



# 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](mailto:parc@parehabilitationcouncil.org) Website: [parehabilitaitoncouncil.org](http://parehabilitaitoncouncil.org)

## Social Media / Outreach Committee Minutes for December 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:** 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

There were no additions.

### 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:

#### Review December / January Social Media Posts

- Ms. Michele Leahy requested that the post scheduled for January 11, 2024, be edited so that the image used features the organization for Paget's Awareness Day and is not medical in nature. Members agreed that posts should not include medical related information. Information for posts should be geared toward OVR services with messages such as, "Did you know individuals with this condition receive services from OVR?" or include information on the needs or employment services for individuals with this condition.

- Members provided recommendations for scheduled posts. Staff will edit posts as instructed during today's meeting, create a document providing a list of members' recommendations for PaRC social media posts, send the document of recommendations to the committee for review of accuracy, and provide approved recommendations to the web maintenance / digital media team. Member recommendations discussed during the meeting are included below:
  - Do not include medical information or images that are medical in nature. Focus disability awareness days and months toward what role OVR services provide for individuals with specific disabilities or about the needs or employment services provided for a specific disability. Provide images and information for organizations linked to a specific disability awareness day / month.
  - Include information about job accommodations, accessibility at the workplace, employment advice for businesses and Human Resources departments such as, "Get the boxes out of the hallway."
  - Post articles from the Job Accommodation Network (JAN) on topics such as telework as an accommodation. Post other articles about requesting telework as an accommodation or requesting other job accommodations.
  - Post articles from Forbes.com that include disability and employment related issues.
  - Follow on LinkedIn and post articles from GlobalDisabilityInclusion.com.
  - Post updated information and articles to PaRC social media pages and PaRC's Benefits Corner regarding the impacts of Social Security Disability Income (SSDI) for employees with disabilities and other benefits counseling issues including Employee Stock Ownership Plans (ESOPs), 401k and other retirement plans, Medical Assistance Benefits for Workers with Disabilities (MAWD), Work Incentives Planning and Assistance (WIPA), what happens to your MAWD, WIPA, or other benefits after leaving a job, the cost of disability, employees that leave their place of employment and no longer qualify for SSDI, access to a benefits counselor, employee investments and ABLE accounts that become unveiled after leaving place of employment, income for childcare issues, settlements with employers, and reduced aid for parents with disabilities.
  - Post end of the year, past success stories.

- Informative post or article describing the PaRC, how Pennsylvania created the State Board of VR prior to Federal Legislation that mandated the creation of PaRC, how Pennsylvania's Designated State Unit (DSU) is different from other states, and that PaRC and other entities exist within the PA OVR such as BVRS, BBVS, and ODHH.
- Posts and articles about past Pennsylvania Governors and other legislators on their birthdays or other dates of significance relating to why they have been dedicated to the employment and disability community / legislation. Post regarding Governor Thornburg and his role in the passage of the Americans with Disabilities Act (ADA).
- Cross post from OVR's posts and other organizations previously listed / that the PaRC follows on its social media pages.
- Create posts / cross post on Facebook to encourage followers to follow new PaRC social media pages on LinkedIn and Instagram.
- Create posts about PA Citizen Advisory Committees (CACs) to encourage followers to get involved in their local areas.
- Ms. Joan Goodman requested receiving information / links on the previously discussed Forbes.com articles. Many of the articles can be found by searching online for disability and Forbes.

### **Review Draft Member's Only Page Layout**

- Ms. Goodman suggested listing/naming files by Year-Month-Day to make simplify search for files.
- Members reviewed the draft of the Member's Only page and agreed to have the draft reviewed by Executive Committee and Full Council prior to its use. A test run of the webpage may be used leading up to February's Full Council meeting.
- Members suggested including within meeting correspondence a notification of the files being uploaded to the webpage, including a link to the Member Only page along with information on where the files would be located on the webpage.
- Members suggested using Survey Monkey, JotForm.com, Doodle polls for Full Council meetings when determining in-person attendance, meals, and collecting other information to avoid receiving multiple emails when it can be avoided.

### **Adjourn**

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