



# Pennsylvania Rehabilitation Council (PaRC)

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## Social Media / Outreach Committee Minutes for May 3, 2023

### Members Present (P)

### Not Present (NP)

Michele Leahy (P)

Laura Princiotta (P)

Paul Fogle (NP)

**OVR Staff Present:** James Whitonis, Cheryl Novak

**PaRC Staff Present:** Chris Todd

### CALL TO ORDER

This meeting was conducted through Zoom. Ms. Michele Leahy called the meeting to order at 2:00 PM.

### ADDITIONS TO THE AGENDA

There were no additions.

### APPROVAL OF THE AGENDA AND PAST MINUTES

***MOTION was made by Ms. Laura Princiotta 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 / Planning of a 'Benefits Corner' Resource added to the PaRC Website and Newsletter**

#### **Location, Content, Links**

#### **Corresponding Information in May Newsletter**

- Members reviewed a template of a Benefits Corner newsletter and suggested adding videos about the need for reporting earnings to Social Security, impacts earnings have on Social Security benefits, and resources from Cornell University and Virginia Commonwealth University. Members will provide resources for staff to include in the Benefits Corner.
- Members discussed the complexities of benefits regarding retirement funds, Medical Assistance Benefits for Workers with Disabilities (MAWD) requirements, difficulty

navigating benefits when an individual first becomes employed, overpayments, Medicare, Medicaid, and suggested including more videos rather than just articles. Listening to benefits counseling experts speak in videos on these complex topics can be more beneficial than reading articles and also addresses individuals that may have difficulty learning through reading. Members provided corrections to the content and copy. Suggested including videos about benefits in the Facebook page.

### **Updated PaRC Brochure**

- Members reviewed an updated brochure highlighting PaRC information. Discussed information to be included for recruitment of new members. Requested that the brochure be forwarded to the Executive Committee for review.

### **Review of Committee Goals**

- Members reviewed the committee goals and did not have any changes to current goals. Recommended keeping the PaRC Social Media Handbook the same for now until there are more committee members to review those policies.
- Ms. Michele Leahy suggested adding a goal to increase the Council's mailing list/database of contacts and inquired about the MYPLS marketing tools that were previously discussed. Suggested a list of OVR providers and request OVR leadership send a letter of invitation to sign up for the newsletter. Requested this be included in an upcoming agenda.
- Staff reported that Legislative Committee reviewed the MYPLS demo and follow up to questions about accessibility. Further discussion and follow up will be needed on how the committees would like to move forward. Letters inviting stakeholders, legislators, and others that may be interested in receiving the PaRC newsletter have been sent out previously. The letter could be revised and re-sent to expand outreach efforts.

### **Committee Chair / Vice Chair for Fiscal Year 2023-2024**

- Ms. Michele Leahy explained that she would be willing to continue to serve as committee Chair. Members stressed the importance of the committee's work and of recruiting additional committee members.
- Ms. Chery Novak stated that she agrees that it's important to continue to engage in marketing efforts for the Council and shared that members have done great and important work regarding the new PaRC website, social media, and other marketing materials.

### **Adjourn**

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