

Using Low-Cost Technology to Assess and Meet Affiliate Members' Needs
***The Ohio Council on Family Relations Board**

Presented at the National Council on Family Relations Annual Conference, November 2017

Technology Utilized

OHCFR Listserv

- Quarterly dissemination of an e-newsletter to the membership
- Invited Ohio CFLEs to complete our needs assessment
 - The findings have been used to guide our outreach efforts to the membership.

Qualtrics Used for Information Gathering

- Annual elections
- Ohio CFLE needs assessment
- Registration of webinar participants
- Post-webinar evaluations

OHCFR Website <https://oh.ncfr.org/>

- Used for marketing *Mental Health First Aid* in-person training (23 participants) and our webinars (below)
- Houses resources from our webinars as well as archived webinars
- Future home of a BillTrack50 widget, which will allow our members to follow Ohio bills
- Spotlight OHCFR members

OHCFR Facebook Page

- Social Media Campaigns:
 - *Alliance for Children and Families National Family Week*
 - *FLE Month: How Does Family Life Education Support Families in Ohio?*
 - NCFR conference updates and highlights
- Used to market *Mental Health First Aid* training, our webinars, and social media campaigns
- Spotlight individual OHCFR board members and Ohio professionals in the field

Quarterly Webinars

- *Utilizing FLE Infographics to Develop Family Programming from Beginning to End*, presented by OHCFR board members Patrice Powers-Barker and Katie LaPlant
 - 68+ users to date, including the live webinar and recorded version
 - Used **Adobe Connect** to host the webinar
- *The Impact of the Opiate Epidemic on Ohio Families – Part 1*, presented by Dr. Phil Atkins
 - 60+ users attended online
 - Used **Zoom Video Webinar** to host
- Upcoming: *The Impact of the Opiate Epidemic on Ohio Families – Part 2*, to be presented by Dr. Phil Atkins (November 30, 2017 at 12:00-1:00 pm EST)
- Upcoming: *Moving from Provisional to Full CFLE Certification*, to be presented by Dr. Scott Tobias and Amy Kelly (December 4, 2017 at 10:00-11:00 EST)

Additional Technology Used

- **Canva** graphic design program used to create OHCFR infographics and Facebook posts
- **PowerPoint** to create OHCFR infographics
- **Zippy News** to share one of our *FLE Month* posts and market our webinars
- **Zoom Video Conferencing** for board meetings
- **Phone Conferences** for board meetings

*See reverse side for co-authors' names and contact information.

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