

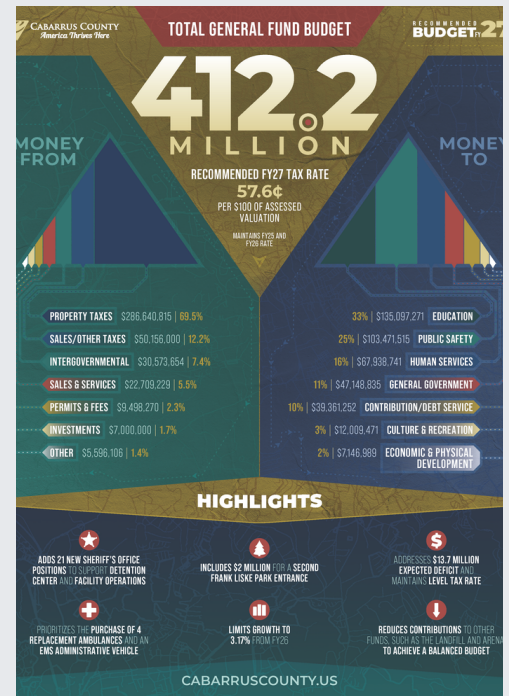
COMMUNICATIONS & OUTREACH MONTHLY REPORT

Budget communications: Turning numbers into understanding

As the **Budget team** finalized the **FY27 Recommended Budget**, Communications played a key role in ensuring employees and residents received timely, accurate and accessible information. The team developed and distributed an employee message and media release highlighting key budget priorities and recommendations, while also sharing updates through social media and **CabConnect**, the County's external newsletter.

To help make complex budget information easier to understand, Communications coordinated the design and production of a budget infographic that breaks down data into clear, digestible visuals. In partnership with **ITS**, the team also ensured the County website was updated with the latest budget information as it became available.

In related efforts, **Communications Director Jonathan Weaver** coordinated a media interview regarding the **school bond referendum** with **Interim County Manager Kelly Sifford** and **Finance Director Jim Howden**.



HOT TOPICS

Older Americans Month • Podcasting in CabCo
New DSS Resource

Views:

100K

TOP SOCIAL MEDIA STORIES



Camp Spencer pool opening



Views: **80K**



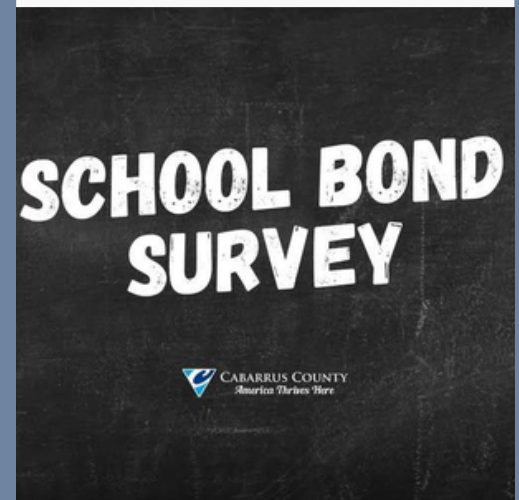
Landfill operator's quick action prevents damage



Views: **29K**



School Bond survey



Views: **28K**

PROJECTS, EVENTS & MORE



Law Day: Helping honor the ultimate sacrifice

In conjunction with the **Cabarrus County Sheriff's Office**, Communications developed invitations and programs, planned event production, handled media relations and more. The team also livestreamed the event to social media. Following the event, **Communications Manager Dominique Clark** distributed a media release recapping the day. The release spotlighted **Sheriff Van Shaw's** presentation of the **Robert J. Eury award** to **Major Patrick Tierney** of the **Concord Police Department**.

Highlighting mental health initiatives and community partnerships

Communications provided event coverage, photography and a recap of last month's **No Wrong Door mental health mapping exercise**. The event brought together the County's **CHSA** departments, community leaders, first responders, hospitals, jails and other partnering mental health agencies to discuss common misconceptions surrounding their professions and mental health as a whole. The team also got an update from **Behavioral Health Director Dr. Kamilah McKissick** on the nearly-completed **Stephen M. Morris Behavioral Health Center**.



The team also captured photos of the **NAMI Walks Cabarrus** event, a walk through **Frank Liske** that aims to fuel mental health awareness.

In addition, **Director Jonathan Weaver**, **Content Producer Jaelyn McCrea**, **Broadcast and Technical Manager Jarrett Glass** and **Communications Manager Dominique Clark** sat down with three Cox Mill High School students who chose teen mental health as their **SkillsUSA** project, leading to a special video production (**Teen Minds Matter: A Cabarrus Initiative Tackling Youth Mental Health Challenges**).



Communicating ease of access to critical services

Through a media release, social media, **CabConnect** and **DirectConnect**, Communications shared a new self-service document submission tool for **Economic and Family Services** programs. This new tool, a collaborative effort between **DSS** and **ITS**, gives residents the ability to securely submit applications and supporting documents anytime, from anywhere.

Promoting podcasting at the Library

The team sat down with **Kyle King**, founder of **Contagious Culture Podcast**, to talk about how he uses the podcast equipment at the **Afton Library**. Kyle shared how utilizing the library's equipment has increased the quality, reach and impact of his podcast. Via media release, video production and social media, Communications shared Kyle's story to promote this awesome service offered by the Library System.



Wait ... there's more! (but certainly not all)

- **Communications Coordinator Tiffany Powell** partnered with **HR** on an **Open Enrollment** communications plan
- **Director Jonathan Weaver** and **Content Producer Jaelyn McCrea** interviewed a mother regarding her journey working with **DSS** on a parenting/reunification plan for a future video
- The team provided coverage of the special **DSS foster care event** at **Frank Liske Park**
- **Communications Specialist Macy Andrews** worked closely with **Emergency Management** throughout the month to ensure residents were updated on the latest burn ban and water restriction info via social media and **CabConnect**

MEDIA / NEWSLETTER INSIGHTS



Facebook & Instagram



+223

New followers



73

Posts/Stories



360k

Views



LinkedIn



1.7K

Impressions



+71

New followers



2

Posts



YouTube



9.3K

Views



+41

Subscribers



1K

Watch time (hours)



DirectConnect & CabConnect



13

Connects sent



51%

Open rate



15%

Above overall industry average open rate



Podcast Downloads

37

Media Releases/
Appearances

15