

TEXAS HISTORICAL COMMISSION

AGENDA AGENCY SERVICE & COMMUNICATIONS COMMITTEE

The Copper Rose
415 N. Grant Ave.
Odessa, TX 79761
October 24, 2024
10:30 A.M.

(or upon the adjournment of the 9:45a.m. Architecture Committee meeting, whichever occurs later)

This meeting of the Agency Services & Communications Committee is being held in accordance with the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code. The members of the committee discussed/ or in the agenda.

1. Call to Order – Chair Donnelly

- A. Committee member introductions
- B. Establish quorum
- C. Recognize and/or excuse absences

2. Consider approval of the July 25, 2024, meeting minutes for Agency Services & Communications Committee

3. Consider approval of Contract Amendments: (Item 6.4) Bell

- A. History Behind the Senes, Charles & Mary Ann Goodnight Ranch
- B. Design & Production Incorporated, Star of the Republic Museum
- C. MBCM Management, Inc., San Felipe de Austin

4. Financial review

- A. Update on the 2025 Budget Overview
- B. Dashboard

5. Human Resources, Information Technology, and Administration updates Bell

6. Communications Division update and committee discussion Florance

- A. Updates
- B. Major Projects Status
- C. Future Planning

7. Adjournment

NOTICE OF ASSISTANCE AT PUBLIC MEETINGS: Persons with disabilities who plan to attend this meeting and who may need or services such as interpreters for persons who are deaf or hearing impaired, readers, large print materials, are required to contact the Texas Historical Commission at least four (4) business days prior to the meeting so that appropriate arrangements can be made.

TEXAS HISTORICAL COMMISSION

MINUTES AGENCY SERVICES & COMMUNICATIONS COMMITTEE

Hilton Garden Inn
Ballroom
220 E. Grande Blvd
Tyler, TX 75703
July 25, 2024

Note: For the full text of action items, please contact the Texas Historical Commission at P.O. Box 12276, Austin, TX 78711 or call 512-463-6100

1. Call to Order

The meeting of the Texas Historical Commission (THC) Agency Services and Communications Committee was called to order by committee Chair Garrett Donnelly at 9:46 a.m. on July 25, 2024. He announced the meeting had been posted with the Secretary of State's Office according to the provisions of the Texas Open Meetings Act, Chapter 551, Texas Government Code.

A. Committee member introductions

Committee members present included:

Committee Chair Garrett Donnelly

Vice-Chair Catherine McKnight

Commissioner Renee Dutia

Chairman John Nau

Commissioner John Crain

Commissioner Ted Houghton

B. Establish quorum

Chair Donnelly reported a quorum was present and declared the meeting open.

C. Recognize and/or excuse absences

Chair Donnelly stated if there were no objection, he would excuse the absence of Chairman John Nau. Vice-Chair Catherine McKnight moved to excuse the absence and Commissioner John Crain seconded. Hearing no objections, Chair Donnelly declared the absence excused.

2. Consider approval of the April 2, 2024, Communications & Finance and Government Relations Committee meeting minutes

Chair Donnelly stated that the committee would approve the April 2, 2024, committee meeting minutes. Commissioner Ted Houghton moved, Commissioner Crain seconded, and the committee voted unanimously to send forward to the full commission and recommend approval of the Communications & Finance and Government Relations Committee minutes.

3. Consider approval of the 2025 Annual Operating Budget

Chief Financial Officer Daniel Estrada provided information on the agency FY2025 Operating Budget and answered questions from commissioners. Commissioner Houghton moved, Commissioner Crain seconded, and the committee voted unanimously to send forward to the full commission and recommend approval of the FY2025 Operating Budget.

4. Consider approval of contract amendments and agreements A-D

A. Dr. Carol Egele stated that the contract amendment for Deer Oaks EAP Services, LLC was to provide services for staff as needed. She also noted that the amendment was adding time, but no additional money, to the contract. Commissioner Houghton moved, Vice-Chair McKnight seconded,

and the committee voted unanimously to send forward to the full commission and recommend approval of the contact amendment for Deer Oaks EAP Services, LLC.

- B. Dr. Egele said that the agreement with the San Jacinto Museum and Battlefield Association was set in place to facilitate more efficient contracting for services. She said that both time and money were increasing on this contract. Executive Director Joseph Bell provided further information noting that the Battlefield Association assist THC staff in operating the site. Commissioner Houghton moved, Vice-Chair McKnight seconded, and the committee voted unanimously to send forward to the full commission and recommend approval of the contact amendment with the San Jacinto Museum and Battlefield Association.
- C. Dr Egele stated that the contract amendment with Nelson Byrd Wiltz, LLC for Caddo Mounds State Historic Site would extend the contract for the cultural landscape plan being crafted in conjunction with the Caddo Nation. She noted that the amendment only extended the end date of the contract with no additional money being added. Commissioner Houghton moved, Vice-Chair McKnight seconded, and the committee voted unanimously to send forward to the full commission and recommend approval of the contact amendment for Nelson Byrd Woltz, LLC.
- D. Dr Egele said that the contract amendment with Blackstone Security Services of Texas, Inc for Magoffin Home State Historic Site would provide continued security for a site that experienced vandalism and security issues in the recent past. She noted that the amendment only extended the end date of the contract with no additional money being added. Commissioner Houghton moved, Vice-Chair McKnight seconded, and the committee voted unanimously to send forward to the full commission and recommend approval of the contact amendment for Blackstone Security Services of Texas, Inc

5. Consider acceptance of donations/gifts-in-kind to the THC

Dr. Egele noted that there were three donations to detail: Fort Griffin Fandangle Association, Inc. donated to the Friends of THC for use at Fort Griffin State Historic Site; Silver Eagle Distributors – San Antonio donated 21 display cases for use at the state historic sites; a donation of a Kubota 4WD Cab Tractor & Disc Harro from Chairman John Nau for the Goodnight Ranch State Historic Site. She stated that a last-minute update to the slide was made and that it was different from the electronic version of the packet sent out to commissioners and staff. Commissioner Houghton moved, Vice-Chair McKnight seconded, and the committee voted unanimously to send forward to the full commission and recommend acceptance of the donations as noted.

6. Financial review

Chief Financial Officer Daniel Estrada reported on the dashboard through the third quarter of FY2024. He stated we were on track and that there were no issues to report. There was a question about the different funding sources, and he explained what each source provided funding for and how funding was allocated from the legislature. He also provided information on special appropriations from the legislature.

7. Legislative Report

Vaughn Aldredge, Government Relations Specialist, spoke about several items. He mentioned events attended by commissioners, staff, and elected officials, including the reopening event held on May 18 at Caddo Mounds State Historic Site and the Mason County Courthouse Rededication on July 13. He gave some background information on the courthouse program noting that it began in 1999 and to date \$395M in legislative appropriations for grants to counties for courthouse restorations had been received. He also noted that counties were required to provide a 15 percent match, but county construction spending of roughly \$300 million to date greatly exceeds that percentage. He stated that for the current round of courthouse grant applications, THC received 31 applications that total over \$153M when there was only \$45M to distribute. This was a testament to the need for such a program. He concluded by noting that the next legislative session would begin January 2025.

8. Communications Division update and committee discussion A-C

Communications Director Chris Florance recapped the Real Places Conference noting that the number of attendees was up, and use of the mobile app also increased. He stated that as part of the communications plan, program specific newsletters were being developed and said that a few of the newest templates were being shown on the screen. He said that staff would be receiving a media report showing any media coverage for specific programs or historic sites.

Florance said that communications staff were involved in reporting and coverage of agency-wide events, mentioning the Caddo Mounds reopening event and the Mason County Courthouse rededication.

On the website front, Florance noted that staff were looking to optimize the website and would continue with updates and improvements. He said that the publications *Historic Heights* and *Courthouse Cornerstone* were in production. He stated that the Navigator App is ready for release, however, there were still some features and enhancements still to be added. Dr. Egele noted that the new features would be unveiled at the October meeting and discussions for the big launch to follow.

9. Adjournment

Chair Donnelly stated that if there was no additional business to come before the committee, the committee meeting was adjourned at 10:41 a.m.

FY 2024 Quarterly Report

Finance and Accounting Division
July–September 2024

ACCOUNTS PAYABLE AND PAYROLL

Accounts payable have processed 10,630 travel and payment transaction vouchers totaling \$61,743,001.96 through the period ending September 30.

During this same period, \$704,897.46 of procurement card expenditures have been processed.

For FY 2024, 33 payrolls (regular and supplemental) were processed totaling \$28,080,943.12.

For FY 2025, two payrolls (regular and supplemental) were processed totaling \$2,552,322.80.

BUDGET

THC budget staff have reviewed budgets for 4,115 requisitions for fiscal years 2024 and 2025, through the period ending September 30.

FINANCIAL REPORTING

These financial reports have been prepared and submitted since September 1, 2023:

- 941 Quarterly Tax Returns
- Monthly Bond Fund Reports
- Monthly Sales Tax Returns
- Quarterly Operating Budgets
- Quarterly Performance Measures
- Quarterly Binding Encumbrance Report
- Quarterly ABEST/USAS Reconciliation
- Legislative Appropriations Request for 2026-27 was submitted on August 15, 2024
- Biennial Operating Plan for 2026-27 was submitted on August 15, 2024
- State Budget by Program for 2026-27 was submitted on August 30, 2024

GRANTS

FY 2025 first quarter disbursements to the 10 Texas Heritage Trail Regions were paid on September 15 per contract schedules.

The Texas Preservation Trust Fund grant program currently has 26 open projects for various archeology, heritage education, and architecture projects related to survey, restoration, preservation, and planning activities, awarded to nonprofit organizations, local governments, and universities across the state. Reimbursement requests received during July through September have been paid totaling \$98,589.95.

The Texas Historic Courthouse Preservation Program currently has 22 open projects for state county courthouse rehabilitation and planning projects, awarded to various local county governments. Reimbursement requests received during July through September have been paid totaling \$4,280,027.31.

The Texas Holocaust, Genocide, and Antisemitism Advisory Commission grant program currently has 10 open projects for various education and outreach activities that support the mission and goals of the THGAAC, awarded to various nonprofit organizations and Holocaust and human rights museums across the state. Reimbursement requests received during July through September have been paid totaling \$45,711.97.

The Texas Certified Local Government federal subgrant program funded by the National Park Service (NPS) currently has 33 open projects for various historic preservation activities related to survey and inventory, federal review and compliance, National Register of Historic Places, planning, preservation tax incentives, local government certification, covenants/easements, and

GRANTS CONT.

education and outreach activities approved by the NPS under the Historic Preservation Fund (HPF) grant program. Reimbursement requests received during July through September have been paid totaling \$26,666.92.

The federal HIM-ESHPF emergency grant received from the NPS in 2019 for \$12.5 million for Hurricane Harvey-related subgrants and THC projects has a final end date of March 2025. All grant work will be completed by October 31, 2024. Current total expenditures for the grant are \$12,176,922.47 out of the \$12,518,047 award. By project end, this grant will have funded 35 subgrant projects totaling \$8,512,959 paid out to 32 subgrantees, including 18 nonprofit organizations, nine city and county local governments, three state universities and colleges, one independent school district, and one individual property owner for various damage rehabilitation and disaster-planning projects. There were eight in-house THC projects completed with this funding for survey, preservation easements, cemetery workshops, nominations to the National Register of Historic Places, improvements to the THC Atlas, preparation of the updated Statewide Historic Preservation Plan, and construction work at Fulton Mansion and Varner-Hogg Plantation state historic sites totaling \$2,377,309. The remaining \$1,627,779 has been used for agency operations, including salaries, benefits, travel, and supplies.

FY 2024 Quarterly Report

Procurement and Contracting Services Division
June 1–September 30

PURCHASING

Due to the change in quarterly meeting date in January, purchasing information is being reported for the period of June 1 to September 30, 2024.

Purchasing has processed 1,239 purchase orders for the quarter ending September 30, 2024.

PROCUREMENTS

The table below includes all formal solicitations that are actively being procured for services such as interpretive plans, construction, roof repairs, etc.

Site/Program	Project Description
History Programs	Historical Markers
Magoffin Home	Visitors Center Structural Repairs
Levi Jordan	Learning Center Plumbing Repairs
Levi Jordan	Museum Project
Goodnight Ranch	Herdwear Store Fixture and Merchandise Purchase
Palmito Ranch	Platform
Eisenhower Birthplace	Renovations and Editions

Contracts

The Texas Historical Commission (THC) executed 23 contracts and amendments during the quarter.

HUB

The THC percentages for the period ending September 30, 2024:

Category	THC Actual	THC Goal
Heavy Construction	33.52%	11.2%
Building Construction	2.31%	21.1%
Special Trade	2.69%	32.9%
Professional Service	42.71%	23.7%
Other Service	17.4%	26%
Commodity Purchasing	6.9%	21.1%

The HUB coordinator and staff have updated policies and procedures to streamline and find new ways to enhance our good-faith effort in meeting and exceeding our goals. This includes the development of the THC Vendor Portal. In addition, the THC has developed new outreach literature specifically for vendors in the HUB community.

Staff continue to reach out to HUB vendors for projects through agency-sponsored forums and other agency forums, soliciting on the Electronic State Business Daily, and utilizing the Centralized Master Bidders List for all formal bids and proposals. We are also contacting non-HUB vendors that could be eligible to be HUBs by assisting in the certification process or identifying expenditures for supplemental reporting consideration.

Quarterly Report

Communications Division
July–September 2024

SOCIAL MEDIA

Our social media content this quarter focused on several significant events and ongoing initiatives. A major highlight was the Mason County Courthouse rededication, which we covered to showcase the restoration efforts and its importance to the Mason community.

We reintroduced a "Marker Monday" series featuring posts by intern Max Rhodes. These highlighted various historical markers across Texas, providing engaging snippets of local history.

We promoted the debut in Texas of the Smithsonian Institution's Museum on Main Street traveling exhibit. We also announced the addition of Fort Martin Scott to our network of state historic sites and showcased various events and activities at state historic sites across the state.

We also continued to spotlight other THC programs, such as Certified Local Government, the Texas Historic Courthouse Preservation Program, Heritage Tourism, and the Cemetery Preservation Program, demonstrating the breadth of our preservation efforts.

WEBSITES

The agency website, thc.texas.gov, saw 363,085 unique visitors from July 1 through September 30, compared to 479,761 during the same period the previous year. Among the most-visited sections of the agency site are the home page, job opportunities, historical markers page, and site search page.

The Communications Division launched several website enhancements during the previous quarter, including the ability to create repeating events that will display on the agency website as recurring. Training has been conducted with historic sites staff to familiarize them with these productivity enhancements.

Over the next quarter, the Communications Division plans to launch several additional enhancements, including an improved news release section; the ability for members of the public to share links to specific sections of webpages; and technical enhancements to improve the appearance of the home page and sub-pages. We also plan to complete the migration of all secondary-level content, such as blog posts, prior to the end of the calendar year.

VIDEO

Communications staff shot video and photos documenting the rededication of the Mason County Courthouse on July 13, which coincided with the Mason Round Up, rodeo, and parade. Some of the photos were shared on social media.

Staff also shot a video about the Survey of Employee Engagement that was posted on the THC's Administration One-Stop Shop.

HISTORIC SITES

The Communications Division continues to prioritize the promotion of visitation, site amenities, and upcoming living history, historic foodways, and seasonal events at the THC's state historic sites. General promotion of the sites as well as upcoming events continue to be highlighted on the agency website, social media, email marketing, public relations, and paid advertising efforts.

Print advertising continues to promote visitation to historic sites with ads placed in *Texas Highways*, *AAA Texas Explorer*, *Texas Highways Events Calendar*, *Texas State Travel Guide*, *Authentic Texas*, and *USA Today*. Digital ads are running through search, native, YouTube, and social media to promote historic sites and convert clicks to state historic sites webpages.

Through lead generation campaigns with Travel Texas, TxDOT, and TourTexas.com—as well as new subscribers on the agency’s GovDelivery email network and collection of emails at the historic sites point of sale system—there are now over 350,000 email addresses to promote initiatives and events at our state historic sites each month.

Communications developed a marketing kit for promotion of registration to the Texas Archeology Month fair being hosted at the French Legation. Promotions continue for fall-themed living history events, Texas Revolution-themed events, and other upcoming events at state historic sites.

MEDIA RELATIONS

Significant media coverage this quarter included the Mason County Courthouse, University Junior High School at UT-Austin, courthouse preservation grant awards, and other topics.

Press releases were distributed for the rededication of the Mason County Courthouse, courthouse grant awards, the Museum on Main Street traveling exhibit, and the transfer of Fort Martin Scott from the City of Fredericksburg to the Texas Historical Commission.

Talking points were prepared for Joseph Bell and Commissioner Donnelly for the project update meeting at the Levi Jordan Plantation in September, as well as for Donnelly’s remarks at the Mason County Courthouse rededication in July. THC sites and programs were featured on multiple television and radio affiliates in Texas.

EMAIL OUTREACH

The July edition of the monthly agency e-newsletter went to 321,247 subscribers and had an open rate of 18 percent. Some of the most-clicked links were THC webpages for the Mason County Courthouse rededication, the Museum on Main Street traveling exhibit, and an event at Varner-Hogg Plantation in July.

We distributed the “Marking Time in Texas” newsletter about the Historical Markers Program in late September to 21,032 subscribers. The Heritage Traveler newsletter was also distributed in late September to 41,066 subscribers. The quarterly archeology newsletter was distributed in September to 9,725 subscribers, while the “Grave Concerns in

Texas” cemetery newsletter was sent to 22,410 subscribers in August. We continued to distribute the monthly Employment Opportunities newsletter with job postings.

Other key email outreach efforts focused on numerous webinar and event promotions offered by the THC and our historic sites, as well as Museum Services Program, THC press releases, the Friends of the THC, and Texas Holocaust, Genocide, and Antisemitism Advisory Commission emails.

EDITING AND DESIGN

Print projects have included the summer 2024 edition of *The Medallion*, with a cover story on Caddo Mounds. The fall edition is in the works. We have continued to distribute the monthly employee newsletter.

We completed a substantial update of the *Texas Heritage Travel Guide*. New sites and cities were added, closed sites were removed, and many new photos were added. Four thousand copies were shipped from the printer directly to the State Fair, and we are awaiting the shipment in early October of the remaining 36,000 copies to the TxDOT warehouse, where they will be stored and orders fulfilled.

We designed a new poster that showcases restored courthouses and celebrates the first 25 years of the Texas Historic Courthouse Preservation Program. The Division of Architecture printed 1,000 copies, which it plans to distribute to legislators, county officials, and constituents.

We are currently working on various other legislative publications, including the Biennial Report, *Courthouse Cornerstones*, *Historic Heights*, and the tax credit report. Additionally, we are working on brand development and design for Real Places 2025 and recently completed brand development and design for all digital and print media for the Friends’ gala.

2024 Summer Camps at State Historic Sites Outreach Analysis | Q2 2024

Executive Summary

The Texas Historical Commission (THC) conducted a multi-channel outreach campaign to promote summer camps at state historic sites. The campaign utilized social media, email marketing, a dedicated website landing page, and a press release to increase awareness and generate interest among potential participants.

Goals

- Promote awareness of summer camps at state historic sites
- Increase visibility of state historic sites and their educational programs
- Encourage youth participation in heritage education programs
- Generate inquiries from interested participants

1. Social Media

- 6 posts across 4 platforms (Facebook, Instagram, Twitter, LinkedIn)
- Total impressions: 22,784
- Average engagement rate: 3.46 percent

2. Email Marketing

- Featured in 23 distinct email newsletters. Total email sends: 1,859,908

3. Website

- Dedicated landing page developed. Online inquiry form created for interested participants

4. Press Release

- Sent to local media highlighting camp offerings
 - Featured in:
 - [KSAT](#)
 - [Fannin County Leader](#)
 - [The Facts \(Clute\)](#)
 - [The Albany News](#)
 - [Claude News](#)

Key Takeaways

- Strong social media performance, particularly on LinkedIn and Facebook
- Extensive email campaign reach, building broad awareness
- Multi-channel approach provided various touchpoints for audience engagement
- Website landing page and inquiry form offer direct-response mechanism
- Press release expands reach to potential new audiences

This comprehensive approach successfully raised awareness and generated interest in the 2024 Summer Camps at State Historic Sites, leveraging multiple channels to reach and engage potential participants.

Digital Engagement Quarterly Report—Q3 2024 (July-September)

As of September 2024, THC email newsletters have over 351,000 subscribers, while more than 415,000 people follow THC's social networks.

Executive Summary

- **Total Social Media Followers:** 415,147 (.82% increase)
- **Total e-Newsletter Subscribers:** 351,523 (1.8% decrease)
- **Total Impressions on Social Media:** 9,363,417 (17.49% increase)
- **Total Engagements (likes, comments, shares, etc):** 157,922 (12.4% decrease)

Total Impressions, Including State Historic Sites

- **Facebook:** 8.7m
- **Instagram:** 554k
- **LinkedIn:** 65k

Engagement Rate per Impression, Including State Historic Sites

- **Facebook:** 1.3%
- **Instagram:** 9.5%
- **LinkedIn:** 7.9%

Engagement Rate per Impression, THC Agency Accounts

- **Facebook:** 1.7%
- **Instagram:** 11.3%
- **LinkedIn:** 7.9%

e-Newsletters

- **Total Subscribers:** 351,523
- **Total Subscriptions:** 788,733 (2.09% increase)
- **Top Email Topic Subscriptions**
 - THC State Historic Sites Updates and Promotions: 310,328
 - THC e-Newsletter: 134,104
 - Heritage Traveler e-Newsletter: 41,013
- **Total Bulletins sent:** 71
- **Total Recipients:** 2,696,716
- **Total Unique Email Opens:** 613,675
- **Unique Open Rate:** 23.5%
- **Click Rate:** 2.2%

October 2024
Texas Historical Commission
Media Coverage Report

September 2024 Print Coverage

Publications = 322 Clips
Ad Equivalent = \$1,305,242.31
Readership = 3,574,823

September 2024 Broadcast Coverage

Publications = 124 Clips
Ad Equivalent = \$82,170.83
Potential audience = 2,262,523

August 2024 Print Coverage

Publications = 374 Clips
Ad Equivalent = \$1,300,835.95
Readership = 3,841,954

August 2024 Broadcast Coverage

Spots: 195
Ad Equivalent = \$99,257.33
Potential audience = 2,119,660

July 2024 Print Coverage

Publications = 268 Clips
Ad Equivalent = \$1,048,431.45
Readership = 3,720,574

July 2024 Broadcast Coverage

Spots: 113
Ad Equivalent \$83,823.95
Potential audience: 2,919,930

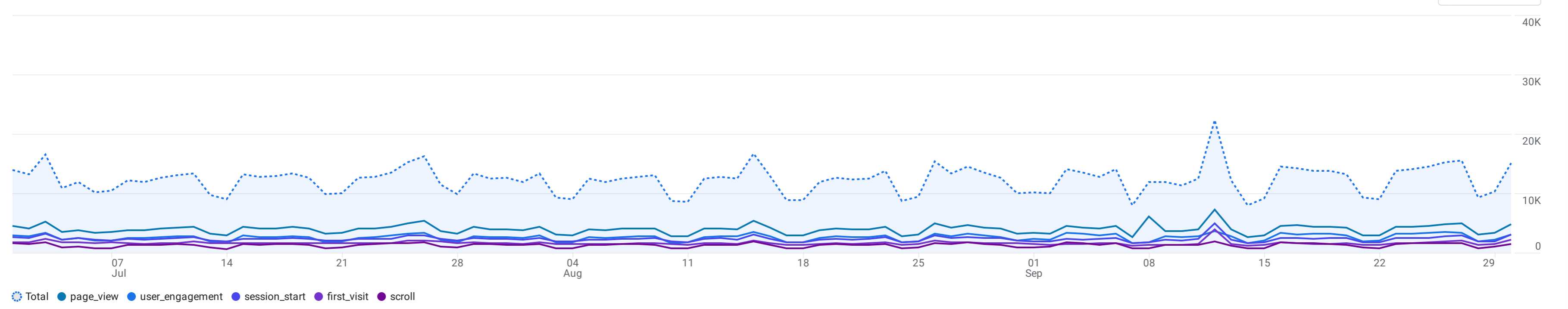
All Users Add comparison

Custom Jul 1 - Sep 30, 2024
Compare: Jul 1 - Sep 30, 2023

Events: Event name

Add filter

Event count by Event name over time



Search...

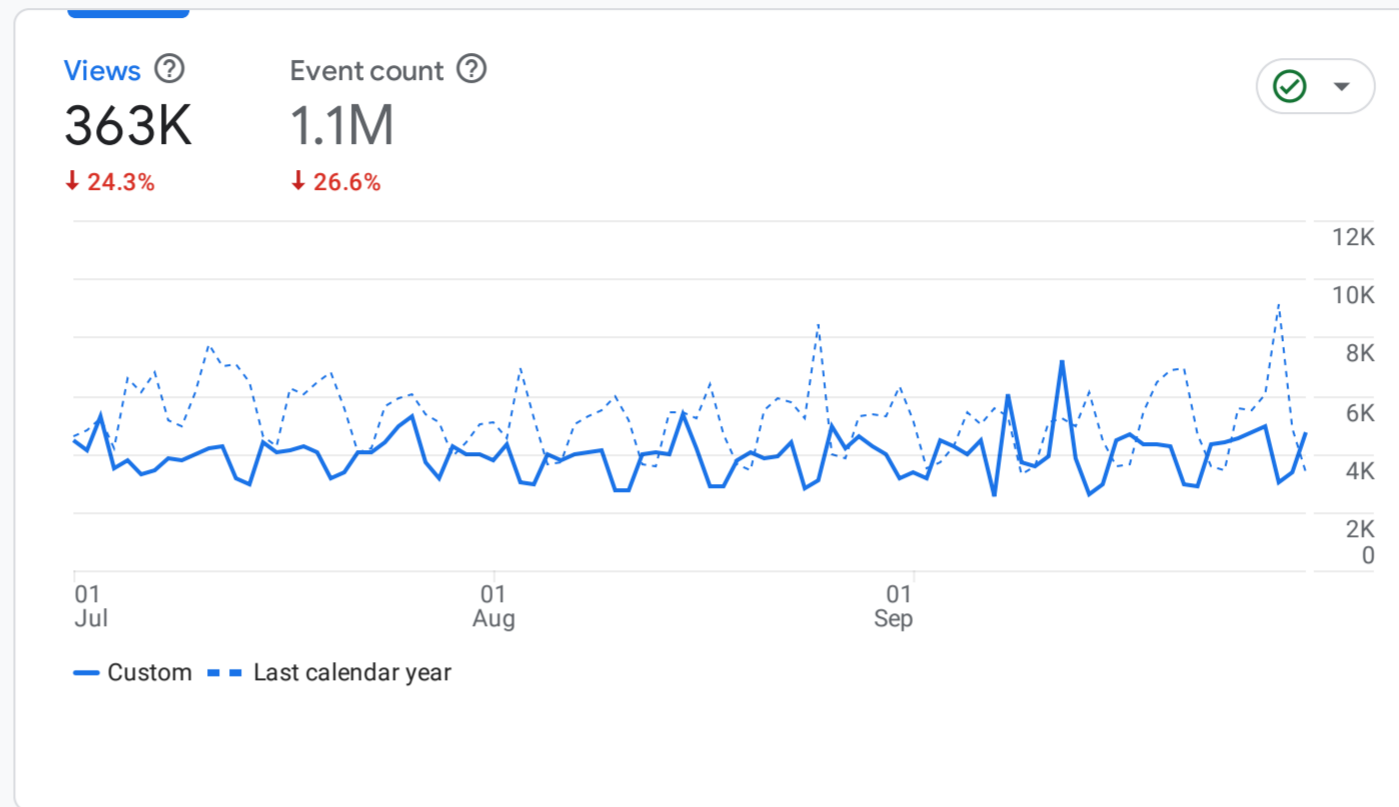
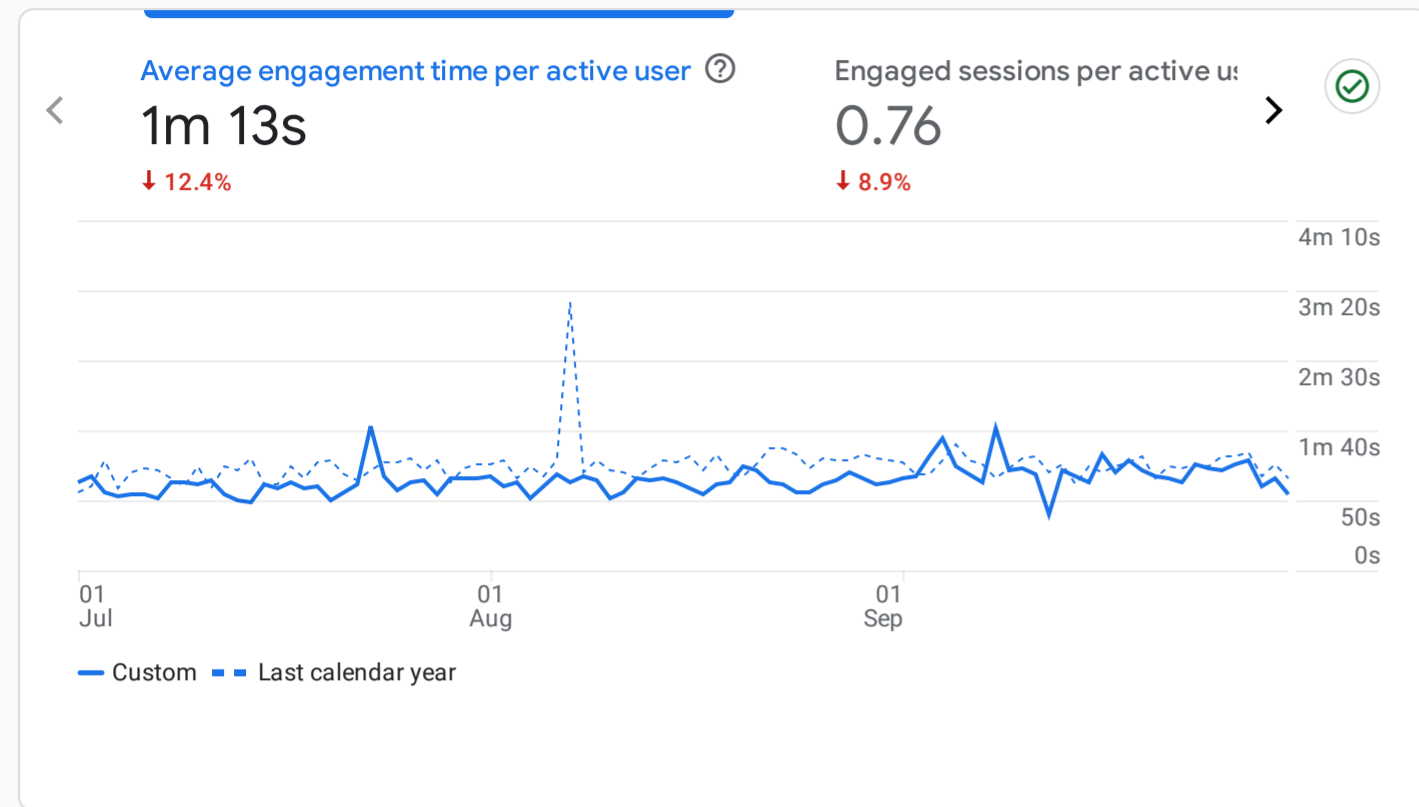
Rows per page: 10 Go to: 1 1-10 of 19

Event name	Event count	Total users	Event count per active user	Total revenue
SHOW ALL ROWS				
Total	1,128,982 vs. 1,537,275 ↓ -26.56%	151,890 vs. 186,849 ↓ -18.71%	7.48 vs. 8.28 ↓ -9.72%	\$0.00 vs. \$0.00
1 page_view				
Jul 1 - Sep 30, 2024	363,085	150,030	2.43	\$0.00
Jul 1 - Sep 30, 2023	479,761	186,457	2.59	\$0.00
% change	-24.32%	-19.54%	-6.04%	0%
2 user_engagement				
Jul 1 - Sep 30, 2024	236,491	87,251	2.74	\$0.00
Jul 1 - Sep 30, 2023	350,991	122,150	2.91	\$0.00
% change	-32.62%	-28.57%	-5.71%	0%
3 session_start				
Jul 1 - Sep 30, 2024	211,129	149,339	1.42	\$0.00
Jul 1 - Sep 30, 2023	261,388	186,076	1.41	\$0.00
% change	-19.23%	-19.74%	0.61%	0%
4 first_visit				
Jul 1 - Sep 30, 2024	147,482	142,555	1.03	\$0.00
Jul 1 - Sep 30, 2023	175,839	178,091	0.99	\$0.00
% change	-16.13%	-19.95%	4.78%	0%
5 scroll				
Jul 1 - Sep 30, 2024	114,672	48,366	2.38	\$0.00
Jul 1 - Sep 30, 2023	128,328	68,155	1.89	\$0.00
% change	-10.64%	-29.04%	25.86%	0%
6 click				
Jul 1 - Sep 30, 2024	32,529	16,952	1.92	\$0.00
Jul 1 - Sep 30, 2023	96,319	25,090	3.84	\$0.00
% change	-66.23%	-32.44%	-49.99%	0%
7 file_download				
Jul 1 - Sep 30, 2024	14,802	6,348	2.33	\$0.00
Jul 1 - Sep 30, 2023	24,871	11,261	2.21	\$0.00
% change	-40.48%	-43.63%	5.44%	0%
8 view_search_results				
Jul 1 - Sep 30, 2024	8,792	4,748	1.85	\$0.00
Jul 1 - Sep 30, 2023	16,263	8,459	1.92	\$0.00
% change	-45.94%	-43.87%	-3.67%	0%
9 archeology_division_outreach_materials				
Jul 1 - Sep 30, 2024	0	0	0.00	\$0.00
Jul 1 - Sep 30, 2023	62	32	1.94	\$0.00
% change	-100%	-100%	-100%	0%
10 bulk_order_heritage_travel_guides				
Jul 1 - Sep 30, 2024	0	0	0.00	\$0.00
Jul 1 - Sep 30, 2023	6	2	3.00	\$0.00
% change	-100%	-100%	-100%	0%

All Users [Add comparison](#)

Custom Jul 1 - Sep 30, 2024
Compare: Jul 1 - Sep 30, 2023

Engagement overview



Event count by Event name

EVENT NAME	EVENT COUNT	Change
page_view	363K	↓ 24.3%
user_engagement	236K	↓ 32.6%
session_start	211K	↓ 19.2%
first_visit	147K	↓ 16.1%
scroll	115K	↓ 10.6%
click	33K	↓ 66.2%
file_download	15K	↓ 40.5%

[View events](#)

Views by Page title and screen

PAGE TITLE AND SCREEN	VIEWS	Change
THC.Texas.Gov - Tex...	164	↓ 99.4%
Home Texas Histori...	27K	-
Job Opportunities T...	0	↓ 100.0%
Historical Markers T...	17K	-
Search Results THC...	3	↓ 100.0%
4 Unique Ways to Dis...	15K	-
Explore State Histori...	0	↓ 100.0%

[View pages and screens](#)

