



Pennsylvania Rehabilitation Council

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Social Media / Outreach Committee

Draft Minutes for April 6, 2022

Members Present (P)

Not Present (NP)

Passle Helminski (P)

Michele Leahy (P)

Laura Princiotta (P)

William Del Toro Vargas (P)

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 10:00 AM after quorum was established.

ADDITIONS TO THE AGENDA

Ms. Michele Leahy stated that she would like to make an addition for discussion regarding the new website going live.

APPROVAL OF THE AGENDA AND PAST MINUTES

Ms. Laura Princiotta made a motion to approve today's agenda with the addition and the approval of the past meeting minutes. Ms. Passle Helminski seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Discussion for Committee Chair and Vice-Chair nominations

- Ms. Michele Leahy stated that she has not decided if she would like to continue as Chair and welcomes other members to take over as Committee Chair. Would like to provide all Council members information about joining the Committee, informing them of accomplishments, and future plans to garner more involvement.
- Other members stated that they are not interested in becoming Committee Chair.
- Mr. William Del Toro Vargas suggested bringing up Committee involvement at the next Full Council (FC) meeting in May.

Review and Approval of Committee Goals and Budget for Fiscal Year 2022-2023

- Ms. Michele Leahy provided the following goals and budget for the next fiscal year:
 - Setting the budget for \$7500
 - Creating a PaRC LinkedIn page
 - Having additional PaRC videos made to create a bigger media presence
 - Looking into a Social Media Consultant to manage Facebook and LinkedIn to provide additional posts
 - Looking into expanding to Instagram and YouTube
- Ms. Michele Gerrick stated that we don't have the final budget and expenses at this time but can safely say the budget has not yet been reached.
- Ms. Michele Gerrick stated that \$7500 for this Fiscal Year will be plenty of funds for this current year. Another \$7500 for the next Fiscal Year should be plenty for future expenses and additional funds can be requested as the Council has remained well within its budget each year. Stated that with the website project finishing up, other staff, Mr. Chris Todd could provide more time to dedicate toward posting on the PaRC Social Media pages and new newsletter design.

Ms. Passle Helminski motioned to approve the Committee Goals and Budget as they are currently stated for the next Fiscal Year. Mr. William Del Toro Vargas seconded the motion. All were in favor.

Review of the PaRC Social Media Guidelines Document

- This item was not discussed.

Discussion regarding a PaRC LinkedIn Page to potentially be created once the new site is deployed

Must be created from a Personal Profile (Account)

Page Type:

Small business

Medium to large business

Showcase page

Educational institution (high school or university/college)

Must have right to act on behalf of company

Review Best Practices and Info to complete Organization's Page

Tagline, Description with vision, mission, values, etc.

Add website, logo, background image, other info

- Ms. Michele Leahy suggested creating a LinkedIn account through a new PaRC account that would not need to be set up through current staff's account. Suggested staff asking current website designer for information on how other companies handle setting up business pages for various Social Media accounts. Stated that for best practices regarding the PaRC LinkedIn page as a Government entity it would be good to create a lot of legislative posts and OVR success stories. Proposed doing something different with the newsletter that looks different and calls out to people to attract attention, could highlight what agencies do with job coaching, is ADA compliant, reach out to PA Federation for the Blind regarding creating accessible newsletters. Suggested hiring a consultant to ensure a new newsletter format, videos, and other media are accessible and done correctly.

- Ms. Passle Helminski suggested reaching out to a current member that is part of the National Federation for the Blind (NFB) of Pennsylvania regarding information about fully accessible newsletters. Also provided a contact on the OVR Board that could assist with Social Media engagement. Requested it be put in writing the exact needs being requested for accessibility for PaRC media and Social Media accounts.
- Ms. Michelle Gerrick (staff) stated that it was a requirement of Facebook to set up an account through a personal account and email address. Will look into setting up an account for LinkedIn using the PaRC email address as that has since been set up.

Discussion regarding an update to the PaRC videos that would increase online presence

- This item was previously discussed during this meeting.

Adjourn

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