

<b>BIAV</b> <b>FY22 Key Metrics Dashboard</b>		<b># Served</b>	<b># of Events</b>	<b>Annual Goal</b>	<b>Notes:</b>
<b>A. PROGRAMS</b>					
1. Registry Outreach	VSTR mailings	6,818			
2. I&R	Traditional, chat, resource request form submission	547		700	
	On-line I & R (website downloads)	3035		5,000	
3. Education	Making Headway	78	1	1	
	Inservices	1420	10	4	Held Nov 6 in Roanoke
	Web-based trainings:professionals	16	1	1	Webinar held 11/15/21 - Return to Play and Return to Life: Concussion Management
	Web-based training: PWBI, caregiver	20	1	2	Cognitive and Behavioral Strategies. 2 part series; held 3/9/22, 3/16/22
	E-learning module	0	1	1	
	SAI Lunch and Learn	26	1	2	
	Intern Program	3		3	
4. Support	Education activities for SG leaders	58	6	12	
	PWBI SG activities: local and virtual	153	14	12	
	Caregiver SG activities: virtual	34	7	12	
	Peer Communities -Virtual	381	9	12	PWBI, Caregivers, Professionals, SG leaders
	Advisory Group engagement	11	3	4	
	Speakers Bureau presentations		6	4	
	Social Activities	38	3	6	
5. Camp 2022	Number of campers				
	Number receiving financial aid				
6. Advocacy	Policy meetings		23	24	
	Number of advocates trained	106		40	
7. Community Engagement	SAI referrals	108		125	
	<b>TOTAL</b>	<b>12,852</b>	<b>86</b>		

<b>B. PA/PR</b>					
1. Communications	<b>a. Website:</b> total visits	21,506			
	unique visitors	19,109			
	page views	24,911			
	<b>b. Targeted Messaging:</b> Donors	493	4	3	
	Members	229	4	3	
	<b>c. E-Newsletters:</b>	3,848			Down from 3,901 previous quarter; did mail list clean-up.
	<b>d. Facebook: Total Followers</b>	3,019			Increase of 47 from previous quarter
	<b>e. Twitter: Total Followers</b>	607			Increase of 15 from previous quarter
	<b>f. Instagram: Total Followers</b>	1,540			Increase of 115 from previous quarter
	<b>g. Print or broadcast media attempts</b>	1	2	4	
	<b>h. Podcasts</b>	2	3	3	
2. Events	<b>Agency Hosted (direct)</b>	64	3	2	Golf, GA Awareness Day
	<b>Agency attended (indirect)</b>		0		deleted goal
	<b>TOTAL</b>	<b>75,329</b>	<b>3</b>		
<b>People Impacted</b>	<b>Direct</b>	<b>12,916</b>			<b>So far this year, BIAV has provided:</b> - Education to 1,579 people - Outreach to 9,267 people - Support to 6,282 people - Public Awareness to 29,766 people - Advocacy Training to 118 people
	<b>Indirect</b>	<b>29,766</b>			
<b>Events</b>		<b>89</b>			