



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for July 17, 2024, 9:30 AM to 10:30 AM

Members Present (P) Not Present (NP)

Joan Goodman (P)
Susan Tomasic (P)

Michele Leahy (NP)
William Paz De Melo (NP)

OVR Staff Present: Chris Harbert, James Whitonis

PaRC Staff Present: Chris Todd

Guests Present: Paul Cassarly, Gillian Black, Charlie Sowell

CALL TO ORDER

This meeting was conducted through Zoom. Ms. Joan Goodman 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:

Update on PaRC Brochures

- PaRC General Public brochure and Business brochure were approved during the May Full Council meeting and have been professionally printed. The PaRC Veteran brochure has been approved by the Committee and is awaiting Full Council approval in August.

Discussion on Distribution of Brochures

- Members explained that brochures could be distributed in person to ensure they can provide an explanation about the brochures and the Council. Brochures received electronically or through the mail may be disregarded by some organizations or individuals that are not familiar with PaRC or OVR. Members volunteered to provide brochures to local Veteran Administration locations, State Representatives, Centers for Independent Living, and CareerLinks. Members requested that the brochures be brought to the August Full Council meeting to distribute to all members and OVR staff present. Members suggested discussion be held by Full Council on distribution of the brochures. Members also suggested that all brochures be sent to OVR District Offices. Members suggested sending the Veteran brochures once approved and printed to the VA locations and hospitals located throughout the state.
- Mr. Paul Cassarly volunteered to distribute the PaRC Veteran brochures to his local Veteran organizations once available.

Review Social Media Post Drafts

- Members reviewed the social media posts that were drafted for August 2024 by Ms. Gillian Black and Mr. Cassarly. Members explained that the posts and images looked good and approved of their scheduled posting on LinkedIn, Instagram, and Facebook for the upcoming month.

Review August Newsletter and Success Story Outreach Drafts

- Members reviewed the PaRC Bi-monthly Newsletter draft scheduled for August and the PaRC outreach email draft to request success stories. Members approved of both drafts and did not have revisions.

Discussion Regarding Purchasing of New Images

- Members explained that images used for PaRC website, social media and other outreach efforts should include diversity, diversity of disability, and show engagement with employment and community. Mr. Cassarly explained how he could work to locate and share images with Council from Canva to meet member requirements, shared for review examples of images available on Canva, and inquired if members were satisfied with choices for images to date. Members agreed that the images chosen for PaRC social media posts have been good. Members explained that images used should always avoid communicating the misconception that individuals with disabilities would need to be pitied and that images should always communicate that individuals with disabilities should be given equal opportunities afforded to everyone. Members emphasized that it is

important to show individuals with disabilities engaged with their community and employment.

- Members agreed to hold discussion during the next Executive Committee meeting on updating images included on the website and working with Mr. Cassarly to update images.
- Mr. Chris Harbert, OVR provided an update that OVR shared a PaRC post regarding recruitment, PaRC social media posts looked great, and requested that the post drafts be shared with OVR so that they may prepare to share PaRC posts in advance. Members agreed to have PaRC staff share a link of the Google Doc where the PaRC social media draft posts are reviewed.
- Mr. Harbert agreed to assist with distribution of PaRC brochures. Members requested that PaRC staff bring the brochures to the August Full Council meeting for distribution to OVR and members.
- Mr. James Whitonis explained that during the Statewide Citizens Advisory Committees (CAC) meeting social media outreach was discussed. OVR has limits to what can be posted due to press releases and other requirements and inquired if the PaRC would be willing to assist with provided CAC meeting information on the PaRC social media and website. Members agreed that this would be beneficial and requested that PaRC staff work with Mr. Whitonis to have CAC information shared through PaRC social media and website.

Adjourn

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