



Pennsylvania Rehabilitation Council (PaRC)

55 Utley Drive, Camp Hill, PA 17011

Voice: (717) 975-2004 or (888) 250-5175 TTY: (717) 737-0158 Fax: (888) 524-9282

Email: parc@parehabilitationcouncil.org Website: parehabilitationcouncil.org

Social Media / Outreach Committee

Minutes for December 3, 2025, 9:30 AM to 10:30 AM

Members Present (P)

Not Present (NP)

Joan Myers Goodman (P)

Susan Tomasic (P)

Kait Gillis (P)

Julianna Rodrigues (P)

Rob Wallington (P)

Michelle Mitchell (P)

Andrew Pennington (P)

OVR Staff Present: Chris Harbert, Shanae Stallworth, Kathleen Brown

PaRC Personnel Present: Chris Todd, Michelle Gerrick

Guests Present: Andre Ubaldi, Gillian Black, Jerome Greene, Linda Carmona-Bell

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:

Review of Social Media Data Analytics

- Mr. Andre Ubaldi provided an update on PaRC's social media data analytics from January through November 2025. Data was shared regarding PaRC's Facebook, Linked In, and Instagram posts, views, interactions, impressions, members reached, clicks, engagement rate, and page activity.
- Mr. Jerome Greene, Norristown Citizen Advisory Committee (CAC), inquired about the target audience and utilizing other social networks. Mr. Ubaldi explained that

PaRC's target audience includes businesses that hire people with disabilities, OVR customers, and provide information to the general public to inform and educate about the PaRC and OVR. Other social networks were discussed and often focus on different types of content such as art, troubleshooting, formats that would require community driven content, additional efforts outside the current scope of work, and / or may not be suitable for government programs.

Continued Discussion of PaRC Video Project

- Members held discussions on the scope, content, and next steps of the video project. Mr. Andrew Pennington, Ms. Joan Myers Goodman, and Ms. Julianna Rodrigues agreed to continue working together on organizing the order of topics that will be covered and begin providing more detail on the content of the video that will focus on showcasing OVR services and the collaboration between PaRC and OVR.

OVR Updates Regarding Social Media Efforts Discussion of CAC Recommendations for Video Project

- Ms. Linda Carmona-Bell, Vice Chair of the Norristown CAC, provided background on the CAC's development of OVR video recommendations based upon input from stakeholders of different perspectives, lived experience, understanding OVR services, answering key questions regarding OVR, and ways to encourage others to join the CACs. Videos would include information about different areas OVR provides support, such as employers and families. This may include conversations between OVR and employers and could be broken down into short snippets on each perspective. The videos could be used as a tool across all areas of the state and OVR services areas.
- Ms. Joan Myers Goodman explained that the Committee was previously advised to keep the videos scaled down and reduce the length and topics covered. Ms. Goodman shared concerns that many of the questions included within the CAC recommendations would need to be answered by OVR and / or may be more suitable for different formats than a video, such as a Frequently Asked Questions (FAQ) document or a webinar. Many of the questions posed cannot be answered by the PaRC and would first need to be provided in writing by OVR to ensure complete and accurate information is provided to the public.
- Mr. Chris Harbert, OVR, explained that the Social Media Committee has gone through each of the CAC recommendations. Some of the questions and ideas may not align with the initial video being created. Additional conversations and collaboration may be needed.
- CAC members explained that first steps may include OVR providing answers to the questions they have recommended and then identifying information from that document to be included within the video. The FAQ and other tools could also be referenced in the video for the audience to later access.
- Ms. Michelle Mitchell explained that all ideas provided during today's meeting align and that it will be important to keep in mind videos will need to be kept short.

Topics and questions can be broken down into segments and funneled into a FAQ. This may include additional information for the audience that is not part of the video. Ms. Carmona-Bell explained that accessibility is a requirement that should be kept at the forefront of the project. Members explained that the Social Media Committee has continued to hold discussion on the importance of full accessibility regarding the video project.

Public Comment

- Ms. Joan Myers Goodman provided comment as the public congratulating Ms. Julianna Rodrigues on the success of the PaRC 2024-2025 Annual Report.

Adjourn

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