



Jaclyn Wise
Public Relations & Education Coordinator
+1 512 760 6586 | jwise@posgcd.org

Outreach & Engagement Activities

01-13-2026	Tri-County Crop Association's Annual Meeting (Caldwell)
01-30-2026	Brazos CEU Conference (Caldwell)
01-02-2026	Master Naturalist's First Friday (Rockdale)
02-02-2026	Well Testing Campaign Begins
02-25-2026	Well Testing Campaign Ends
04-28-2026	Edible Aquifers with Burleson County AgriLife 4-H Clovers (Caldwell)
05-05-2026	Milam County Ag in the Classroom (Cameron)
05-05-2026	Caldwell Rotary Club Presentation (Caldwell)
05-07-2026	Burleson County Ag & Health Safety Day (Caldwell)
08-22-2026	Davilla Health & Safety Day Booth & Presentation (Davilla)

Education Events

02-27-2026	AgriLife Rainwater Harvesting 101 (POSGCD)
03-12-2026	Texas Well Owner Network – Well Informed Class (Caldwell)
05-27-2026	AgriLife's Rainwater Harvesting 101 (POSGCD)
06-22-2026	4-H20 Tier I Academy Visit (POSGCD)
06-29-2026	4-H20 Tier II Academy Visit (POSGCD)
08-06-2026	POSGCD Annual Groundwater Summit (Caldwell Civic Center)
09-17-2026	AgriLife's Rainwater Harvesting 101 (TBD)
10-08-2026	AgriLife's EarthKind Landscapes
10-29-2026	Interlocal Agreement Training with Counties (POSGCD)

Publications

Press Releases: <https://posgcd.link/press>

Public Files: <https://posgcd.link/public-records>

Project Updates

Burleson County AgriLife Demonstration Garden

- Staff reviewed several bids and selected Innovative Water Solutions to install the rainwater collection system. There's a 7-10 week wait, and start date is still pending.

Post Oak Savannah Runs on Water Campaign

- Three-month campaign launched at the end of January, and so far has delivered 2.7 million total impressions (or views), generated about 3,000 website clicks through Meta ads, and reached 234,000 individuals an average of 3.9x each – which means broad, repeated exposure and measurable engagement with District messaging across both counties.

Streamline Website Conversaion

- Goal of the project was to improve accessibility and navigation of the website, while also putting us in compliance with upcoming enforcement of ADA accessibility requirements going into affect by the Department of Justice April 2027. The Streamline team is still working on converting the significant number of documents we have available to the public, and staff is working with the design team on page designs and organization of pages and tabs. Expected to launch towards the end of May.

Outreach Metrics

Emails

Total sends	Delivery rate	Open rate	Click rate	Clicks per unique opens
12,168	99.79 %	13.20 %	0.86 %	6.55 %
▲ 74.33%	▲ 0.24%	▲ 142.68%	▲ 131.11%	▼ 4.77%

Social Media Interactions

Views

Views ⓘ

1.3K ↓ 46.5%

From followers ⓘ 48.4% ↑ 14.8%

From non-followers ⓘ 51.6% ↓ 10.8%

Viewers ⓘ 408 ↓ 54.4%

Interactions

Content interactions ⓘ

23 ↓ 65.7%

From followers ⓘ 18 ↓ 52.6%

From non-followers ⓘ 5 ↓ 82.8%

Visits

Facebook visits ⓘ

240 ↓ 14.3%

Follows

Follows ⓘ

11 ↑ 83.3%

Unfollows ⓘ 1 0%

Net follows ⓘ 10 ↑ 100%