



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Draft Minutes for June 22, 2022

Members Present (P) Not Present (NP)

Passle Helminski (P)
Laura Princiotta (P)

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

PaRC Staff Present: Chris Todd, Michelle Gerrick

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. Passle Helminski 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:

**Discussion regarding revamped PaRC Newsletter
Constant Contact free trial and paid version info
Free version of MailChimp info
Visual elements, content, copy, other details**

- Ms. Michele Leahy inquired about sending a letter to request contact information to increase the PaRC newsletter audience. Inquired about starting a database of contacts for the newsletter that includes categories of representation and other data

to track the success of the newsletter or group contacts for special newsletter initiatives.

- Members suggested reaching out to OVR staff, District Administrators, VR Specialists, and others. Other organizations to request contact info from include Office of Deaf and Hard of Hearing (ODHH), Bureau for Blindness and Visual Services (BBVS), Bureau of Special Education (BSE), Citizen Advisory Committees (CACs), Centers for Independent Living (CILs), Office of Developmental Programs (ODP), Home and Community Based Services (HCBS), State Workforce Development (SWD), CareerLinks, PA Rehab Association, Certified Rehab Counselors (CRCs), Association of People Supporting Employment First (APSE), KenCrest, Community Integrated Services (CIS), other service providers, and providing outreach and collecting contacts at various events throughout the Commonwealth and when reserving event tables.
- Members listed information to include in the email requesting newsletter contacts include: PaRC members are Federally mandated, PaRC enables consumers to have a voice, and PaRC informs and advises OVR.
- Members provided ideas for content for newsletters including the July anniversary of the Americans with Disabilities Act (ADA), Workforce Innovation and Opportunities Act (WIOA), back to school Transition Planning, hidden disabilities in the workplace, and October is employment for people with disabilities month. Spotlighting a member of the Council to promote recruitment and public comment to increase engagement. Including the content of the newsletter within social media posts as well.
- Members provided the suggestion of sending a newsletter every other month beginning in July and also including themed and special newsletters when various events occur. Suggested providing a calendar to Committee members to track and plan newsletter themes and content.

Ms. Michele Leahy motioned to create a six-month subscription to ConstantContact for email marketing services. Ms. Laura Princiotta seconded the motion. All were in favor.

Discussion / planning for details of PaRC LinkedIn page

- Members reviewed the new PaRC LinkedIn page profile via screen share, suggested edits, and agreed on the content. Members agreed that planning and instructions for providing access to admin abilities for all PaRC Social Media accounts and the PaRC email address is good business practice and requested staff research and share that information with Committee Chair. Requested that this information also be part of the Executive and Full Council meetings conversation and agenda. Members discussed providing the PaRC LinkedIn profile to Full Council before it is published and promoted.

Ms. Michele Leahy motioned to provide the LinkedIn profile to Full Council for review and approval. Ms. Laura Princiotta seconded the motion. All were in favor.

Discussion for potential web maintenance services

- Mr. Chris Todd (staff) shared information about web maintenance needs, searching for potential service providers, and went over details of Epic Web Studios proposal and background as a small business in PA.
- Ms. Michele Leahy inquired about searching for a minority owned business.
- Mr. Chris Todd (staff) stated that he searched on the PA Bureau of Diversity, Inclusion, and Small Business Opportunity website and service providers and was not able to locate many businesses offering web maintenance services and none were categorized as minority owned or diverse. Epic Web Studios was listed as a small business located in PA, can be used as needed for website service needs and cancelled or switched to other businesses at any time.

Ms. Michele Leahy motioned to use Epic Web Studios for web maintenance services at this time. Ms. Laura Princiotta seconded the motion. All were in favor.

Adjourn

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