

ACOA WEBSITE UPDATE

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QUICK OVERVIEW

In the course of 30 days, our new website has seen 302 people come and visit the website. 205 of these 302 people were unique visitors (i.e. first time visitors). Of those people viewing the website, a total of 1,084 pages of content were reviewed and the average person viewing the website reviewed 3.59 pages of content. The average amount of time that the individual stayed on the website was 4:01 minutes.



Helping a foster child is more rewarding than you think

PURPOSE OF THE UPDATE:

This update is being provided to the Board of Directors, resource families, and staff employed by A Coming of Age Foster Family Agency to provide a greater understanding of the amount of traffic generated to our website since its roll-out date of May 12, 2016. Our organization is monitoring the traffic to the website through the use of Google Analytics which is the data tracking tool used to provide you with the data contained herein.

Points of Clarification

Q: What is Google Analytics?

A: Google Analytics is a web analytics service offered by Google that tracks and reports website traffic.

Q: Why is this important?

A: A Coming of Age FFA wants people to learn more about our organization. In addition, we also want to know who is coming to our website and what content on our website they are reviewing. By tracking this information, we are able to share additional information of interest to the public as well as utilize this information for strategic planning purposes.

“Borrowing knowledge of reality from all sources, taking the best from every study, Science of Mind brings together the highest enlightenment of the ages.” – Ernest Holmes

PURPOSE OF CHANGING THE WEBSITE

Beginning in late 2015, a discussion ensued whereby there was agreement that the website of A Coming of Age Foster Family Agency did not tell the story of what our organization, including our staff and resource parents, were doing to positively change the lives of those children and their families that we work with. The organization wanted to promote these positive developments and encourage others to join us in our efforts to help create a future where children and families are safe, healthy, and whole.

In order to accomplish this task, the governing Board of Directors of the organization made two challenges to the Administrator of the organization. These challenges were:

1. Develop a website that actually told the “story” of A Coming of Age FFA and offer a means for others to join us;
2. Develop a website that provided good information to individuals seeking information about foster care and the changes that are occurring now, and in the future.



Doing for others is what makes us excel

STATISTICS: A LOOK AT WHAT OCCURRED FROM 5/12/16 TO 6/11/16

- 302: The number of people who visited the website.
- 205: The number of new visitors who viewed the website for the first time.
- 66.6%: The percentage of new visitors to the website
- 33.4%: The percentage of returning visitors to the website
- 1,084: The number of pages reviewed by visitors to the website
- 3.59: The average number of pages reviewed by a visitor of the website
- 4:01: The amount of time the average visitor spent reviewing the website
- 6/7/16: On this particular day, the website had the most traffic during the month

WHAT CAN YOU DO NOW?

Our agency wants to continue to grow. We hope to continue to develop new programs, improve our strategic planning efforts, increase recruitment of prospective resource families, highlight the efforts of the youth that we serve, and continue to provide education to the public about foster care and the needs of youth in the foster care system. To do this we need you to spread the word and become a key champion for this organization.

Right now, it is imperative that we all recognize that “spreading the word” is the responsibility of all of us. Talking about the organization to others is a first step, but encouraging others to join our team and become active in our work is very important and critical. This website is there 24-hours a day so no one can have an excuse as to why they can not visit. It is beginning to make a difference but we need you to continue to encourage others to visit the website, get educated, and



most importantly get involved in learning ways that they can actually help.