



# Pennsylvania Rehabilitation Council (PaRC)

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## Social Media / Outreach Committee Minutes for September 6, 2023

### Members Present (P)

### Not Present (NP)

Michele Leahy (P)  
Susan Tomasic (NP)

Joan Goodman (P)  
Paul Fogle (NP)

Lorie Brew (P)

**OVR Staff Present:** James Whitonis, Connie Moonen

**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.

### ADDITIONS TO THE AGENDA

Ms. Lorie Brew suggested discussion regarding Committee Goal #3, attendance of conferences and expos for PaRC outreach.

### APPROVAL OF THE AGENDA AND PAST MINUTES

***MOTION was made by Ms. Michele Leahy to approve today's agenda and past meeting minutes. Ms. Lorie Brew seconded the motion. All were in favor.***

### DISCUSSION AND POSSIBLE ACTION ITEMS:

#### **Welcome New Committee Members Committee Vice Chair**

- Ms. Michele Leahy welcomed new Committee members and invited all members to consider volunteering to serve as Committee Vice Chair. This topic will be discussed again at the next Committee meeting and the Vice Chair would be asked to step in and report at meetings when the Chair would not be available.

#### **October is National Disability Employment Awareness Month (NDEAM) Promote New PaRC Social Media Pages**

## **October Newsletter**

- Ms. Michelle Gerrick (staff) updated the Committee about the Council's Web Maintenance/Digital Media Team that was procured for the current Fiscal Year as part of the Small Diverse Business (SDB) requirements provided by PA Department of Labor and Industry during the recent PaRC Project bidding process. SE&M is a Disabled-Veteran owned small business and Veteran Business Enterprise. They will be providing support with the PaRC website, PaRC social media pages and outreach, and any other digital media needs the Council determines for the remainder of the Fiscal Year. Each Spring the Council will have an opportunity to continue with their services or ask staff to identify other SDB alternatives.
- Members were provided with examples of social media posts from SE&M and agreed with many of the topics and resources included. The Committee has requested to invite their staff to the next meeting and provide monthly posts for review ahead of time.
- Members agreed that creating a member's only webpage would be helpful to store documents and files for committee work and Full Council work. Members shared that this would also help to cut down on the number of emails and email attachments they receive from PaRC staff and members.

## **Increase Outreach**

### **Newsletter Contacts / MYPLS**

### **Success Stories**

### **Benefits Corner**

- A draft of the October Newsletter with the theme of National Disability Employment Awareness Month (NDEAM) was shared with attendees. Members suggested adding information about launching the new PaRC social media pages, Pennsylvania focused events such as Disability Pride and the Office of Deaf and Hard of Hearing (ODHH) Hearing Loss Expo.
- Members suggested providing more information from National organizations such as the World Institute on Disability, National Council for Centers of Independent Living, and National Disability Rights Council.
- Members suggested providing information about OVR programs such as Vehicle and Driver Services and College Assistance. Other suggestions for Newsletter and social media posts or topics include OVR Committees, Transition and School Age Services, Accessible Hand Controls, and ODHH services.
- Members agreed upon the importance of providing information about Benefits Counseling and suggested the sharing of a continued 'Benefits Corner' section, a Benefits Corner themed Newsletter for June/July, parent related work expenses, and myths about Social Security Income.
- Ms. Lorie Brew inquired about attending the Hearing Loss Expo to represent the PaRC for the first of the two days of the expo. Staff will inquire with Full Council about availability to attend the second day. No members had previously shared availability when the correspondence was first shared about the event. Members agreed that a digital presentation of revolving text and images for success stories

or other relevant topics would be useful to attract attention to the PaRC conference resource table.

**Potential Projects**

**Member's Only Web Page**

**Updated Videos**

**Recruitment Video**

- Ms. Leahy shared that creating videos would be discussed at future meetings and the Committee would first focus on the expansion of outreach, database of contacts, social media followers, and other outreach efforts.

**Adjourn**

***MOTION was made by Ms. Lorie Brew to adjourn the meeting. Ms. Joan Goodman seconded the motion. The meeting was adjourned.***