



Pennsylvania Rehabilitation Council

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Social Media / Outreach Committee Draft Minutes for September 15, 2021

Members Present (P)

Passle Helminski (NP)
Laura Princiotta (P)

Not Present (NP)

Michele Leahy (P)
William Del Toro Vargas (NP)

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

PaRC Staff Present: Michelle Gerrick, Chris Todd

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

ADDITIONS TO THE AGENDA

There were no additions to the agenda.

APPROVAL OF THE AGENDA AND PAST MINUTES

Ms. Michele Leahy made a motion to approve today's agenda and the approval of the past meeting minutes. Ms. Laura Princiotta seconded the motion. The motion passed.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Review of the New Website Design Project with Web Designer Karen Beaston

- Ms. Karen Beaston made her introduction and went over the anticipated results of the new website design project. She asked members to go over goals they have for the project.

Review current processes and bottlenecks, goals, and anticipated results

- Ms. Michele Leahy stated that some of the PaRC goals for the new website are to have the site be a resource for users to engage and learn about the PaRC, to be an information hub for employment and for people with disabilities, provide a connection with OVR, be a portal to link users with services offered in Pennsylvania, a one stop destination for related entities such as Citizen Advisory Councils (CAC), social media sites, provide educational resources about PaRC activities and history, access to PaRC newsletters, YouTube videos, recruit new members, expand followers and likes on Facebook. Include resources regarding PaRC annual report, outcomes, legislation, member involvement and advocacy, and CareerLink sites with contacts of their designated OVR contacts.
- Ms. Michele Gerrick provided goals that were listed from past committee meetings as a link to Federal Policy and mandates regarding PaRC, that members and the council are governor

appointed, links to the Rehab Act, and graphs or information related to OVR Customer Satisfaction Surveys.

- Mr. Chris Todd informed attendees of a past goal from committee meetings for the site to be a platform for PaRC stakeholders such as IDEA, CAP, State Department of Education, and others.
- Ms. Michele Leahy also mentioned the site having capabilities related to member to member communication, chat service, access to PaRC materials such as minutes and other documents.
- Ms. Karen Beaston informed members she will research applications that may have chat and other capabilities such as One Drive and Microsoft Teams.

Review of target audience

- Ms. Michele Leahy informed web designer the Committee would like to have a target audience that includes people with disabilities, job seekers, employers, and others seeking PaRC related resources.
- Ms. Laura Princiotta suggested separate pages for employers, stake holders, and resources to other connections for the general public such as PA Works for Me, SSI benefits, work assistance program, FAQ about PaRC, and Federal Incentives

Review of requirements: functionality, aesthetics, accessibility

- Ms. Michele Leahy listed items that the website may need such as a calendar of events regarding Sunshine Act compliance, links to Facebook pages, links, and connections to the OVR, NCSRC, Twitter, and other sites such as LinkedIn. The site should be accessible across the board and mentioned the site also being easy to use and digest for individuals who may have difficulty with reading comprehension.
- Ms. Michele Leahy explained that she envisions the site incorporating blue and yellow the colors from the state flag and suggested a new icon for PaRC be created incorporating the state flower, Mountain Laurel along with icons from around the state such as the Liberty Bell, and well known bridges and buildings.
- Ms. Laura Princiotta suggested the use of faded/blurred photos of state maps, the capital, Keystone icon and other images as backgrounds for web pages. She also suggested the use of a sidebar and links to a calendar for events.

Content: copy and media

- Ms. Michele Leahy listed items she would like included in the site such as OVR/employment success stories, member profiles, charts, graphs, and illustrations that show how PaRC is connected to OVR, the governor's office and other related entities.
- Ms. Laura Princiotta suggested graphic representations be used to reduce text such as wheel graphs and other illustrations that are more engaging and use fewer words.
- Ms. Karen Beaston informed members she would be able to create graphics and asked if PaRC or other entities would have these items along with stock images that could be sent to her.
- Ms. Michele Leahy asked that staff reach out to OVR to request stock images, icon, graphs and other materials be shared if possible, for the PaRC site. She also requested OVR be contacted about access to Success Stories, links to resources, links to social media and any other content of visual representations they may have. She also discussed including a timeline of the history of PaRC, the Rehab Act, the 1978 sit in, ADA, Ticket to Work, Social Security Disability that will provide a more complete history of the disability advocacy movement.
- Ms. Karen Beaston informed attendees she has created similar timelines in the past and could also create one for the PaRC site.
- Ms. Michele Leahy suggested a page for each committee with an explanation of their work and link to their goals in the annual report.

- Ms. Michelle Gerrick suggested that Full Council meeting dates be listed on the homepage, an event calendar, Public Notices, meeting agendas, and annual reports all be highlighted as they are mandated by the Rehab Act and Sunshine Act.

Communication process for this project

- Ms. Michele Leahy asked that staff create a Google Doc link to share written copy for editing and that PaRC Administrative staff be the main contact for Ms. Karen Beaston for this project.
- Ms. Karen Beaston informed staff she will be able to provide education about adding content as the project moves along.

Timeline

- Ms. Karen Beaston said that she envisions the creation of the site taking about 8 weeks and could begin her work around the first week of October 2021 with an anticipated date to go live around Thanksgiving 2021.

Next Steps

- Ms. Karen Beaston informed attendees her next step will be to create a site map and send it to PaRC staff to share. She will also attend the next committee meeting on 10/6/21 and have more questions prepared for members.
- Mr. Chris Todd let attendees know he would send updates for each step of the process, send out a letter to OVR for request of content materials, and begin work creating and editing copy.

Adjourn

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