

## **Technical Outreach & Communication of CREATE Wisconsin**

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The June issue of the CREATE e-newsletter marks the tenth and final release of our e-newsletters for the 2010-2011 year. In light of this culmination, I would like to briefly elaborate on the technological progress of CREATE Wisconsin during the past year. There have been many changes and additions to our means of online communication and each mode is a unique and important facet of CREATE Wisconsin.

The e-newsletter has grown substantially this year from approximately 360 subscribers in August to 615 subscribers in mid-May. The CREATE Wisconsin Office received insightful feedback on the CREATE e-newsletter survey. We will be using that constructive feedback to tailor the newsletter as we transition into the 2011-12 year. The CREATE Wisconsin Office extends a heartfelt 'thank-you' to all those who volunteered the time to participate in the survey, your feedback is most appreciated.

In the realm of the CREATE Wisconsin social media department, our number of Twitter followers has grown by approximately 108 followers. Our Twitter feed has been a main source for posting time-sensitive and immediate updates that may not necessarily be placed in the newsletter due to the newsletter's release date. Twitter has also proved an excellent method for micro-blogging additional culturally responsive news, resources and information posted by those we follow in the Twitter community. You do not need to be a member of Twitter to check our feed, it is located on our CREATE Wisconsin website homepage in the lower right hand corner.

Our Facebook business page is a new addition to our social media involvement and outreach this year. This portion of our media communication is still relatively in its infancy, being established circa December 2010. Facebook is an excellent way to participate and engage with CREATE by letting us know what resources, events and articles you 'like'. The comments option is also available on Facebook to have scholarly communication with our main office and those that 'like' our CREATE business page.

The e-newsletter, Twitter, and Facebook pieces of CREATE Wisconsin communicate our work to both professional and community audiences. The demographics of the social media avenues and e-newsletter support a growing community population interested in learning about the aspects of culturally responsive education and awareness. These resources are excellent avenues for everyone interested in culturally responsive education to become involved and connect with CREATE Wisconsin.

The website has undergone a series of updates this year, and these projects will continue into the 2011-12 year. As we proceed with remodeling the website please remember that not all information may be accessible as we work on our webpages. Inaccessibility of pages under construction is only temporary and we will work to bring you updated information as expediently as possible. Updates to look forward to in the next year will be a reorganized 'Resources and News' section, and an updated 'Events' calendar for the 2011-12 year. As always, if there are any community events you would like to share with CREATE Wisconsin that encompass the ideals and goals of culturally responsive involvement please send them to: [ebonnin@cesa6.org](mailto:ebonnin@cesa6.org). Basic event information should include: Event title, location, event time(s), event date(s), and a main contact. A website link for the event is always preferred and the easiest means of sharing event information.

I have enjoyed my first year with CREATE Wisconsin considerably, and I look forward to continuing into the 2011-12 year beginning in August.

Erin B.