



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for May 1, 2024

Members Present (P)

Not Present (NP)

Michele Leahy (P)
Susan Tomasic (P)

Joan Goodman (P)
Paul Fogle (P)

OVR Staff Present: Chris Harbert

PaRC Staff Present: Chris Todd, Michelle Gerrick

Guests Present: Paul Cassarly, Gillian Black, Charlie Sowell

CALL TO ORDER

This meeting was conducted through Zoom. Ms. Michele Leahy called the meeting to order at 11:00 AM.

ADDITIONS TO THE AGENDA

There were no additions.

APPROVAL OF THE AGENDA AND PAST MINUTES

MOTION was made by Ms. Joan Goodman to approve today's agenda and past meeting minutes. Ms. Susan Tomasic seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Review Drafts of PaRC Brochures

- Members reviewed the brochure designed for the general public and suggested having the re-designed brochures translated into Braille and Spanish once approved by Full Council.

MOTION was made by Ms. Susan Tomasic to approve the general public brochure and move forward for Full Council review. Ms. Joan Goodman seconded the motion all were in favor.

- Members reviewed the brochure designed for businesses and employers and provided the following changes:
 - Change all of the green accent or highlighted areas and green text to yellow to match the general public brochure.
 - Add the word 'retain' to the first bullet of the inside right section, as follows:
 - "OVR staff can help employers recruit, hire, and retain qualified employees, develop employee retention strategies, and learn about disability-related issues."
 - Members explained that the background and text may be distracting/difficult to read for the success story section and suggested making the blue circle background darker, removing the capitol image from the background, and removing the drop shadow so that the text is easy to read.
 - Members suggested making the text larger or more noticeable for the "Did you know OVR offers Business Services?" headline in the top right section of the inner page.
- Members requested that staff have the graphic designer make the requested changes and share the updated draft of the business brochure with the Committee to check the work.

MOTION was made by Ms. Joan Goodman to approve and move forward to Full Council the business brochure after the requested changes are made. Ms. Susan Tomasic seconded the motion. All were in favor.

- Members reviewed the draft Veterans brochure and requested that changes be made to incorporate the yellow and blue within text and background. Members requested that the corkboard background be changed to yellow or blue. Members requested that changes to the Veterans brochure be emailed prior to the June Committee meeting and be reviewed during the June meeting.
- Members agreed to have the brochures printed after Full Council approval and be distributed for outreach to OVR counselors, Centers for Independent Living, Community Advisory Committees, OVR providers, OVR Pre Employment Transition Services staff, and other PaRC stakeholders.

Committee Chair / Vice Chair for Fiscal Year 2024-2025

- Ms. Michele Leahy explained that her term on the Council ends in July of 2024 Ms. Joan Goodman explained that she would volunteer to serve as Committee Chair.

- Ms. Susan Tomasic explained she would be willing to serve as Committee Vice Chair if needed.

Annual Review of Committee Goals and PaRC Social Media Guidelines

- Ms. Leahy requested this topic be discussed during the June Committee meeting.

Review of Social Media Analytics Slide Presentation

- Members reviewed the Social Media Analytics slide presentation which shows the growth in engagement for PaRC's Facebook, Instagram, and LinkedIn pages.

Review Social Media Post Drafts

- Members suggested posting on Facebook to promote PaRC's Instagram and LinkedIn pages to grow the number of followers on those platforms and increase engagement. Members suggested targeting Instagram posts toward transition age students, PEAL Cener staff, Transition Coordinators, and others within the transition and education community.

Adjourn

MOTION to adjourn was made by Ms. Susan Tomasic. Ms. Joan Goodman seconded the motion. The meeting was adjourned.