



Pennsylvania Rehabilitation Council

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Social Media / Outreach Committee Draft Minutes for November 3, 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, Lee Ann Stewart, Connie Moonen

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 9:35 AM after quorum was established.

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 PaRC Website Design Project Updates, Aesthetics, Branding, Site Elements, and other Details/Planning with Web Designer Karen Beaston.

- Ms. Michele Leahy inquired about progress of collecting the OVR success stories.
- Ms. Connie Moonen apologized for the delay in acquiring success stories to share and reported she is continuing to work on getting information regarding releases and permission from the OVR legal department to be able to share stories with the PaRC.

- Ms. Michele Leahy inquired if Success Stories from other agencies can be shared on the PaRC website, suggested showing a new section with Success stories info on the Home page that links to its own page, suggested using different resources and compiling a list of resources for the site, suggested CAC meeting info to be promoted on the new site, including OVR District Office contact info to be included in the site.
- Mr. William Del Toro Vargas would like included somewhere on the site quotes from people with disabilities either on the side bar, about page, or other pages.

Questions for consideration:

What type of "Hero Image" would you want to see on the home page? (employment related, Pennsylvania symbol?)

- Members reviewed pdf and images of the different website mockups and logos created and presented by Ms. Karen Beaston that contain images of both the Capitol Building and employment themed photos.
- Ms. Karen Beaston mentioned that she only has limited free stock photos but may have a larger selection if more stock images are purchased and also inquired about photos of employment being provided to her.
- Ms. Michele Leahy expressed concern that photo releases are not available at this time for employment images and unsure of the timeframe any release may last. Reported that she does prefer images of employment over the capitol but would like to see different employment photos than what was presented. Suggested imposing an employment photo in front of a capitol photo.
- Ms. Passle Helminski reported that she also prefers employment image as it is more aligned with the PaRC mission.
- Ms. Laura Princiotta reported she likes the image of the capitol, likes the idea of combining employment and the capitol images, reported the text Pennsylvania Rehabilitation Council needs to be more prominent and the logo needs to be bigger.
- Mr. William Del Toro Vargas likes the idea of combining both images and showing someone that has a disability working.
- Ms. Karen Beaston reported she can try to come up with something that incorporates both images but is limited in graphic design. Showed an image that does incorporate the text of the Council, will provide photo descriptions on the site, and can make the logo bigger. Reported a lot of text in front of the image will completely cover the image on mobile devices (smaller screens).
- Members suggested shortened text to go with the images such as: Making a positive impact on employment for people with disabilities, Governor appointed instead of a team, Governor appointed team making a positive impact on employment for people with disabilities.

What type of calendar? (Side bar icon showcasing 3 or 4 upcoming dates or full page visual monthly calendar?)

- Ms. Michele Leahy and Ms. Passle Helminski stated that they preferred to keep the calendar page simple and easy to understand.
- Members suggested changing a section on the Home page, to include the about page info, to replace the calendar page info that is already included in another section, adding Employment Resources to a section, divide resources for employers and job seekers.

- Ms. Karen Beaston suggested using a monthly calendar for desktop and a calendar list for mobile based on member feedback.

What specific type of photos/images do you want displayed so that it remains visually consistent throughout?

- Members agreed they would like to use more images that show employment.

Finalize logo/colors

- Ms. Karen Beaston reported use of colors from different sites, yellow is an issue with contrast and accessibility.
- Ms. Passle Helminski preferred the logo with the capitol that has the letters PARC due to visual impairment.
- Ms. Michele Leahy preferred the logos with the capitol, preferred the logo with the words Pennsylvania Rehabilitation Council and the Capitol.
- Ms. Karen Beaston reported that we may need to acquire graphic design assistance from outside source if specific needs for the logo are required.

Mr. William Del Toro Vargas made a motion to recommend the new logo that includes the words Pennsylvania Rehabilitation Council and the Capitol. Ms. Passle Helminski seconded the motion. All were in favor.

Next Steps for Site Development/Review

- Ms. Karen Beaston reported she would attempt to provide a new mockup that includes the changes suggested today by members including new colors, logo, images, text, and Home page sections.
- OVR staff stated that the website discussion and examples are a nice improvement to the PaRC website.
- Ms. Michele Leahy agreed that during the Full Council meeting the new logo be added to the consent agenda and add the Home page discussion to council work time for discussion if there is time available.

Discuss/Plan 2022 Committee Meeting Dates and Times to Ensure Quorum.

10:30 AM Adjourn

- Ms. Michele Leahy would like to continue with scheduling committee meetings for the first Wednesday of the month from 9:30 AM to 10:30 AM for 2022.

Next Meeting is scheduled for

Wednesday, December 1, 2021 from 9:30 AM to 10:30 AM

Adjourn

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