



# Pennsylvania Rehabilitation Council (PaRC)

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## Social Media / Outreach Committee

Minutes for November 5, 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 (NP)

**OVR Staff Present:** Chris Harbert

**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 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:

#### Continued Discussion of PaRC Video Project

- Members discussed potential impacts of funding and the Federal budget. It was agreed to continue planning the logistical aspects of the video project. Ms. Joan Myers Goodman requested PaRC Personnel to share the document listing potential topics to be included in the video for further review by the Full Council.

#### Discussion of CAC Recommendations

- Members reviewed a document listing questions and topics for potential videos that was created by the Norristown Citizen Advisory Committee (CAC) and that had comments listed by Ms. Joan Myers Goodman. Members agreed that not all topics listed would be appropriate for the PaRC video project which will focus on collaboration and highlight OVR outcomes. Topics such as information and tax benefits for employers may be better suited for a webinar format that could be suggested to another agency or Department such as the Office of Developmental Programs (ODP). Mr. Chris Harbert shared that he completely understands not all topics will fit for the PaRC video due to time constraints and other logistical considerations.
- Members inquired about OVR moving to a single point of contact and inquiring with ODP regarding interest in providing information regarding tax benefits for employers. Mr. Harbert agreed to follow up with the CAC and ODP regarding the Committees questions and recommendations.
- Members suggested that the video begin with a broad overview of OVR services provided by the Executive Director and followed up by the PaRC Chair to share information about the Council's collaboration and mission.

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

- Mr. Chris Harbert reported on continued efforts for the development of the next edition of OVR's "The Story", the next OVR Annual Report, Executive Director Quarterly Report, and the Workforce Development report. Videos and media from the Department and/or agency will continue to be forwarded or shared via social media when available.

### **Review Social Media Draft Posts Scheduled for November**

- Members reviewed the draft social media posts scheduled for November 2025 and had no changes or additions. Members agreed that the posts looked great. Mr. Paul Cassarly was provided permission by the Committee to allow his additional staff access to the PaRC's social media pages to provide edits and tag other organizations that are mentioned within the posts.
- Members mentioned that they have continued to increase sharing the PaRC's social media posts on their personal accounts in an effort to increase overall awareness and engagement of the Council's social media presence.

### **Discussion of Draft PaRC Newsletter Scheduled for December**

- Members reviewed the PaRC Newsletter draft scheduled for December 5, 2025, and had no changes or additions at this time. Members agreed the newsletter looked great and appreciated the resources highlighting the planning of accessible events, travel, and updates to the calendar of upcoming events.

### **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.***