



Pennsylvania Rehabilitation Council (PaRC)

55 Utley Drive, Camp Hill, PA 17011

Voice: (717) 975-2004 or (888) 250-5175 TTY: (888) 559-2658 Fax: (888) 524-9282

Email: parc@parehabilitationcouncil.org Website: parehabilitaitoncouncil.org

Social Media / Outreach Committee Minutes for November 2, 2022

Members Present (P)

Not Present (NP)

Michele Leahy (P)
Paul Fogle (P)

Laura Princiotta (P)

William Del Toro Vargas (P)

OVR Staff Present: Cheryl Novak, James Whitonis

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 2:00 PM after quorum was established.

ADDITIONS TO THE AGENDA

Ms. Michele Leahy stated that she would like to add to the agenda discussion regarding potential use of a Customer Relationship Management (CRM) system to expand the Council's database of contacts.

APPROVAL OF THE AGENDA AND PAST MINUTES

MOTION was made by Mr. William Del Toro Vargas to approve today's agenda with additions and past meeting minutes. Ms. Laura Princiotta seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Discussion / Review of PaRC Informational PowerPoint Presentation for Recruitment and Outreach

- Mr. Paul Fogle stated that the PowerPoint may be a good tool to use to inform OVR staff and Administrators about the Council and asked OVR staff in attendance for feedback regarding the presentation. Council members and other entities such as Ms. Wheelchair Pennsylvania have also requested outreach efforts and information

about the Council, its mission, and activities. Anticipates that there will be similar requests in the future and the tool could be used for education and marketing of the Council. The Governance Committee will also be reviewing a similar presentation for recruitment and new member orientation.

- Ms. Michelle Gerrick (staff) stated that the presentation being reviewed was originally used for a 2019 meeting to recruit members and that the content was updated with the current images, logos, and information being used.
- Members provided revisions for the PowerPoint presentation for staff to assist with and review for the next committee meeting. Those suggestions include:
 - Using less words or text on most of the slides
 - A design that implements more vibrant colors and images that conveys a fun and happy message
 - Incorporating links to the PaRC website and other related information available online to replace text and information being displayed on each slide
 - Using a lot of information that reflects what the PaRC website states and referring to specific PaRC webpages
 - Using questions to engage viewers about specific categories of representation rather than lists, tables, or text
 - Using a slogan such as “We want you!” to encourage engagement and for recruitment of new members
 - Using images and icons for different categories of representation
 - Ensure accessibility with the use of image descriptions and other accessible content
 - Explain to viewers why members like being part of the Council, what good can you do as part of the group, how you can be the change as part of the Council, showing accomplishments of the Council, quotes from past and current members, information from the Annual Reports, employment Success Stories used on the website to show the positive impact of the Council’s work
 - Include information for employers to help businesses with questions such as: are you a member of a labor union, are you receiving government contracts, do you need to hire more people with disabilities
 - Many people don’t know about the Council’s various stakeholders including the Workforce Development. Stated the importance of removing the government jargon from the presentation and replacing that with layman’s terms
 - Identify the target audience for this presentation
 - Use of Pennsylvania colors, the Mountain Laurel (state flower), and other icons related to the Commonwealth

Discussion regarding next PaRC Newsletter

December theme / topics

Future theme / topics

- Members agreed that the December newsletter could include information about the Holiday Season, seasonal work, college students working during winter break, success stories about working during the holidays, resources on achieving a

promotion from entry level to mid-level, articles that inform about benefits counselling, Social Security / COLA increase, SGA and related topics that were released in October.

- Additional topics could also include new legislation about the MAWD increases, returning to community and employment activities after COVID mitigation efforts, and increasing self-advocacy. Including an article about the increase in disability workforce, rural areas, and other areas due to more availability of telecommuting/working from home or jobs that don't require brick and mortar or in person attendance.
- Identify employers / articles that recognize the benefits of allowing employees to work remotely. Articles that cover how job coaching and job recruitment has changed due to COVID. Discuss and to inform people with disabilities about the benefits of creating a home office, working from home, requesting reasonable accommodations, OVR business development / self-employment brochures and information.
- Ms. Cheryl Novak will inquire with the business services for brochures and information about those topics.
- December 3rd is international persons with disabilities awareness.
- Members stated that November is Assistive Technology (AT) month in Pennsylvania. Requested staff to post on social media information about AT, for wheelchair users. Requested that posts circle back to useful information about employment and OVR. OVR has information available online about AT that could be shared. November is National Epilepsy Awareness month and that does qualify for OVR services / job coaching. Could highlight Tony Coelho's contributions to ADA legislation, as he has self-disclosed he has epilepsy.
- Requested to keep an ongoing log of monthly topics and themes for members to use in the future and also to avoid re-using articles.
- Members provided information about future topics for the PaRC bi-monthly Newsletters including:
 - February and March newsletters could include information and articles about hidden disabilities.
 - April and May could include information and articles about Autism and Mental Health. Highlight May 17, 2016, regarding enactment of Act 26, Pre-Employment Transition Services.
 - Highlight enactment of Act 36, Employment First Act on June 19, 2018.
 - Highlight article regarding the disability inclusive curriculum. H.R. 1642 was passed on July 8, 2022, which provided an amendment approving disability inclusive curriculum in Pennsylvania schools.
 - September is Spinal Cord Injury Awareness Month and Deaf Awareness Month / International Deaf Awareness week / International Day of the Deaf.
 - October is Blindness Awareness Month

Discussion regarding PaRC Contacts for Newsletter / Outreach

- Ms. Leahy discussed importance of expanding the Council's database of contacts, using a CRM to manage that list of contacts, and stated that OVR has 6,000 followers on their social media pages that should be part of the Council's contact list.
- Ms. Princiotta inquired about use of Constant Contact to manage the Council's contact database. Constant Contact can group, categorize based on industry, set up a campaign, create tags, provide custom fields, run reports on email, set dates and schedule emails. Inquired about additional relationship management and other goals and outcomes such as sales, contacts, donors, or other initiatives.
- Ms. Leahy stated that she looks at Constant Contact as both a relationship database and a sales / outreach tool. Understands that the Legislative contacts will need to be manually updated when legislators or their staff change.
- Members suggested sending the invitation to sign up for the PaRC Newsletter to additional contacts to PaTTAN, Transition Coordinators, IU coordinators, and members that may be able to reach out to contacts in the educational field, business, labor, industry, employment providers, OVR providers, BBVS providers, ODHH providers, and the OVR stakeholder lists. Members suggested reaching out to the Neurodiversity Employment Network for contacts and outreach.
- Members suggested writing a letter to introduce the Council to the new Governor that will be inaugurated in January following the upcoming election. Discussed use or purchase of the mypls subscription service / software to collect information about legislation, committees, and legislative contacts. Requested staff and members to collect information about the cost of mypls.

Adjourn

MOTION was made by Mr. William Del Toro Vargas to adjourn the meeting. Ms. Michele Leahy seconded the motion. Meeting was adjourned.