fluvanna Women's TC unit (40+) with multi Area task group

# Meeting Search / JFT Automated Counts

JFT, MeetingSearch, Volunteer Attempts, Missed Calls and Volunteer Answered



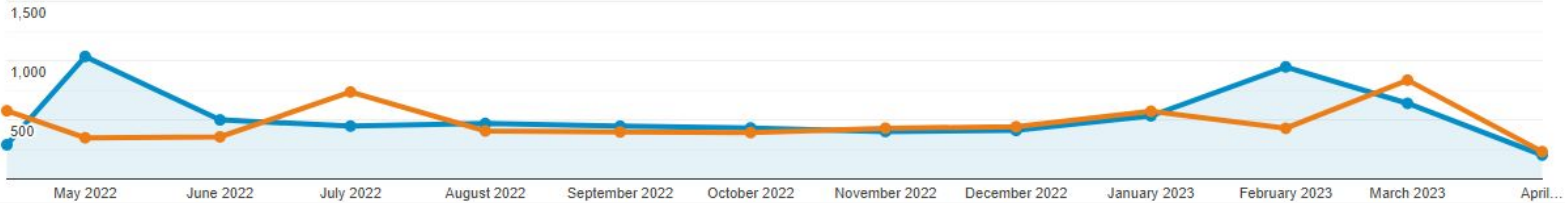
Last 90 Days of Volunteer Calls, the Percentage connected to the caller from total calls provided, factoring out Voicemail or Forwarding settings.

Row Labels	Helpline Route	Voicemail	Volunteer Connected To Caller	Volunteer Search	Unserviced Calls	%Unserviced
Almost Heaven Area (9)		5		12	7	58%
Battlefield Area (68)	1			1	0	0%
Bay Area (33)	2			2	0	0%
Beach Area (11)			2	2	0	0%
Blue Ridge (12)			2	3	1	33%
Freedom Area (99)	1			1	0	0%
Metro Richmond Committee (2)		2	17	29	10	34%
Montgomery Area (74)	1			1	0	0%
New Dominion Area (3)		1	4	5	0	0%
New River Valley (21)	12			12	0	0%
North Central Area (105)	1			1	0	0%
North East Freedom Area (66)	1			1	0	0%
Norvana Area (75)	4			4	0	0%
Peninsula Area (15)			3	4	1	25%
Rappahannock Area (17)		4	1	10	5	50%
Richmond Area (4)				1	1	100%
Roanoke Valley Area (18)			4	4	0	0%
Shenandoah Valley Area (19)		3	1	8	4	50%
Southside Area (20)	1			1	0	0%
Tidewater Area Service (8)	6			6	0	0%
Tri-Cities Area (5)			1	2	1	50%
Tri-County Area (78)	1			1	0	0%

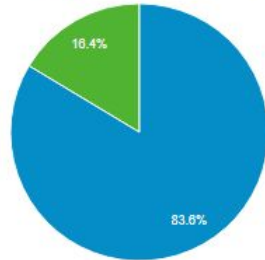
# Web Traffic Increase from last year...

Apr 13, 2022 - Apr 13, 2023: ● Users

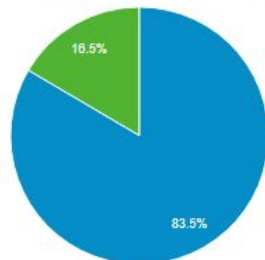
Apr 12, 2021 - Apr 12, 2022: ● Users



Apr 13, 2022 - Apr 13, 2023



Apr 12, 2021 - Apr 12, 2022



Users % Users

Users

**14.21%**

6,348 vs 5,558



New Users

**11.61%**

6,162 vs 5,521



Sessions

**7.24%**

9,096 vs 8,482



Number of Sessions per User

**-6.11%**

1.43 vs 1.53



Pageviews

**-1.77%**

21,126 vs 21,507



Pages / Session

**-8.40%**

2.32 vs 2.54



Avg. Session Duration

**5.98%**

00:01:44 vs 00:01:38



Bounce Rate

**26.89%**

53.17% vs 41.90%





Thanks for letting me serve this last 4 years (2 Terms). I will be stepping down as chair at the end of this term as I follow the Traditions speaking of rotation of Trusted Servants to prevent positions becoming entrapped by strong personalities.

I will be available as a Technical Resource to future subcommittees.

In Loving Service,

Richard S.

Carna Public Relations