

Social Media/Outreach Committee Meeting
Wednesday, March 2, 2022
9:30 AM – 10:30 AM

Agenda

9:30 AM Members connect to Zoom / Convene Meeting

9:35 AM Additions to the Agenda

9:40 AM Approval of Today's Agenda & Past Minutes

9:45 AM Agenda Items:

- **Review of Website Design Project with Web Designer Karen Beaston**
 - **Edits to Navigation / Dropdown Menu**
 - **High Contrast (black and white when you hover over any menu option)**
 - **All text items become underlined / larger when the user hovers over it as a cue that each one is a clickable link**
 - **Citizen Advisory Committee (CAC) menu option moved to Resources dropdown**
 - **Copy and Content**
 - **Review Updated Resources Page Design / Edits**
 - **Accordion style boxes for each category**
 - **Added language that explains the details of links and that they are both state and national**
 - **Added category and links for Certified Rehabilitation Counselors**
 - **Copy now reflects change to use of "Commonwealth" rather than "State" where necessary**
 - **All links to the Pennsylvania Client Assistance Program (CAP) have been corrected and also made more prominent**
 - **Partnership page links / copy have been corrected**
 - **Position Papers and PaRC section of the Combined State Plan added to Committee page and Get Involved page**
 - **Additional Requested Changes**

- **Members suggested adding a new webpage that highlights the Position Papers and PaRC section of the Combined State Plan.**
 - **Name / location of the page?**
 - **Highlight the Annual Report on the page?**
 - **Highlight additional documents on the page?**
 - **Add a link to the entire Combined State Plan?**
- **All members will be asked via email to submit photo release/info for a Member Info page and review of site for final suggestions**
- **Other edits/requests**

10:30 AM Adjourn

***Next Meeting is scheduled for
Wednesday, April 6, 2022 from 9:30 AM to 10:30 AM***

The Pennsylvania Rehabilitation Council will conduct the following Committee meetings via Zoom: Social Media / Outreach: 3/2/2022 and 4/6/2022, 9:30 to 10:30 AM, CareerLink/WIOA: 4/12/2022, 10:00 AM to 11:00 AM, Transition and Education: 4/14/2022 2:00 PM to 3:00 PM. All members of the public are welcome to join any meeting by Zoom or to reserve in person attendance at the UCP/PaRC business office at 55 Utley Dr. Camp Hill, PA 17011, please contact PaRC staff at parc@parehabilitationcouncil.org or at 717-975-2004 at least three days before the meeting taking place. In person meeting is subject to change upon any new COVID-19 recommendations. Masks, social distancing, and other safety measures will be followed. Additional accommodations are available upon a timely request. Anyone who would like to make Public Comment prior to the meeting may submit comments to parc@parehabilitationcouncil.org or at (717) 975-2004.