



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for June 5, 2024, 9:30 AM to 10:30 AM

Members Present (P) Not Present (NP)

Michele Leahy (P)
Susan Tomasic (P)

Joan Goodman (P)
Paul Fogle (NP)

OVR Staff Present: Chris Harbert, Connie Moonen

PaRC Staff Present: Chris Todd

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 9:30 AM.

ADDITIONS TO THE AGENDA

There were no additions.

APPROVAL OF THE AGENDA AND PAST MINUTES

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

DISCUSSION AND POSSIBLE ACTION ITEMS:

Annual Review of Committee Goals and PaRC Social Media Guidelines for Fiscal Year 2024-2025

- Members reviewed the Committee goals and had no revisions for Fiscal Year 2024-2025.
- Members provided the following suggestions for PaRC outreach efforts:
 - Social media posts and newsletter content that highlights PaRC members on a quarterly basis.

- Including a birthday message for PaRC members and including a brief bio for those posts or short articles about PaRC members.
- Sending out a bulk email asking providers, Veteran organizations, and other advocacy organizations for their success stories.
- Taking photos and videos of members attending in-person events and meetings to be posted on PaRC social media.
- Re-posting or cross posting more frequently from OVR, Bureau of Blindness and Visual Services (BBVS), Office of Deaf and Hard of Hearing (ODHH), and other PaRC stakeholders' social media pages and websites.
- Including business to business posts on LinkedIn, cross posting between different social media pages, and including posts from social media within the newsletters.
- During breaks at the in person Council meetings holding short video interviews between Council members using their smartphones to be posted on social media.
- Purchasing new images for social media posts.
- Highlighting stakeholders and other government agencies on social media and newsletters in an effort to have Council information shared on social media and increase those that subscribe to the PaRC Newsletter.
- Include stories from and information about the Centers of Independent Living (CILs) and Statewide Independent Living Council (SILC).

OVR Content, Social Media Cross-Posting Specifics and Preferences

- Ms. Connie Moonen informed members that she would like to gather feedback from the Committee on how they may better collaborate regarding content, posting, social media and what OVR can do better. She understands that members would like to be provided more success stories and cross posting between PaRC and OVR social media pages. Mr. Chris Harbert explained that they are receptive to hearing from members on ways they can assist with distribution, increasing followers, and expanding contacts for the newsletter.
- Ms. Leahy explained that it would be helpful to receive an updated list of OVR counselors, have OVR share information with all of their subcontractors and agency contacts, and send out the PaRC Newsletter when received to their contacts.
- Ms. Moonen will take those requests back to Mr. Ryan Hyde and their team. They have a listserv that they use for outreach and will inquire how they can help with these efforts.
- Members suggested OVR sharing newsletters with their staff and contacts, regularly providing outreach to their contacts and the public to inform and educate about the PaRC and the State Board of VR on social media.

- Mr. Harbert informed members that he shares the PaRC Newsletter with the State Board of VR, and he does receive feedback from Board members expressing appreciation for the work of the Council.
- Mr. Paul Cassarly inquired how OVR measures success of outreach efforts. Ms. Moonen explained that they have a lot more work to do in regard to tracking, but they currently look to results of engagement with posts, followers' gains, and views.
- Members inquired if there is a brochure or resource that lists and provides information about OVR's services such as job coaching and driver's services that could be converted into separate social media posts to be shared by the PaRC. Mr. Harbert explained that information on the OVR website regarding services and resources can be shared. The Executive Director report is also available to be a resource to generate information for social media posts. Mr. Charlie Sowell informed members that they will utilize information located on the OVR website each week to pull content and create posts for the PaRC social media pages.

Review Edits for Veterans Brochure

- Mr. Cassarly informed members of revisions to borders, spacing, and color scheme. Members agreed the design looks great.

MOTION was made by Ms. Goodman to approve the Veterans Brochure. Ms. Tomasic seconded the motion. All were in favor.

Review Social Media Post Drafts

- This topic was previously discussed.

Review June Newsletter Draft

- Members suggested moving the Benefits Corner and Share your Success sections of the newsletter above the Become a Member section. Members suggested adding a photo of the signing of the ADA to the section about the ADA anniversary and adding an article about Veterans and people with disabilities collaborating to get the ADA passed. Members suggested searching the Paralyzed Veterans Association for an article. Additional edits include adding the disability Pride Flag to the section highlighting June and July, and change the "Show Your Support" graphic to say, "Do you like what you read? Share it with a friend!"

Schedule Next Meetings

- Members requested sending calendar invitations for standing meetings to remain the first Wednesday of the month from 9:30 AM to 10:30 AM. The July 3rd meeting will be moved to July 17th due to the holiday.

Adjourn

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