

May Program Update

Community Backyards earns 2018 Award for Project Excellence from the Ohio Stormwater Association!



We're honored to have received the Project Excellence Award for our Community Backyards program at the 2018 Ohio Stormwater Conference! This program is a result of a lot of hard work by our staff members, our partners, and the residents of Franklin County who have participated. A huge thank you to everyone who has contributed time and effort to Community Backyards! Without your support and help, this program wouldn't be as successful as it has been.

[Learn more about Community Backyards here!](#)

Analytics Provides Program Insights

Franklin SWCD recently implemented analytics on all of our websites. Analytics track who visits what pages on our sites and provides insight into how well we're reaching target audiences with our messaging, and what our audiences are interested in. For example, visits to our Central Ohio Rain Garden Initiative site skyrocketed in the month of April, garnering 80% more traffic than usual, likely thanks to what was one of the wettest months on record for Central Ohio.

PUP Video Debut



Our PUP program is the first of our Outreach Program to have its own promotional video! Videos are an incredibly effective marketing tool, and make fun social media posts as well as PSA's at public events where movies are shown. Keep your eyes peeled for other program videos to be produced in the coming year!

Welcome Jennifer McQuade, our new Administrative Specialist!

With Erika Rowland taking over Dorothy Park's position, we are excited to welcome Jennifer McQuade to our team! Jennifer was a professional baker for 17 years before going back to school and earning her Bachelor's in Environmental Science: Fish and Wildlife Management. Jennifer's is often the first face you'll see if you come into our office, give her a warm welcome if you stop by!



Jennifer is already a pro at promoting our outreach programs!

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