



Pennsylvania Rehabilitation Council

55 Utley Drive, Camp Hill, PA 17011

Phone: 717-975-2004 or 888-2505175 TTY: (888) 559-2658 Fax: (888) 524-9282

Email: parc@parehabilitationcouncil.org Web: www.parc.org

Social Media / Outreach Committee Draft Minutes for January 5, 2022

Members Present (P)

Not Present (NP)

Passle Helminski (P)

Michele Leahy (P)

Laura Princiotta (P)

William Del Toro Vargas (NP)

Office of Vocational Rehabilitation (OVR) Staff Present: Connie Moonen, Lee Ann Stewart, Cheryl Novak

PaRC Staff Present: Chris Todd, Michelle Gerrick

Guests Present: Karen Beaston

CALL TO ORDER

This meeting was conducted through Zoom. Ms. Michele Leahy called the meeting to order at 9:30 AM after quorum was established.

ADDITIONS TO THE AGENDA

There were no additions to the agenda.

APPROVAL OF THE AGENDA AND PAST MINUTES

Ms. Laura Princiotta made a motion to approve today's agenda and the approval of the past meeting minutes. Ms. Michele Leahy seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Review of the New Website Design Project with Web Designer Karen Beaston: Review of Web Pages, Home Page Slide Show, Images/Photos, Any images with Watermarks can be purchased for permanent use from Shutterstock, Images without watermarks are free to use and part of the Creative Commons, Copy and Content, History and Resources Pages are Updated, All Other Website Elements Header/Footer, Navigation, Links, Other

- Ms. Karen Beaston presented the new web design project site via screen share beginning with the Home page slide show. Stated that the arrow icons will be adjusted to be larger and more visible.

- Ms. Laura Princiotta agreed slideshow icons should be larger and that the site looks great and is clean, attractive, and not cluttered. Stated concerns about too many words on certain pages.
- Ms. Karen Beaston stated that in places with too many words she can break up text with images and into more digestible chunks.
- Ms. Michele Leahy stated that one of the images with a wheelchair does not look real and asked if it could be replaced. Stated that the site looks clean, is super happy with the site overall, will provide links and info to staff in the near future to add to the site. Suggested adding images with invisible disabilities and Down Syndrome. Inquired about the font size.
- Ms. Passle Helminski stated that she thinks the site looks great.
- Ms. Karen Beaston stated the body font size is 18 pt. and there will be a Userway Widget on the live site that will allow users to increase and decrease font size.
- Members agreed the About page image and layout looked good.
- Members agreed the images on the History page looked good and that the Timeline text could be condensed to two or three sentences, agreed it is difficult to find original stock photos.
- Ms. Michele Leahy will provide more info for the Timeline items that goes further back in history.
- Ms. Cheryl Novak and Connie Moonen agreed that it is appropriate to include more items for the History Timeline.
- Ms. Passle Helminski stated the image with someone using both a cane and dog should not be used as it is highly unusual for someone with visual impairment to use both.
- Members agreed the Partnership page image is good.
- Ms. Laura Princiotta inquired about separate lists for OVR entities and Stakeholders.
- Ms. Michelle Leahy stated the Council is under the OVR and the other listed entities are partners.
- Ms. Laura Princiotta stated we need more diversity within the images, specifically showing people of color. Volunteered to share images that feature diversity from her organization with the proper releases.
- Ms. Michele Leahy stated it is difficult to find images that feature people with disabilities who are people of color, suggested making a disclosure about it if we cannot find those images, discuss limitations of available images on the site, offered information about sites that have images for sale of people with disabilities that may be more expensive, and asked for those resources to be further considered/researched for images to be used on the site if possible. Liked the images of the word clouds that showed hands on the Committee and Get Involved pages.
- Ms. Passle Helminski suggested reaching out to a former PaRC member that is African American and blind for photos that could be used on the site.
- Members agreed that they liked the layout of the Committee page, liked the image on the Become a Member page.
- Ms. Michele Leahy inquired about being allowed/ releases for using the image of the Council from the past. Suggested adding links for Paralyzed Veterans of America, Wounded Warriors, and other veteran's resources.
- Members agreed they liked the image for the Resources page, Hiring People with Disabilities page.
- Ms. Cheryl Novak stated that everything looks great on the site and doesn't disagree with anything that was said.

- Ms. Michele Leahy inquired about using a different map that would link to each state and breaking up the text to three columns, using a different photo for the map, using different photos if possible, that aren't often used/over-used.
- Members agreed they liked the image of the calendar and layout of the calendar page/items, image for the Contact page, and stated that they liked the site and that Ms. Karen Beaston did an excellent job.

Discussion for Next Steps for Web Design Project and Going Live

- Ms. Michele Leahy stated that for next steps will provide more information for the Timeline, asked we keep looking for images, and go through the site at the next meeting. Inquired if the site will be ready for the next Full Council meeting and make it part of the agenda/ Council work time. Suggested members and web designer present the site at the Full Council Meeting scheduled for February 23, 2022.

Adjourn

Ms. Laura Princiotta moved to adjourn meeting. Ms. Michele Leahy seconded the motion. All were in favor. Meeting was adjourned.