

Lake County Board of Developmental Disabilities



Superintendent's Report - June 2020

Community Awareness/PR Opportunities/Collaborations

The JCR Imagine Program opened on May 18. We are excited to be back and are focusing on teaching how to wear a mask, social distancing, and frequent handwashing with the individuals.

As the end of this unpredictable school year came to a close, the Broadmoor staff worked effortlessly to celebrate our students in traditional and untraditional ways:

- Early intervention continued services with virtual instruction. Fifteen evaluations were completed, and all qualified for services.
- Preschool graduation was held the last week of school over Zoom, in school parades, and in student driveways.
- School age and LEEP students were treated to a Clap Out around the school building. Many families participated and it was wonderful seeing everyone celebrating another successful school year.
- Eighteen cars filled with administrators, teachers, and support staff traveled throughout Lake County in a Graduation Caravan to celebrate our seven amazing Broadmoor graduates. Each graduate received a gift package, including t-shirts, a memory book, and a graduation certificate. We are proud beyond measure to honor these incredible students.

Our PR/Marketing Department has done an outstanding job during this difficult time. Some of these include:

- Since March 20, we have seen a **470%** increase in minutes viewed of video content on our Facebook page. That is **6.3K minutes** viewed! This means a 638% increase in 1-minute video views and a 1.2K increase in engagement.
- There were **197** posts from March 18 to June 1. Posts varied in type and topic to provide information to our stakeholders while helping them feel connected. Photos of individuals served, recognition of staff and providers as well as links to important information and resources throughout the community.
- Video production involved training the program area to shoot quality video using the resources they had (iPhone, iPad, camera etc.). Routing them through their management for approval and uploading to the server for PR/Marketing to access and process. Once PR/Marketing received the video assets, the images were branded and then uploaded to social media channels. As always this was a great example of team work and collaboration between departments.
- A total of **345** videos were produced for Broadmoor, Recreation, Advocacy, Provider Support, and Volunteer Appreciation. The videos were posted on YouTube where they received **9,730** views and were watched for over **346** hours. There were **136,124** clicks on video links during this time.

- Public Relations also supported Community Recreation and the ICF to provide Art and Music Therapy to the residents during the quarantine time period. Fine Arts Association therapists were connected to ARC and JCDC once a week (6 weeks) through Theranest (like Zoom or Go To meeting) to offer Art and Music activities. The Recreation Specialists provided supplies and facilitated activities. Resident Workers also assisted with facilitating the activities.

Special Events

At VGC, individuals are working on learning the importance of social distancing, washing hands, and wearing masks. Virtual Music Therapy from Groovy Garfoose will be up and running in all the areas for the individuals to continue to take part in each week. We are working within our small groups on various crafts and activities. Each group will be working to incorporate flowers into their outdoor area with the help of the social worker and staff. Some individuals are taking part in flying kites and playing basketball while others are enjoying lunch picnics outside. We continue to enjoy coming up with new ways to experience activity during this time of social distancing.