



July 16, 2021

## NOTICE

The Board of Directors of Kaweah Delta Health Care District will meet in a Marketing & Community Relations Committee meeting at 2:00PM on Tuesday July 20, 2021, at the Support Services Building, GME West Classroom (5<sup>th</sup> Floor); 520 W. Mineral King Avenue.

All Kaweah Delta Health Care District regular board meeting and committee meeting notices and agendas are posted 72 hours prior to meetings in the Kaweah Delta Medical Center, Mineral King Wing entry corridor between the Mineral King lobby and the Emergency Department waiting room.

The disclosable public records related to agendas are available for public inspection at Kaweah Health Medical Center – Acequia Wing, Executive Offices (Administration Department) {1st floor}, 400 West Mineral King Avenue, Visalia, CA and on the Kaweah Delta Health Care District web page <https://www.kaweahhealth.org>.

KAWEAH DELTA HEALTH CARE DISTRICT  
Garth Gipson, Secretary/Treasurer

A handwritten signature in black ink that reads "Cindy Moccio".

Cindy Moccio  
Board Clerk, Executive Assistant to CEO

DISTRIBUTION:  
Governing Board, Legal Counsel, Executive Team, Chief of Staff  
<http://www.kaweahdelta.org>



# **KAWEAH DELTA HEALTH CARE DISTRICT BOARD OF DIRECTORS MARKETING & COMMUNITY RELATIONS**

Tuesday, July 20, 2021

Kaweah Health Medical Center / Support Services Building  
520 W Mineral King – GME West Classroom (5<sup>th</sup> Floor)

**ATTENDING:** Directors: Garth Gipson (Chair) and Ambar Rodriguez; Gary Herbst, CEO; Marc Mertz, Vice President/Chief Strategy Officer; Karen Tellalian, Director of Marketing & Communications; Deborah Volosin, Director of Community Engagement; Laura Florez-McCusker, Director of Media Relations; Raymond Macareno, Sr. Communications Specialist; Melissa Withnell, Sr. Communications Specialist; Jennifer Manduffie, Sr. Graphic Designer; Kaci Hansen, Social Media Specialist; María Rodríguez Ornelas, Communications Specialist; Patrick Moorman Jr., Sr. Marketing Specialist; and Kelsie Davis, Recording

## **OPEN MEETING – 2:00 PM**

**CALL TO ORDER** – *Garth Gipson, Chair*

**PUBLIC PARTICIPATION** – Members of the public may comment on agenda items before action is taken and after it is discussed by the Board. Each speaker will be allowed five minutes. Members of the public wishing to address the Board concerning items not on the agenda and within the jurisdictions of the Board are requested to identify themselves at this time. For those who are unable to attend the beginning of the Board meeting during the public participation segment but would like to address the Board, please contact the Board Clerk (Cindy Moccio 559-624-2330) or [cmoccio@kaweahhealth.org](mailto:cmoccio@kaweahhealth.org) to make arrangements to address the Board.

**1. MARKETING & COMMUNICATIONS** – Rebranding Update.

*Karen Tellalian, Director of Marketing & Communications*

**2. COMMUNITY ENGAGEMENT** – Probolsky Focus Group Updates.

*Deborah Volosin, Director of Community Engagement*

**3. SOCIAL MEDIA/MEDIA RELATIONS**– Social Media Engagement & Statistics.

*Laura Florez-McCusker, Director of Media Relations*

**ADJOURN** – *Garth Gipson, Chair*

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate at this meeting, please contact the Board Clerk (559) 624-2330. Notification 48 hours prior to the meeting will enable the District to make reasonable arrangements to ensure accessibility to the Kaweah Delta Health Care District Board of Directors meeting.*

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*Mike Olmos – Zone I  
Board Member*

*Lynn Havard Mirviss – Zone II  
Vice President*

*Garth Gipson – Zone III  
Secretary/Treasurer*

*David Francis – Zone IV  
President*

*Ambar Rodriguez – Zone V  
Board Member*

**MISSION:** *Health is our Passion. Excellence is our Focus. Compassion is our Promise.*

# Traffic

Year To Date ▼ \$ USD

[GO TO SITE CONTENT](#)

VISITS

4.1K

+100% yr/yr

BOUNCE RATE

45.88%

+100% yr/yr

UNIQUE VISITORS

2.8K

+100% yr/yr

PAGEVIEWS

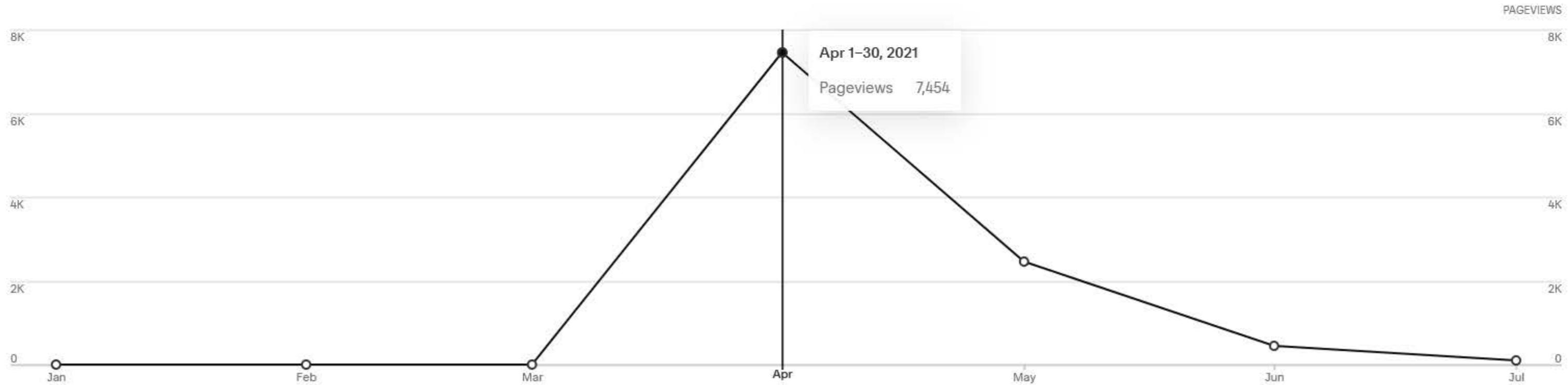
10K

+100% yr/yr

## Pageviews

Monthly ▼

Jan 1-Jul 15, 2021 • 10,460 Total +100% yr/yr



## 10,460 Pageviews ?

+0 (0%) compared to the previous period

### How engaging is your content? ✕

When your content is engaging, visitors tend to stick around. If they don't find what they're looking for they can leave quickly. Get a sense of your audience's interests by examining content on pages where they spend the most time.

[LEARN MORE](#) ↗

### Your Page Averages

| Time on Page | Bounce Rate | Exit Rate |
|--------------|-------------|-----------|
| 81s          | 45.88%      | 39.3%     |

We take the average of all your pages with at least one view. This is an indicator of your overall site performance.

### All Pages with Views

Jan 1–Jul 15, 2021 • 10,460 Total +0% yr/yr

| Page   | Views | Time on Page | Bounce Rate | Exit Rate |
|--|-------|--------------|-------------|-----------|
| <a href="#">Home</a> <span>↗</span><br>/                           | 3,879 | 00:00:42     | 30.24%      | 28.67%    |
| <a href="#">Other Resources</a> <span>↗</span><br>/other-resources | 1,401 | 00:02:13     | 80.31%      | 59.46%    |
| <a href="#">Advertisements</a> <span>↗</span><br>/advertisements   | 1,300 | 00:01:24     | 73.37%      | 48.69%    |
| <a href="#">Signage</a> <span>↗</span><br>/signage                 | 1,080 | 00:01:29     | 71.83%      | 31.67%    |
| <a href="#">Frequently Asked Questions</a> <span>↗</span><br>/faqs | 817   | 00:03:05     | 72.82%      | 49.45%    |

# Visitor Performance



**Total Page Views**  
**541.9k**

Monday was your highest website traffic day.

↘ **37.7% down** over previous period

↘ **15.0% down** over last year



**New Visits**  
**143.5k**

61% of the traffic to your website were new visits.

↘ **16.5% down** over previous period

↗ **22.6% up** over last year

KEY INSIGHT

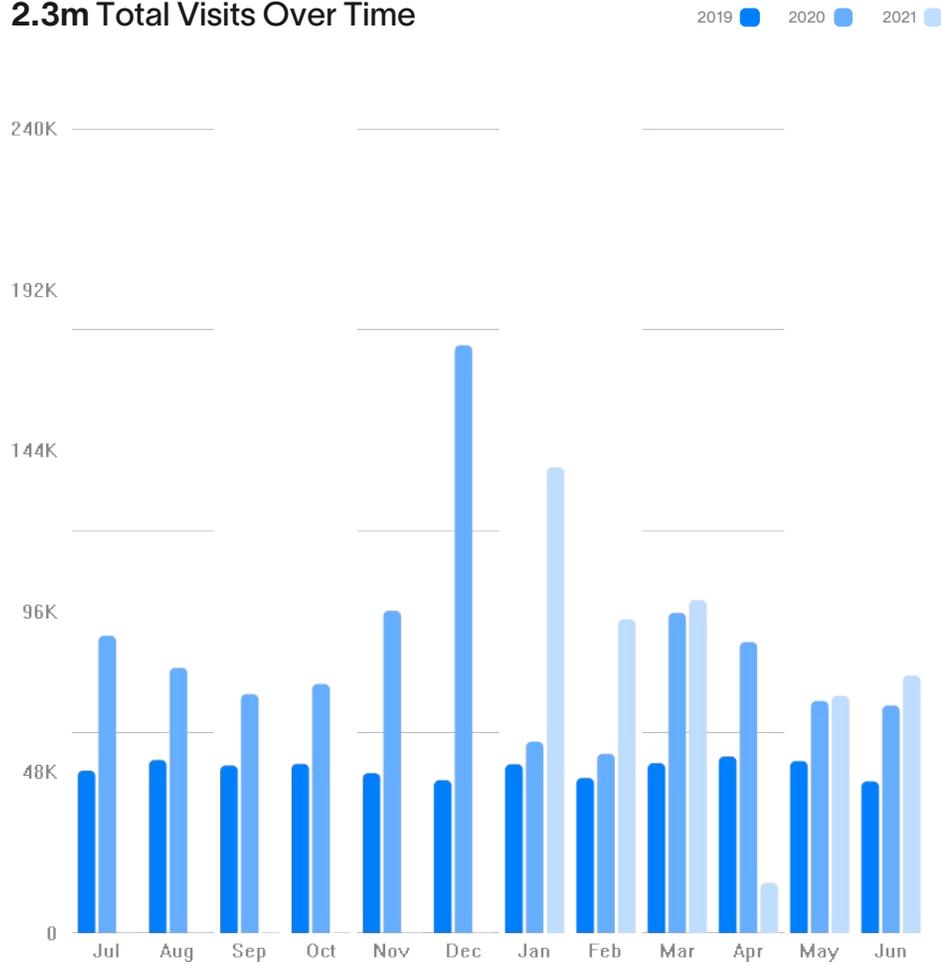


**Tuesday at 10:00 am**  
was your highest traffic day and time

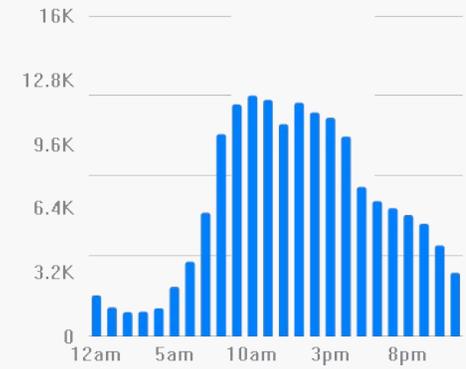


# Visitors

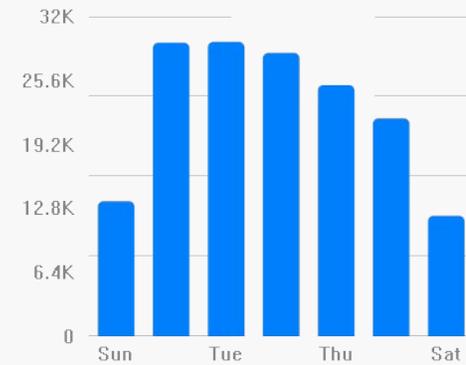
2.3m Total Visits Over Time



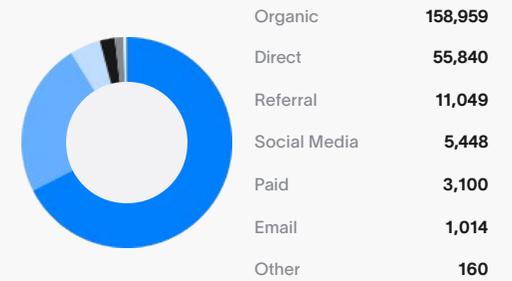
## Time of Day



## Day of the Week



## Traffic Source



# SEO Performance



Organic Visitors

**158,959**

Tuesday was your highest organic traffic day.

↘ 32.8% down over previous period

↗ 15.7% up over last year



Local Map Views

**290,183**

Tuesday was your highest local map view day.

★ We're in the same range as previous period.

↗ 23.4% up over last year

KEY INSIGHT



**59%**

of your visitors were mobile users

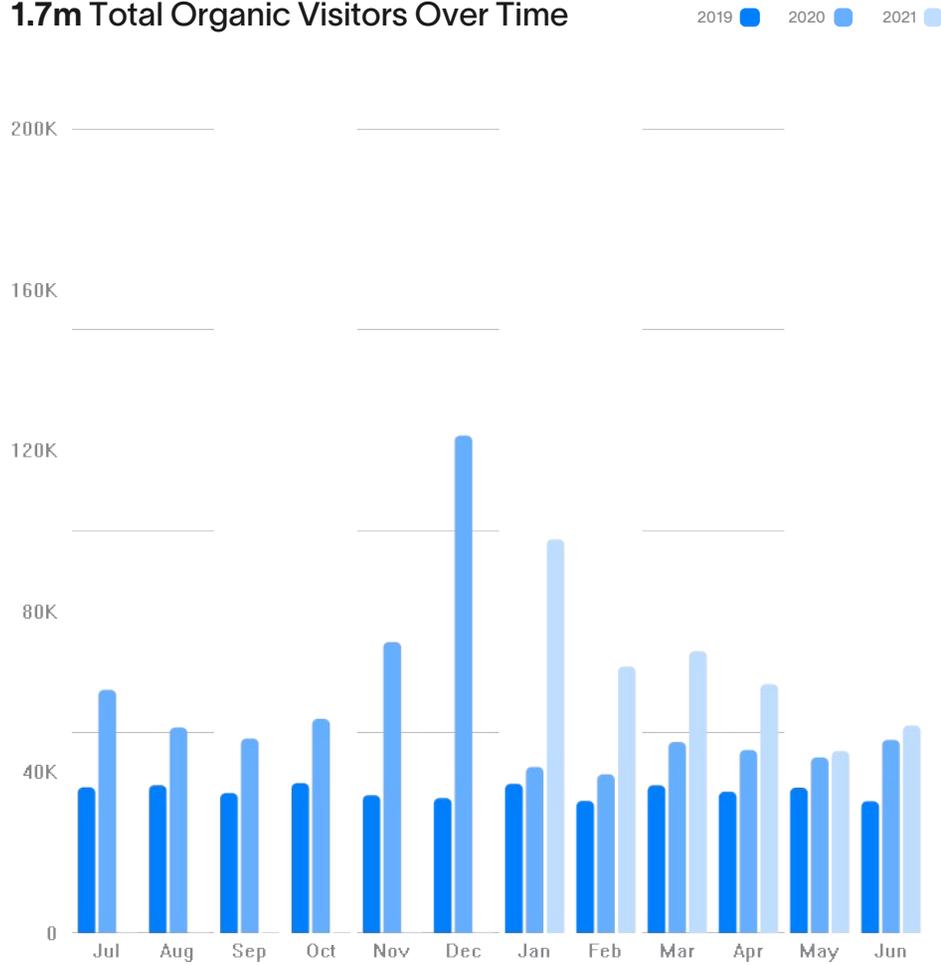
↘ 9.7% down over previous period

★ We're in the same range as last year.



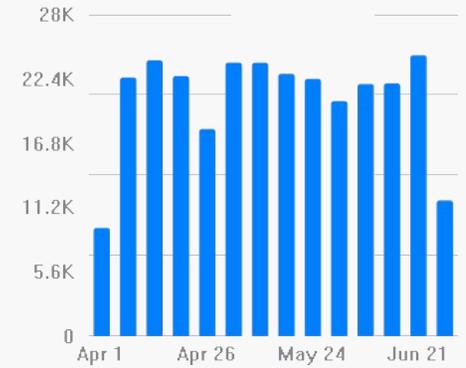
# SEO

## 1.7m Total Organic Visitors Over Time



## GOOGLE MY BUSINESS INSIGHTS

### Local Map Views



### How Customers Search For Your Business



### Traffic by Device

