



October 8, 2021

To: Columbia Association Board of Directors

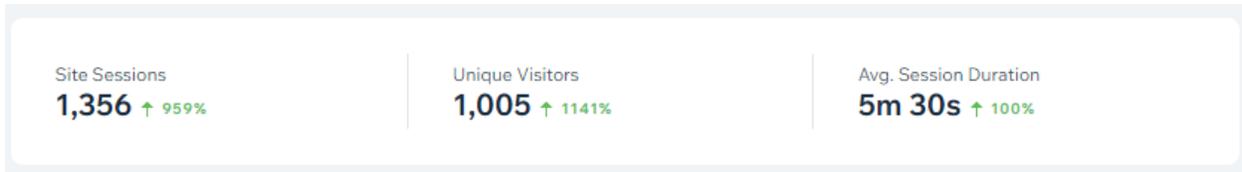
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Subject: **Columbia Conversation update**

In the summer of 2021, CA embarked on an exciting new project called the Columbia Conversation. This effort - anchored by [a website](#) and [Facebook group](#) - is all about opening the door to our community and offering the space to voice opinions, rank priorities and share their experience being here in Columbia. The communications team continues to monitor the discussion and encourage more involvement.

Over the last several months, we have implemented a number of adjustments to the way we're connecting with people using this tool. There is now a clear social media calendar and processes in place to monitor and interact/engage on that platform. Website visitors can participate in a number of different activities, such as a [Yelp-style review of Columbia](#), [1 to 10 rankings](#) and a ["question of the week"](#). Consequently, we have seen steady increases in interaction and noticeable growth in engagement.

The following numbers reflect our website traffic over the last 90 days:



The following graphs represent engagement on the Facebook group over the last 60 days:





The team is working to aggregate findings and report them back to those engaged with the project. There are also a handful of community members who have provided their own stories that are being posted to the site and associated social media, with the intent of sparking further, deeper conversations. Additional outreach efforts are also in progress to ensure anyone who wants an opportunity to participate has one.

During the Board of Directors work session on October 14, we will offer a brief overview of the project as it stands **now** - particularly what's **new** since the last time we spoke to members about this - and what's **next** for the Columbia Conversation.