



# Pennsylvania Rehabilitation Council

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

### **Members Present (P)**

### **Not Present (NP)**

Passle Helminski (P)

Michele Leahy (P)

Laura Princiotta (P)

William Del Toro Vargas (NP)

**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. Passle Helminski seconded the motion. All were in favor.***

### **DISCUSSION AND POSSIBLE ACTION 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**

- Ms. Michele Leahy requested that an additional link is added under each menu option (that has a dropdown) to make the site more intuitive for the user to navigate. Under About in that dropdown a link should be added, and it should say "About PaRC" and that link will take you to the About page. The same would be true for other options with dropdown menus. Suggested adding the word "PaRC" to make it clear to the user what the link is for. For example, History link would be changed to

say "PaRC History". The same would be true for other pages within the dropdown menus, where appropriate. Suggested adding a paragraph above the Timeline on the History page with PaRC history briefly explained.

- Ms. Karen Beaston pointed out that the UserWay widget has an option to highlight all links for users. Using this tool makes it easy to locate all webpages on the site.
- Ms. Laura Princiotta stated that About is a common option on websites and that it would be clear to users that it is about the PaRC.

## **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?**

- Members reviewed updates and changes through Zoom screenshare of the site and commented how much they appreciate the work done by Ms. Karen Beaston and the quality of the site.
- Ms. Michele Leahy stated that with the Position Papers being displayed on the pages with explanations may not require an additional page and asked about them being highlighted with a link in the dropdown menu.
- Ms. Laura Princiotta stated she did not think the Position Paper required an additional page as they are clearly displayed on the Get Involved page.
- Ms. Passle Helminski stated that she feels the Position Papers do require an additional page as they are important to highlight, as they are the heart and soul of the Council.
- Ms. Michelle Gerrick (staff) inquired about creating an additional page that showcases the mandated Annual Report document which contains Position Papers and State Plan. Also having the other documents on this page along with past Annual Reports.
- Members agreed that it would be appropriate to create an additional page that showcases the mandated Annual Report document that would also contain Position Papers, the State Plan, and past Annual Reports. Include a link to the Annual Report page on the Home page.

**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**

- Members agreed to have staff send a request to Full Council for photo releases, create content to have a page added for Member photos and info, and have members review all of the updates completed on the site.
- Ms. Michelle Leahy stated that after the updates are complete, reviewed and approved by FC through email the site may be able to go live in the next few weeks. The next steps are creating a LinkedIn page for the PaRC, be able to post on Facebook and LinkedIn through an app and looking at PaRC videos updates to increase presence on the internet.
- Ms. Passle Helminski suggested reaching out to contacts regarding sharing a recent post about Black History month.
- Ms. Michelle Gerrick (staff) informed attendees we will also look into making improvements to the PaRC Newsletter.
- Ms. Michele Leahy suggested visual improvements to the Newsletter and ensuring they are fully accessible to engage all users of the website.

**Adjourn**

***Ms. Laura Princiotta made a motion to adjourn the meeting. Ms. Passle Helminski seconded the motion. Meeting was adjourned.***