



POSGCD EDUCATION REPORT

May 7, 2019
For April 2019

E-Newsletter -50% - 68% open rate, up from 39%

Website - Continue update

Facebook & Twitter– Jaclyn is helping with Facebook, Twitter and E-newsletter.

Last months education events:

Groundwater Education Coordinator Meetings April 9 at POSGCD Office

Fleur D Lis Garden Club April 9 in Cameron

Master Gardener Class POSGCD Office - April 17

Earth Day Rockdale - April 22

Upcoming Community Programs –

Milam and Burleson Counties Groundwater Summit Aug - 14, 2019

Water Results Day - Sept 5, 2019 Caldwell and Milano

New price on Mail out -

Original estimate \$6,000 printing \$1,600 postage = \$7,600 -

Final Quote - \$4,694.43

Newsletter to all Rural Residents of Milam and Burleson Counties

Printing Cost 8707 pieces - \$3,292.40

Postage Cost 8657 pieces - \$1,402.43

Total - \$4,694.43

Online form and Database

Excelisys - 50-100 hours \$195 - \$135 per hour \$9,750 - \$13,500

iWebCrafter \$3,600 additional work \$60 per hour

Purchase FileMaker Pro program - \$324 - non-profit version

FileMaker Pro is a cross-platform relational database application from FileMaker Inc., a subsidiary of Apple Inc. It integrates a database engine with a graphical user interface (GUI) and security features. Initial release 04/1985

Facebook Facts

<input type="checkbox"/>	 Over 30 folks from the Little River Basin Mast Gardner Assoc attended a class ...	281	35	Apr 17, 2019 at 12:25 PM
<input type="checkbox"/>	 Post Oak Savannah Groundwater Conservation District shared a link.	130	9	Apr 12, 2019 at 12:35 PM
<input type="checkbox"/>	 Wells in our #monitoringnetwork (multi) vs. ALL the wells in #posgcd (green)....	77	10	Apr 3, 2019 at 9:06 AM
<input type="checkbox"/>	 ICYMI: Our 2018 Annual Report is now published on the website! Read about...	108	7	Mar 29, 2019 at 7:28 AM
<input type="checkbox"/>	 The Anatomy of a Well for your #wellownerwednesday! Found on the...	71	2	Mar 27, 2019 at 8:52 AM

Twitter

Apr 2019 - 33 days

TWEET HIGHLIGHTS

Top Tweet earned 172 impressions

Have you read about conservation easements? #posgcdACP #texaslands twitter.com/TAMU_NRI/status...

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View Tweet activity

View all Tweet activity

Top Follower followed by 8,110 people

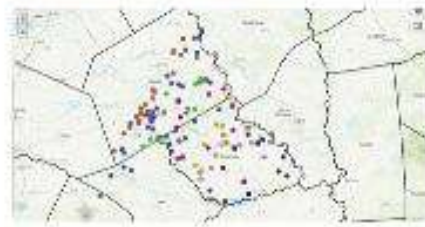


Master Meter, Inc.

@MasterMeterInc · 431.6w · 100%

Top media Tweet earned 110 impressions

Wells in our #monitoringnetwork (multi) vs. ALL the wells in #posgcd (green). Adding wells to our network gives us a better picture of water level changes to best prepare for the future of #txwater. Have you signed up? posgcd.org/monitoring-net... [#wellownerwednesday](https://twitter.com/W7nPOZs4A) pic.twitter.com/W7nPOZs4A



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4-11-2019 SUMMARY

Tweet Impressions
1,408

Profile visits
56

New followers
2

E-Newsletter

Great Open Rates

<input type="checkbox"/>	 May 7, 2019 Board Meeting and Agenda SENT Newsletter Email, Sent Apr 26, 2019	50% OPEN RATE	42% CLICK RATE	More ▾
<input type="checkbox"/>	 May 6, 2019 GMA B Meeting and Agenda SENT Newsletter Email, Sent Apr 22, 2019	41% OPEN RATE	14% CLICK RATE	More ▾
<input type="checkbox"/>	 Rainwater Harvest Follow Up SENT Newsletter Email, Sent Apr 12, 2019	68% OPEN RATE	0% CLICK RATE	More ▾



PERFORMANCE

Views	Searches	Activity
2.05K	899	2.21K
Search views		387 (-3%)
Maps views		1.66K (-30%)

Performance over the past 28 days

HOWARD SANDER

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About Howard Sander

Howard Sander provides custom website development to both small and large businesses alike.

Mr. Sander is well established in web development community. He is a full stack website developer and has clients throughout the United States, as well as in and around Austin, TX. He is known for exceptional levels of website development knowledge and experience. His solutions have a proven track record in creating sustained success for his clients website projects.

Formerly President of Softrak Data Systems, Inc., Mr. Sander provided software application development for both Windows PC and OSX Operating Systems.

Mr. Sander worked as Manager of Information Services at the Jackson County (Missouri) Prosecutor's office from 1994 to 1997 and was in charge of mission-critical software systems that supported over 200 computer seats.

Mr. Sander taught basic computer classes to faculty at Longview Community College in Lee's Summit, MO. and renews himself as a professional, adept at presenting difficult content, ideas, issues in a lucid, compelling way, willing to share what he's learned with colleagues.

Specializing in website design, and software development.

Project Achievements Include Development of:

- Political Fundraising Software
- Small Business Accounting Software
- Legal Case Management Software
- Check Collection Software
- Website Design & Development for Many Different Business Markets.

Howard Sander's client list includes: Alice Reiter Feld, & Associates, P.A., Coral Springs, FL • David Boyer Esq., Liberty TX • Texas Photographic Workshops, Caldwell TX • Peppertine & Associates Inc., Fairway KS • Napier Fishing Charters, Fort Myers, FL • Platinum Properties of Miami & The Beaches, Miami FL, and many more ...