

# COMMUNICATIONS & OUTREACH

AUGUST 2024

**POWERED BY OUR PEOPLE**

CABARRUS COUNTY FISCAL YEAR 24 ANNUAL REPORT

**OPERATIONAL FACTS BY THE NUMBERS**  
 Fiscal year 2023-24 (FY23) through to 3,329 employees and

**HEALTH & HUMAN SERVICES**

**SOCIAL SERVICES**

Call center/mediation calls answered	10,007
Customers assisted by customer service team	61,636
Child support collections	\$10,392,482.27
Food & Nutrition Services benefits issued	\$48,242,070
Number of Medicaid recipients in 2023	18,983
2023 Medicaid benefits issued	\$24,234,300
Work First application approval	93.6%
Simultaneous rate	93.6%
Child Care Subsidies	100
Total Emergency Assistance funds issued	\$1,002,265.42
Adults served with In-Home Aide, Adult Daycare and Social Assistance	358
Meals served at Lunch Plus	24,488
Chimpanzee food cost	5
Total number of finalized adoptions	5
Number of licensed foster homes as of June 2024	39
Number of Child Protective Services reports received	2,447

**VETERANS SERVICES**

Claims	2,942
Priority visits	179
Phone calls	16,038
Money generated due to claims	\$18,571,014

**GOVERNMENT OF SOCIAL SERVICES**  
**The Value of Preparation**

The opportunity to help save a life can happen at any moment. **Reid Walker** knows that all too well.

Aria used her County-managed CPR training to help save an infant. The incident happened in December 2023 when Aria was monitoring a home care worker who dominates being in a child when the mother, who was working with an infant, began to panic over the baby monitor.

The mother called over Aria with the infant, who was having a seizure. The baby's eyes had rolled back and she was biting her tongue. At one point, the girl started breathing.

Aria immediately began chest compressions. The baby regained her breathing moments before the incident.

Reid reached over Aria when the infant began crying and kicking her leg. The baby was turned to the hospital with a strong mind.

After training for Columbia, Aria was CPR certified as a daycare worker. She participated in the County's mandatory CPR training with EMS just days before the incident.

The County requires the training so when situations arise, people are prepared and ready to provide care. Those around her call Aria a hero. She says she's just glad she was able to help in the moment.

## FY24 Annual Report: Powered by Our People

This comprehensive document showcases achievements, strengths, budget highlights and more for Fiscal Year 2023-24 (FY24).

The report is a result of a months-long effort from the Communications team in data collection, writing, editing, photography, design and more.

The FY24 Adopted Budget placed a strong emphasis on retaining County employees. The document features employee-driven stories, offering a behind-the-scenes look at how we are truly "Powered by Our People."

**BOARD OF COMMISSIONERS / COUNTY LEADERSHIP** 04



**BOARD OF COMMISSIONERS**

From left to right:

**Christopher Measmer**  
 cmeasmer@cabarruscounty.us

**Lynn Shue, Vice Chair**  
 lwshue@cabarruscounty.us

**Steve Morris, Chair**  
 smorris@cabarruscounty.us

**Kenneth Wortman**

**Cabarrus This Week** Views: **6.6K**

**HOT TOPICS**  
 Voting 2024 · Bridge Dedication · Pam-Cakes  
 2024 Fair · Story Time · CCTS

**Top Social Media Stories**



**Water and Sewer Authority of Cabarrus water quality study**  
 Reach: 121k  
 Impressions: 124k

August 8, 2024

## DEBBY DETAILS

**CABCOALERT**  
 PUBLIC SAFETY LOCATION-TARGETED NOTIFICATIONS  
 Cabarrus • Concord • Kannapolis • Harrisburg • Mt. Pleasant • Midland

**Tropical Storm Debby updates**  
 Reach: 37.9k  
 Impressions: 39.9k



**New Did Y'all Hear – Detention Center Literacy Program**  
 Reach: 7.9k  
 Impressions: 11.2k

# Projects, Events & More

## 2024 General Election: Keeping CabCo in the know

### Gov 101: Voting 2024

We teamed up with **Board of Elections** to give residents a special opportunity to learn about the people that run the show and how the election process works. Attendees had the chance to check their voter registration status, get a voter ID made, request an absentee ballot and even sign up to be a precinct official.



## New Did Y'all Hear: From Bach to Ballots: Directing the 'Super Bowl' of Elections

Amidst her preparation for the 2024 General Elections, we sat down with **Carol Soles** for the latest episode of Did Y'all Hear? A Cabarrus County Podcast. On this episode, we talk with Carol about her path to becoming elections director and provide a wealth of voting information.

## Tax Bill Explainer

In coordination with **Tax Administration** and **Budget**, the team worked to develop and market a new tool for residents to see where their tax dollars are spent by function and department.



## Social media lunch & learn

We hosted social media content-producing members of Team CabCo for an hour-long session on all things social, including tips, tricks and resources. This allowed for new connections and an opportunity for the the team to refresh standards and expectations for pages representing the County.



## DSS marketing materials

To promote the Prevention & Aftercare Support Services and Linking Families and Teens (LiFT) programs offered through **DSS** and increase participation, Communications facilitated the design and printing of marketing materials in English and Spanish.



## Leadership Chats

In an ongoing effort to bring transparency and clarity to Team CabCo, Communications worked with **DSS** and **County Management** to plan and organize two information sessions for DSS employees. Leadership spoke to packed crowds at Milestone and Cannon on department changes, updates and what it means to be a part of the greater Health and Human Services Agency.



Media Releases/  
Appearances **7**

Public Records  
Requests Processed **43**

# Social Media / Newsletter Insights



Facebook



Instagram



**150.9K**  
Reach



**505**  
New followers



**58**  
Posts



**82**  
Stories



LinkedIn



**3K**  
Impressions



**46**  
New followers



**5**  
Posts



YouTube



**9.2K**  
Views



**+34**  
Subscribers



**1.2K**  
Watch time (hours)



DirectConnect & CabConnect



**10**  
Connects  
sent



**52.7%**  
Open rate



**14.98%**  
above overall industry  
average open rate