



Pennsylvania Rehabilitation Council

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Social Media / Outreach Committee Draft Minutes for October 6, 2021

Members Present (P)

Not Present (NP)

Passle Helminski (P)

Michele Leahy (P)

Laura Princiotta (P)

William Del Toro Vargas (P)

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

PaRC Staff Present: 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

Mr. William Del Toro Vargas made a motion to approve today's agenda and the approval of the past meeting minutes with edits. Ms. Laura Princiotta seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Continue Discussion to Review the New Website Design Project

- Review current processes and bottlenecks, goals, and anticipated results
- Review of target audience
- Review of requirements: functionality, aesthetics, accessibility
- Content: copy and media
- Communication process for this project
- Timeline
- Next Steps
 - Ms. Michele Leahy asked that edits be made to past meeting minutes that should state that Ms. Michele Leahy provided PaRC goals and Social Media Committee input rather than stating that they were her own personal goals and input.
 - Ms. Karen Beaston discussed the Site Map that she created and shared and asked about what section the Citizen Advisory Committees (CAC) and Videos would be appropriate. Ms. Karen Beaston also asked about the Calendar and Events page/sections.

- Ms. Michele Leahy suggested a separate section/page entitled “In Your Neighborhood”, that could include Citizen Advisory Committees (CAC) links and other OVR resources, as CAC’s are not a committee within the PaRC. PaRC videos could also be included in this same section or Resources page depending upon their content. Events and calendar items could be listed within the calendar and listed below on the same page. There could be a separate section for each type of event; PaRC, CAC, OVR.
- Ms. Karen Beaston said that she could have each type of event on the same calendar with links, but color coded to show the type of event/calendar item and have PaRC events and documents listed below. This information could be presented in a way that is also accessible. Asked about Success Stories being available. Informed members that UCP presents/updates Success stories as a blog or article in their News section.
- Ms. Passle Helminski brought up concerns about the color-coded sections being accessible to those who are blind and have a visual impairment.
- Ms. Laura Princiotta suggested also reaching out to providers for Success Stories in addition to OVR.
- Ms. Michele Leahy stated that accessibility has been discussed and determined as a must in previous meetings. Success Stories have been requested from OVR many times in the past several years and we are still waiting for a response and are important for engaging users, recruitment of members, and to inform the public of what is done by PaRC and OVR. Suggested reaching out to OVR to inquire if Success Stories from other providers can be included in the website. Suggested reserving a section for them once they become available that says “Coming Soon” within a News or separate section.
- Ms. Michele Leahy asked about what could be done to drive traffic to and from PaRC social media pages, if it would help to include success stories, weekly updates, State and National News articles, and other information that is shared and updated weekly with the public.
- Ms. Karen Beaston stated that sharing information on the site and social media pages will help drive traffic with regular updates and does plan to link those feeds to the site. Suggested looking into technology that allows the host to simultaneously post articles or information on all social media and website pages for convenience and efficiency. Stated she has begun collection of images to include in the site of Pennsylvania scenes and related images as requested and will be able to change them out once the review process begins with the committee.
- Ms. Michele Leahy suggested using the Governor’s logo for the section mentioning PaRC members are governor appointed and within the new PaRC logo that is being designed.
- Ms. Karen Beaston stated that she is beginning to work on a logo that may include the capital building and text that would say PaRC. Asked if Governor logo could be provided.
- Mr. Chris Todd stated that it may be copyright violation to include the Governor logo elements within the PaRC logo and would ask OVR about including logos for various sections of the new website including the Governor’s that would signify that connection.
- Ms. Michele Leahy asked to be copied on those emails.
- Ms. Passle Helminski asked if the Office of Deaf and Hard of Hearing would be included within the Partnership and About sections and if we could also use their logo. Other agencies that would be included in the Partnership section that would potentially use logos would be all PaRC stakeholders, Veterans, Office for the Blind and Deaf, Office for the Blind and Visually Impaired, Social Security Disability and others.
- Mr. Chris Todd asked if members would send a list of all agencies that they would like included to add links and information to the Shared Google Docs of copy and content.
- Ms. Michele Leahy suggested organizing the Resources links and sections by State, National, type of disability, and including Office of Developmental Programs, Office of Long-term Living, and others that could also be given tags for users to search.

- Ms. Karen Beaston stated that she could add tags for users to filter their searches and list resources in categories.
- Ms. Karen Beaston listed her next steps are to create posting and frameworks that could be shared, then start building the site and content to enable members to have something to view at the next Committee meeting in November.

Question and Answer with Web Designer Karen Beaston

- This item was covered in the Discussion listed above.

Adjourn

Ms. Passle Helminski moved to adjourn meeting. Mr. William Del Toro Vargas seconded the motion. All were in favor. Meeting was adjourned.