



# Pennsylvania Rehabilitation Council

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## Social Media / Outreach Committee Draft Minutes for February 2, 2022

### Members Present (P)

### Not Present (NP)

Passle Helminski (NP)

Michele Leahy (P)

Laura Princiotta (P)

William Del Toro Vargas (P)

**Office of Vocational Rehabilitation (OVR) Staff Present:** 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 Website Design Project with Web Designer Karen Beaston

##### Images/Photos

**Potential images for the website are attached within the Google doc with links for review and can be shared / discussed during the meeting. Those additional costs will need approval at Full Council meeting**

- Ms. Michele Leahy asked that the website and images be screen shared with everyone via Zoom. Discussed concerns about photos for the new website that were brought up during an Executive Committee meeting.

Other websites with photos were brought up, inquiring about photos with other agencies were also discussed. The availability of images that show employment, diversity of race and type of disability, along with legal concerns about photo releases were reasons for using the images that were chosen to date for the site. Will make the chosen images and associated additional costs part of the presentation to Full Council scheduled for February 23<sup>rd</sup>, 2022. Asked to replace two of the images that will show wheelchair or disability with more prominence and with someone who is Caucasian.

- Mr. Chris Todd (staff) agreed to find and share two images to replace the two photos that members would like switched out.

## **Copy and Content**

### **Review updated History and Resources Pages**

- Ms. Michelle Gerrick inquired about featuring past Annual Reports on the website.
- Members agreed it would be appropriate to provide links to the past 5 years of Annual Reports below the current one on the Home page.
- Members reviewed multiple webpages including Home, About, History, and agreed with layout details
- Members agreed that Rehabilitation Services Administration (RSA) should be defined on the webpage, having two sections for upcoming meetings and past meetings that include the previous year, include text stating you may request past documents, replace current photo of members with a Zoom photo of current members on webpage and social media pages, add to frequently requested resources ADA, WIOA, and Ticket to Work.

## **Additional Requested Edits**

### **Discussion for map and links on the State VR Programs Page**

#### **Other edits/requests**

- Members agreed to add an interactive map to the State VR Programs page that would be an additional cost.

***Mr. William Del Toro Vargas made a motion to approve the process of moving forward with the recommendation of the Website Design Project. Ms. Laura Princiotta seconded the motion. All were in favor.***

### **Discussion / plan for Committee Chair and members to present PaRC Website during the upcoming Full Council meeting**

- This item was previously discussed during the meeting.

## **Adjourn**

***Mr. William Del Toro Vargas made a motion to adjourn the meeting. Ms. Michele Leahy seconded the motion. Meeting was adjourned.***

