



# Pennsylvania Rehabilitation Council (PaRC)

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## **Social Media / Outreach Committee Minutes for September 3, 2025, 9:30 AM to 10:30 AM**

### **Members Present (P)**

### **Not Present (NP)**

Joan Myers Goodman (P)

Susan Tomasic (NP)

Kait Gillis (P)

Julianna Rodrigues (P)

Rob Wallington (P)

Michelle Mitchell (P)

**PaRC Personnel Present:** Chris Todd

**Guests Present:** Paul Cassarly, Gillian Black

### **CALL TO ORDER**

This meeting was conducted through Zoom. Ms. Joan Myers 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 Mr. Rob Wallington to approve today's agenda and past meeting minutes. Ms. Kait Gillis seconded the motion. All were in favor.***

### **DISCUSSION AND POSSIBLE ACTION ITEMS:**

#### **Quarterly Social Media / Website Data Analytics**

- Mr. Paul Cassarly provided a presentation on the Council's social media data analytics which continued to show growth in engagement. Mr. Chris Harbert, OVR provided comments on the great services provided by PaRC's web maintenance/digital media team and very much appreciates the thorough explanations and definitions given during the presentation.

#### **OVR Updates Regarding Social Media Efforts**

- Mr. Chris Harbert, OVR provided updates regarding outreach. The OVR Press Office

confirmed availability to attend next month's committee meeting to discuss the video project, guidance, and departmental approvals process.

- Ms. Joan Myers Goodman provided feedback regarding the employment symposium outreach. Mr. Harbert agreed to pass along the information to the appropriate OVR staff.

### **Continued PaRC Video Project Discussion**

- Ms. Joan Myers Goodman explained that she will work with committee members to update the document outlining the video project and will ask it to be re-shared with the Full Council. Members agreed it would be beneficial for the project to highlight the services OVR provides for small businesses as well as the Support Service Provider (SSP) program.

### **Social Media Draft Posts Scheduled for September**

- Members agreed to add instructions to social media posts to inform users to click on links provided for more information to ensure full accessibility, especially for those using screen readers. Mr. Paul Cassarly informed the committee his team is working on different tools in preparation for the video project closed captioning. Members agreed the draft social media posts looked great and had no additional changes.

### **Draft Newsletter for October**

- Members agreed the draft newsletter looked good and had no changes or additions.

### **Public Comment**

- Ms. Joan Myers Goodman provided comment as a member of the public informing attendees about the deadline to provide public comment on the Direct Care Worker policy.

### **Adjourn**

***MOTION to adjourn was made by Ms. Kait Gillis. Ms. Julianna Rodrigues seconded the motion. The meeting was adjourned.***