

ACOA WEBSITE UPDATE

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QUICK OVERVIEW

Our new website continues to attract and be appreciated by the public at large. During our third month since our website's launch, our website saw 250 people come and visit our website with 200 of these visitors being a unique visitor (i.e. first time visitor). There was a total of 757 total pages that were viewed this month with an average of 3.03 pages viewed during each session. On average, 3:06 minutes was spent reading the website each visit.

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 information relating to the amount of traffic generated by our website during the reporting period between 8/13/16 to 9/12/16. This helps the agency to get a better understanding of what the general public is interested in and how our agency can continue to engage and inform the public about foster care and our plight in serving our children, Resource Parents, and community at large. Our organization continues to monitor the flow of 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: 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.

*“Try to be a rainbow in someone’s cloud” -Maya
Angelou*

OUR GOAL FOR THE CONSUMER OF THE WEBSITE

The goal of the governing Board of Directors of A Coming of Age to Adulthood, Inc. is to provide a greater understanding of the foster care system and keep our stakeholders informed of developments happening within this system of care. We hope to educate the public about the changes occurring in foster care and provide information and insight into what our organization is doing to positively change and enhance the lives of the youth and their families that we serve.

In addition, we also want to provide insights into the wonderful work that our organization’s foster parents are doing to ensure that our youth in care are stable, healthy and housed in the homes of loving families who are truly making positive differences in their lives.



Helping a foster child is more rewarding than you think

It is our hope that by taking the time to browse the pages of our website, the viewer will have a pleasurable experience learning more about what our organization is about and what the viewer can do to help us reach our goal to positively impact the lives of those children and their families that we serve. So thank you for taking the time to continue to learn about our organization and the work that we are currently doing.



STATISTICS: A LOOK AT WHAT OCCURRED FROM 8/13/16 TO 9/12/16

250: The number of people who visited the website.

200: The number of new visitors who viewed the website for the first time.

73.2%: The percentage of new visitors to the website

26.8%: The percentage of returning visitors to the website

757: The number of pages reviewed by visitors to the website

3.03: The average number of pages reviewed by a visitor of the

website

03:06: The amount of time the average visitor spent reviewing the website

8/18/16: 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 and enhance the services that we offer. As previously indicated, 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/families 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.

To do this, we always need your help! As the holidays approach, youth in foster care need to know that you care. Become a volunteer, sponsor a toy-drive, make a financial donation to the agency, collect gift cards in small dollar donations or get involved by starting the process to become a Resource Parent are all ways that one can assist us to help serve and enlighten our community. Simply call our organization or email our Administrator, David McCoy, to learn how, and in



what ways, you can make a difference.