



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Draft Minutes for May 4, 2022

Members Present (P) Not Present (NP)

Passle Helminski (NP)
Laura Princiotta (P)

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

PaRC Staff Present: Chris Todd, Michelle Gerrick

OVR Staff Present: Cheryl Novak

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

None.

APPROVAL OF THE AGENDA AND PAST MINUTES

Ms. Laura Princiotta made a motion to approve today's agenda and past meeting minutes. Ms. Michele Leahy seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

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

Review / Propose Any Additional Goals for 2022-2023 such as Revamp Newsletter, Create LinkedIn page, update/create new videos

Possible Action Item: Recommendation for updates to the Committee Goals and Budget

- Ms. Michele Leahy stated that the budget looks good as it is and stated she was informed that any purchase over the amount of \$5,000 would require additional approval. Identified an additional goal to be a new template for a PaRC newsletter which would include more engaging content and not just text while meeting all ADA requirements for accessibility for people with disabilities. Identified another new goal to be creating new PaRC videos that could potentially include OVR employment Success Stories, recent changes in OVR services since the last videos were made, PaRC initiatives such as advising OVR about their policies including the Vehicle Modifications group and the WIOA group, including OVR, providers, and participants to speak about employment success stories and changes within employment, and Citizen Advisory Committees (CAC) activities that promote employment. Identified another goal as to list more events through CareerLink, resources, Ticket to Work, WISE Webinars, Social Security Benefits, OVR announcements, and CAC information. Suggested goals do not need to list every detail and could instead state they are including but not exclusive to OVR providers, participants, policy, and CAC.
- Ms. Laura Princiotta suggested editing Goal #2 to say positive and informative stories on Social Media, rather than listing separate entities. Agreed it is important to identify steps needed for goals and review current videos.
- Ms. Michelle Gerrick (staff) inquired if part of the goal for new videos should begin with reviewing existing videos to identify current needs, and if they only require editing. Also inquired about how to identify additional steps within the goals.
- Ms. Michele Leahy inquired about current availability of OVR Success Stories. Inquired if there was a way to reach out to providers in Pennsylvania beyond who has already been contacted and from other areas of the state such as Erie, Pittsburgh, State College. Suggested reaching out to job coaching agencies such as Association on Higher Education and Disability (AHEAD) and Goodwill. Inquired if staff and members could look into requesting success stories from providers and highlighting the request in the newsletter and social media.
- Ms. Laura Princiotta stated she may be able to provide staff with contacts of providers and have success stories to submit for consideration.
- Mr. Chris Todd (staff) stated that there is currently a request in the newsletter for success stories and email have been sent to various providers requesting them and will continue to contact and request success stories from providers and on social media through highlighting the new website.
- Ms. Cheryl Novak stated that OVR is currently looking into success stories for the quarterly reports and will look into their ability to acquire this information. In the past there were ongoing efforts to provide success stories and there are always issues with releases.

Ms. Laura Princiotta motioned to approve the Committee Goals and Budget with edits and additions. Mr. William Del Toro Vargas seconded the motion. All were in favor.

**Review of the PaRC Social Media Guidelines Document
Possible Action Item: Approve Any Changes to document**

- Ms. Michele Leahy stated she has reviewed the document and did not see anything that currently needs updated as there were multiple changes made to it last year.

Ms. Michele Leahy motioned to approve the PaRC Social Media Guidelines Document for FY 2022-2023.

Discussion regarding revamped Newsletter Template

Visual elements, content, copy, other details

Accessible PDF and/or Word Document

Using free version of MailChimp

- Mr. Chris Todd (staff) shared via Zoom examples of .pdf and MailChimp PaRC Newsletters that include visual elements and are ADA accessible.
- Ms. Michele Leahy suggested moving information such as meeting times, Council Mission to the back or end of the document and include more engaging content at the top of the email/document. Content to be highlighted in the front of the document would include legislation, PaRC projects, and OVR employment Success Stories. Suggested providing less text in the newsletter and using more links that will take users to the website to provide them with more information. Likes the idea of using MailChimp or similar service and stated the service is affordable and would be okay for the Committee to purchase a subscription if necessary.
- Ms. Laura Princiotta inquired about what is the newsletter trying to achieve. Modern Newsletters are getting much shorter include more photos, links, and much less text. Also provided an example of her organization’s newsletter. Agreed the more links provided in a newsletter the better.
- Mr. William Del Toro Vargas agreed and stated that newsletters are now used more as an infographic or infomercial.
- Ms. Michele Leahy agreed newsletters are much more an infographics and suggested providing links, promoting engagement, connecting to the Arc, Consortium of People with Disabilities or other organizations with a brief synopsis and link to whatever organization’s website is being mentioned in the newsletter.

Discussion/planning for details of PaRC LinkedIn Page

Must be created from a Personal Profile (Account)

Page Type:

Small business?

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 that staff create an example LinkedIn page for review during the June Committee meeting. A final PaRC LinkedIn page could be set up under Project Director, Ms. Michelle Gerrick's email for consistency the same as the PaRC Facebook page. Suggested researching and reviewing other State Rehabilitation Council (SRC) LinkedIn pages for examples.

Adjourn

Ms. Laura Princiotta made a motion to adjourn the meeting. Ms. Michele Leahy seconded the motion. Meeting was adjourned.