

# BOARD OF COMMISSIONERS



## COMMUNICATIONS & OUTREACH



MONTHLY REPORT | DECEMBER 2025



# COMMUNICATIONS & OUTREACH MONTHLY REPORT

## Welcoming a new commissioner; exploring ways to connect the board to the community

The Communications team produced and distributed a campaign that included a media release, **Cabarrus This Week** segment and social media posts introducing **Commissioner Ian Patrick** and **new board leadership**.

To help with total transparency of board decisions and discussions, Communications plans and coordinates the filming, livestreaming and broadcast of the monthly **Board of Commissioners Agenda and Regular meetings**. This involves audio preparation, camera operation, system configuration and maintenance before and during the meeting.

**Content Producer Jaelyn McCrea** hosts **Meeting Minute**, a new fast-paced breakdown of Work Sessions that help promote the upcoming monthly Regular Meeting. She also writes the **Commissioners Notebook**, a monthly media release highlighting key takeaways from the sessions.



### HOT TOPICS

Extension Eats · Christmas in CabCo  
Welcome Commissioner Ian Patrick

Views:  
**22K**

### TOP SOCIAL MEDIA STORIES

#### Employee Recognition



Views: **22K**

#### Ian Patrick sworn in as commissioner



Views: **19K**

#### Happy holidays from Team CabCo



Views: **15K**

# PROJECTS, EVENTS & MORE

## Celebrating employee milestones

The team partnered with **Human Resources** for another great **Employee Service Recognition** event. **Communications Coordinator Tiffany Powell** handled the signage and program design, internal promotion efforts and script writing. **Content Producer Jaelyn McCrea** hosted the event AND produced a special video honoring 35-year honoree **EMS Chief Jimmy Lentz** that played during the ceremony.



## Sharing know-how nationally

**Communications Director Jonathan Weaver** and **Communications Manager Dominique Clark** presented to more than 50 government comms professionals on the hows and whys of podcasting. The invitation came from a group in Minnesota after a counterpart there heard—and LOVED—the **Did Y'all Hear?** podcast.



## Happy holidays from Team CabCo

**Communications Specialist Macy Andrews** brought creativity to our holiday greeting for residents, designing a custom photo box, recruiting employees to pose in festive gear and curating the images into a social media grid. The result? Our third-highest performing Facebook post last month.



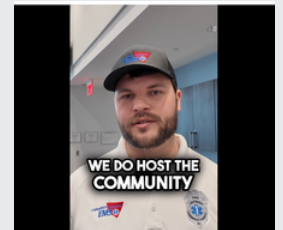
## Wrapping up holiday parades

Another parade season in the books! From designing and decorating to throwing out candy and waving to residents, we had a blast this year. A special thanks to the **IAM Sign Shop team Michael Ash and Jonathan Drye**, for their efforts in bringing another great design by **Communications Manager Dominique Clark** to life. We're already looking forward to the Fourth of July!



## Stayin' alive: CPR training

**Intern Claire Trammell** partnered with **EMS** to promote their 2026 public **CPR training** schedule. She filmed several employee classes and edited the footage for use on social media. This was Claire's first fully solo-produced piece of content.



## Holiday appreciation for Team CabCo

**Communications Coordinator Tiffany Powell** teamed up with **Interim County Manager Kelly Sifford** to spread a little holiday cheer and appreciation by distributing treats to Team CabCo. The goodies were enjoyed by hundreds of employees across more than 15 County locations.



# MEDIA / NEWSLETTER INSIGHTS



## Facebook & Instagram



**154**

New followers



**61**

Posts/Stories



**167K**

Views



## LinkedIn



**4K**

Impressions



**64**

New followers



**3**

Posts



## YouTube



**10.5K**

Views



**+41**

Subscribers



**1.5K**

Watch time (hours)



## DirectConnect & CabConnect



**7**

Connects sent



**52.8%**

Open rate



**17.17%**

Above overall industry average open rate



Podcast Downloads

**133**

Media Releases/  
Appearances

**6**