



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for October 1, 2025, 9:30 AM to 10:30 AM

Members Present (P)

Not Present (NP)

Joan Myers Goodman (P)

Susan Tomasic (P)

Kait Gillis (NP)

Julianna Rodrigues (P)

Rob Wallington (P)

Michelle Mitchell (P)

OVR Staff Present: Chris Harbert

Pennsylvania Department of Labor & Industry Press Office Staff: Kate Loyd, Deputy Communications Director, Trevor Monk, Communications Director, Taylor Tosheff, Deputy Digital Director, Danielle Woods, Press Secretary

PaRC Personnel Present: Chris Todd, Michelle Gerrick

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 Ms. Susan Tomasic to approve today's agenda and past meeting minutes. Ms. Julianna Rodrigues seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

PaRC Video Project

PA Department of Labor & Industry Press Office

- Mr. Chris Harbert, OVR and Ms. Joan Myers Goodman provided background on the PaRC video project and explained that the committee would like to be provided

with information from the PA Department of Labor & Industry (L&I) Press Office to better understand any applicable guidelines, best practices, guidance, requirements, and restrictions for the videos that will highlight OVR programs.

- Ms. Kate Loyd, L&I, explained that any mention of a state agency including language, messaging, and statistics regarding OVR will need to be reviewed by their team prior to distribution to ensure the information is appropriate, correct, and in alignment with the Governor's Office. Any section of the videos that feature the department or state logos will also need to be reviewed and approved by L&I prior to distribution.
- Members inquired about including interviews with customers and staff from OVR programs along with students from the Commonwealth Technical Institute at Hiram G Andrews Center (CTI at HGAC). Ms. Loyd explained that she would defer to the OVR Executive Director and other OVR staff to determine the best individuals to participate in the videos. Typically, customers and students sign a waiver prior to participating. OVR staff would need to ensure any required paperwork is completed prior to participation.
- Members inquired if L&I could share with the committee any recommendations, best practices, and feedback on the video project. Ms. Loyd explained that shorter videos have proven to be more effective with 10 minutes being on the longer end of previous projects, and using 30 second to 1-minute clips that are in a vertical format as opposed to landscape are recommended for social media. Once the videos are completed and approved, they could potentially be incorporated into the L&I calendar to be shared across their social media platforms.
- Members inquired about sharing L&I videos on PaRC social media and websites. Ms. Kate Loyd agreed that media produced by the Commonwealth can be shared by the PaRC and will follow up with the requested links and resources.
- Members discussed the importance of continuing to ensure accessibility during the video project and sharing of any Commonwealth resources.
- Members requested that PaRC personnel ensure there is follow up with L&I regarding the request for Commonwealth videos and resources. Mr. Chris Harbert, OVR, requested to be included in that correspondence.
- Members and attendees held discussion regarding PaRC video topics including the Business Enterprise Program (BEP), OVR small business programs, and customer success stories.

OVR Updates Regarding Social Media Efforts

- This topic was previously discussed. Mr. Chris Harbert shared that the committee and Mr. Paul Cassarly did a great job of preparation for the video project and discussion with the L&I Press Office staff.

Social Media Draft Posts Scheduled for October

- Members reviewed the social media posts scheduled for October 2025 and explained that Mr. Paul Cassarly and Ms. Gillian Black did a great job and had no additions or edits.

Public Comment

- There was no Public Comment shared for this meeting.

Adjourn

MOTION to adjourn was made by Mr. Rob Wallington. Ms. Julianna Rodrigues seconded the motion. The meeting was adjourned.