

Community Engagement

DEPARTMENT UPDATES



Events & Partnerships Recap

- ❖ 3rd Annual Lea County Tricks & Treats
 - Estimated 2,500 attendees
- ❖ Halloween Safe Stop
 - 68 bags of candy passed out
- ❖ Pumpkin People
 - Partnership with Lovington Chamber of Commerce



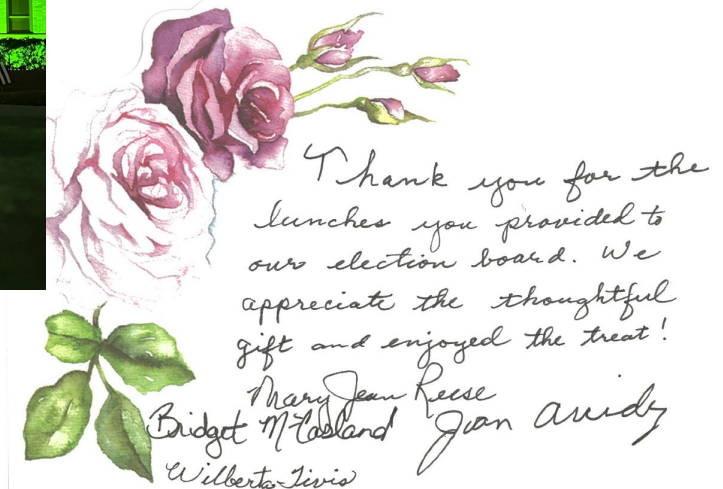
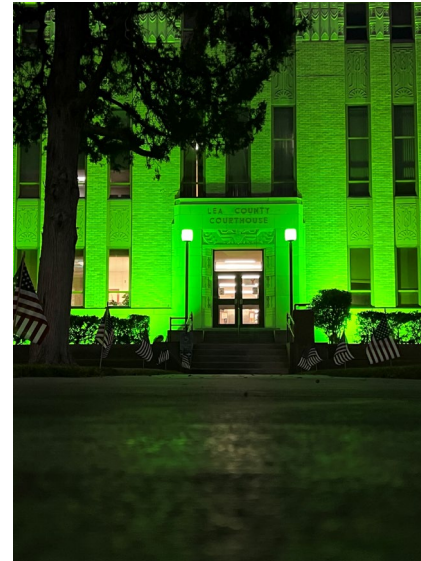
Events & Partnerships Recap

❖ Veterans' Day

- Operation Green Light
- American Flags Around the Courthouse
- Parade in Hobbs – 1st Place Float Winner

❖ General Elections

- Lunch Delivery to all Poll Workers



Employee Interaction



Employee Wellness (Mental & Physical)

- ❖ Healthy Cooking
 - ❖ NMSU Lea County Extension
- ❖ Halloween Door Decorating Contest
 - ❖ Winners: Lea County Assessor's Office, Lea County Facilities, Elisa Milan w/ Lea County Emergency Management

Upcoming Employee Events

- ❖ Winter Wellness
 - Hot Chocolate / Hot Apple Cider
- ❖ Christmas Door Decorating
 - Beginning November 28th



Lea County Cares - Current Projects

- ❖ Thanksgiving Employee Give Back
 - ❖ \$4,073 = Estimated Thanksgiving Meal Blessing of 35+ Lea County Families
 - ❖ Shopping Date: Friday, November 18, 2022
- ❖ LCCA Toy Drive
 - ❖ Now thru November 23rd



Community Engagement

- ❖ Social media
 - ❖ 85 Posts in October
 - ❖ 107 Posts in November
 - ❖ Facebook Performance (last 28 days)
 - ❖ People Reached: 39.2K, +31%
 - ❖ Engagement: 32.6K, +119%
 - ❖ Impressions: 239.8K, +112%
 - ❖ Net Followers: 15, +87%
- ❖ New Lea County website
 - ❖ Granicus
 - ❖ CivicPlus

Professional dashboard

Tools shortcuts

[See all](#)
[Events](#)
[Jobs](#)
[Page access](#)
[Link](#)

Performance

Last 28 days

People reached

39.2K +31%
from previous 28 days

Engagement

32.6K +119%
from previous 28 days

Impressions

239.8K +112%
from previous 28 days

Net followers

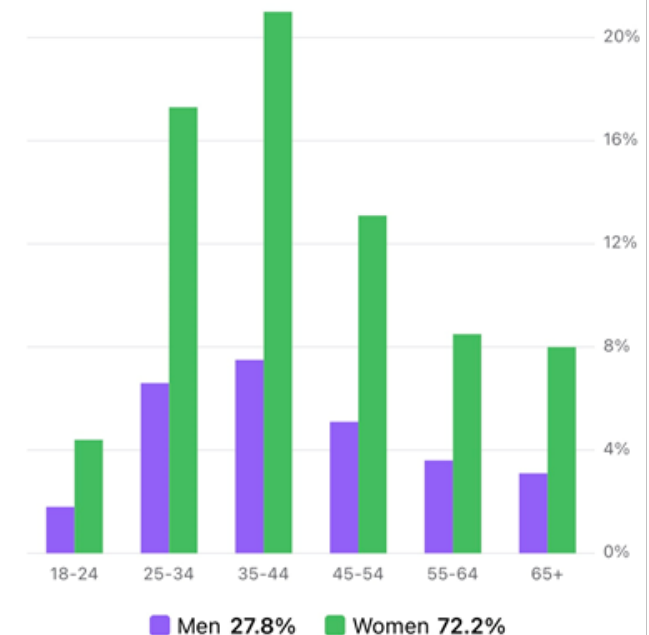
159 +87%
from previous 28 days



Audience

Age and gender

These metrics are from the lifetime of your Page or profile.



Mark Your Calendars!

- ❖ 2nd Annual Lea County Christmas Lighting
 - ❖ Monday, November 28, 2022
 - ❖ 6pm at the Lea County Historic Courthouse
- ❖ Annual Employee Meeting
 - ❖ Thursday, December 8, 2022
 - ❖ 11:30 am to 1:30pm at the Lea County Fairgrounds
- ❖ Commissioner Long Farewell Reception
 - ❖ Friday, December 9, 2022
 - ❖ 11am to 1pm at the Lea County Event Center
- ❖ 3rd Annual Christmas Spirit
 - ❖ Thursday, December 15, 2022 - Saturday, December 17, 2022
 - ❖ 6pm to 8pm at the Lea County Fairgrounds



Comments



LEA COUNTY BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY FORM

LCBCC Meeting Date: Thursday, November 17, 2022

Submit this summary form & all attachments to the Finance Director clow@leacounty.net & cc the Community Engagement Manager sstout@leacounty.net; Public Information Officer mrussell@leacounty.net and County Manager mgallagher@leacounty.net by: **Monday, November 7, 2022**

County Manager Approval required for all time sensitive issues that do not meet the above deadline.

DATE SUBMITTED mm-dd-yyyy: 11/14/2022	SUBMITTED BY Name, Title, Dept: Sandrea Brito, Community Engagement Manager
SUBJECT: Recent and Upcoming Events/Projects	ATTACHMENT(S): None
NO. OF ORIGINALS FOR SIGNATURE: N/A	ACTION REQUESTED: Discussion Item
BUDGET LINE ITEM NUMBER: N/A	FISCAL BUDGET YEAR: N/A

STRATEGIC PLAN Implementation of 5 Year Strategic Plan:
Section 2.3: Continuous communication with the public is beneficial and necessary.

SUMMARY:
Events & Partnership Recap:

3rd Annual Tricks & Treats: Estimated 2,500 in attendance
Halloween Safe Stops: 68 Bags of Candy Passed Out
Pumpkin People: Partnership with Lovington Chamber of Commerce
Veterans Day: Operation Green Light, American Flags around Courthouse, Parade
General Elections: Lunch Delivery to all Poll Workers

See Next Page

Requested Items Needed for Presentation Easels/Laptop/Projector/Etc.: Easel <input type="checkbox"/> If checked; how many: Laptop <input checked="" type="checkbox"/> Projector <input checked="" type="checkbox"/> Other:	See Additional Summary Attached <input checked="" type="checkbox"/>
SUBMITTER'S RECOMMENDATION(S): Discussion Only	Submitter's Signature Department Director, Etc.
FINANCE REVIEW Fiscal Impact/Cost:	Reviewed by Finance Director
LEGAL REVIEW: (Note: Travel does not need legal review)	Reviewed by County Attorney
COUNTY MANAGER REVIEW:	Approved by County Manager to be Placed on Agenda

Item No. 0301

RECORDING SECRETARY'S USE ONLY ~ COMMISSION ACTION TAKEN

Approved: _____	Denied: _____	Other: <u>Discussion</u>
Resolution No. _____	Policy No. _____	Ordinance No. _____
Continued To: _____	Referred To: _____	Comments: _____

Summary Form Continued...

Events & Partnership Recap (continued):

Employee Wellness (Mental & Physical): Healthy Cooking (NMSU Extension Office); Halloween Door Decorating

Upcoming Employee Events:

Winter Wellnes: Hot Chocolate/Hot Cider

Christmas Door Decorating

Lea County Cares:

Thanksgiving Employee Give Back

LCCA Toy Drive

Community Engagement:

Social Media

New Lea County Website

Upcoming Events:

2nd Annual Christmas Lighting - Monday, November 28th 6pm

Annual Employee Meeting - Thursday, December 8, 2022 11:30am - 1:30pm

Commissioner Rebecca Long's Farewell Reception - Friday, December 9th 11am - 1pm

3rd Annual Christmas Spirit - Thursday, December 15th - Saturday, December 17th