



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for September 4, 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 (P)

Julianna Rodrigues (P)

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

Mr. William Paz De Melo suggested the addition of discussing Service Dog / Service Animal initiative.

APPROVAL OF THE AGENDA AND PAST MINUTES

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

DISCUSSION AND POSSIBLE ACTION ITEMS:

Naming of Action/Social Media Committee

- Mr. William Paz De Melo explained that due to lack of legislation the Council's Service Dog initiative could include the education be provided education on this topic and data on how access to Service Dogs affect employment of people with disabilities. Mr. Paul Cassarly volunteered to provide contact information with an associate from the Service Paws of Pennsylvania. Members requested staff share the contact information following the meeting with the Committee. Members will contact them and follow up. Mr. Cassarly explained that his associate had worked

on drafting legislation regarding Service Dog laws. Members agreed to contact and discuss this topic with Mr. Cassarly's associate and follow up with the PaRC Legislative Committee.

MOTION was made by Ms. Susan Tomasic to name the Committee the Action/Social Media Committee. Ms. Julianna Rodrigues seconded the motion. All were in favor.

Development of Committee Goals for FY 2024-2025

- Members reviewed Committee goals and explained that the 7 goals of the Social Media Committee could be reduced down to 2. Members explained that many of the goals could be made into steps to achieve goals or sub-steps. Members requested that staff consolidate goals 2 thru 7 into a new Goal #2 by combining the steps to achieve goals and will review during the next Committee meeting.
- Members requested a Goal #3 Promote interagency collaborations regarding employment for people with disabilities as they arise.

MOTION was made by Ms. Susan Tomasic to have staff synthesize the Committee goals into 2 main goals with action steps and sub-steps. Ms. Joan Goodman seconded the motion. All were in favor.

Schedule Committee Meetings for Odd Numbered Months

- Members explained that now that other agencies are being involved in the Action aspect of the Committee including Department of Human Services and Bureau of Special Education along with the many offices such as Office of Developmental Programs and Office of Long Term Living meeting on a monthly basis may be necessary. Members requested that the current schedule meeting on the first Wednesday of each month from 9:30 AM to 10:30 AM remain.

Planning for Review of Potential Time Sensitive Action Items

- Members explained that information can be shared with the Committee through email in between meetings. Voting, agreement, or deliberation cannot be done through email. Members explained that an Executive Committee meeting or Special Meeting may be requested if there are any time sensitive issues that need to be covered in between the scheduled Committee meetings.

MOTION was made by Ms. Susan Tomasic that a notification will be sent to the Committee members through email if needed and if action is required Committee members will request an Executive Committee meeting. Ms. Joan Goodman seconded the motion. All were in favor.

Development of Activity Document/Calendar for Outreach

- Members explained that the public would benefit from a calendar to track common interest events including their date, time, location, and instructions on how to connect. This would be to educate and inform and not to promote. Members discussed utilizing the PaRC website calendar to share event information and to also provide this information to the public through Facebook posts and links to the calendar. Mr. Paul Cassarly explained that he can develop a methodology and show how that can be done.

MOTION was made by Ms. Susan Tomasic to share calendar events on the PaRC website and Facebook posts. Ms. Julianna Rodrigues seconded the motion. All were in favor.

Update on Number of PaRC Social Media Followers

- Mr. Paul Cassarly and Ms. Gillian Black shared information on the PaRC social media pages and posts including specific content, engagement, data, and other information from Facebook, Instagram, and LinkedIn. Members requested that information on the ADA webinars be shared on LinkedIn. Staff will forward those links and events to be posted.

Review of PaRC Bi-Monthly Newsletter

- Members explained that they reviewed the draft newsletter for October and did not have any revisions at this time.

Adjourn

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