



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for January 8, 2025, 9:30 AM to 10:30 AM

Members Present (P)

Not Present (NP)

Joan Goodman (P)

Julianna Rodrigues (P)

Susan Tomasic (P)

William Paz De Melo (NP)

Rob Wallington (P)

Kait Gillis (NP)

OVR Staff Present: Chris Harbert, Jim Whitonis

PaRC Personnel Present: Chris Todd

Guests Present: Paul Cassarly, Gillian Black

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 to the agenda.

APPROVAL OF THE AGENDA AND PAST MINUTES

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

DISCUSSION AND POSSIBLE ACTION ITEMS:

Welcome New Committee Members

- Members welcomed Mr. Rob Wallington to the Committee. Mr. Wallington provided his introduction to the Committee, explained his previous experience with the PaRC as a member, and understanding of the importance of social media regarding outreach and engagement.

Review Social Media Posts Draft for January

- Members explained that they had no changes for the draft social media posts and shared that the digital media team always does a great job with the images, content, text, and resources provided.
- Ms. Joan Goodman suggested a post regarding the final rule regarding the Notice of Proposed Rulemaking: Employment of Workers with Disabilities Under Section 14(c) of the Fair Labor Standards Act.

Review Social Media Analytics

- Mr. Paul Cassarly shared a presentation regarding the increase in PaRC’s social media pages engagement.

Discussion to Increase Engagement on PaRC Social Media

- Mr. Cassarly provided recommendations for PaRC social media and content including the following:
 - 1. Continue posting monthly & weekly awareness content
 - 2. Create animated versions of posts each month
 - 3. Conduct an interview day with PaRC staff (one-time project) and use video clips
 - 4. “Day in the life” posts (photos or videos) of those benefitting from PaRC/OVR
- Members explained that they feel the “day in the life” video would increase engagement and provide a platform for OVR customers. Members were on board with the recommendations.

OVR Updates Regarding Social Media Efforts

- Mr. Chris Harbert reported that OVR continues to work on advocacy efforts including the issue of VR flat funding. OVR social media posts are currently under review with the accessibility team. OVR continues to review potential posts to be shared from the PaRC and others social media pages.

Continued Service Dog Discussion

- Ms. Joan Myers Goodman reported that there has been no progress from their contact regarding Service Dog Legislation and that it may be beneficial to explore other options including looking at other states’ legislation. Members agreed to table this discussion for today.

Review of Draft February Bi-Monthly Newsletter

- Members reviewed a draft newsletter and had no changes for the newsletter scheduled for February. Members requested that it be sent out as scheduled.

Adjourn

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