



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for January 7, 2026, 9:30 AM to 10:30 AM

Members Present (P)

Not Present (NP)

Joan Myers Goodman (NP)

Susan Tomasic (NP)

Kait Gillis (P)

Julianna Rodrigues (P)

Rob Wallington (P)

Michelle Mitchell (P)

Andrew Pennington (P)

OVR Staff Present: Chris Harbert

PaRC Personnel Present: Chris Todd

Guests Present: Andre Ubaldi, Gillian Black, Paul Cassarly, Leslie Sampson

CALL TO ORDER

This meeting was conducted through Zoom. Ms. Julianna Rodrigues called the meeting to order at 9:55 AM after quorum was established.

ADDITIONS TO THE AGENDA

There were no additions to the agenda.

APPROVAL OF THE AGENDA AND PAST MINUTES

MOTION was made by Ms. Kait Gillis to approve today's agenda and past meeting minutes. Mr. Rob Wallington seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Review Draft Social Media Posts Scheduled for January 2026

- Members reviewed the draft social media posts scheduled for January 2026 and had no changes for content. Members discussed concerns with sharing multiple links on Instagram and suggested the use of a link-in-bio tool. This service would allow the user to access all the links being shared on PaRC's Instagram posts through one link to a single landing page containing all the links that would be listed on PaRC's Instagram posts. The service is free to sign up for, but additional features may cost as much as \$6.00 per month.

MOTION was made by Ms. Kait Gillis to recommend to the Executive Committee Council adding a link-in-bio tool for PaRC's Instagram account. Mr. Rob Wallington seconded the motion. All were in favor.

Review Draft Newsletter Scheduled for February 2026

- Members reviewed the draft newsletter scheduled for February 2026 and had no changes.

Continued Discussion of PaRC Video Project

- Members held discussion regarding accessibility of the PaRC video project which will include closed captioning and audio descriptions. Narration of what is being displayed on the screen can be provided throughout the video and implemented in a creative fashion by introducing the interviewees and other scenes depicted on the video.

OVR Updates Regarding Social Media Efforts

- Mr. Chris Harbert provided report on OVR outreach efforts including "The Whole Story", a success story initiative focused on different disability categories which are organized by county. These documents are currently being reviewed with the Governor's Office. Mr. Harbert agreed to inquire if they may be shared with the committee for review.

Review CAC Input Regarding Accessibility

- As follow up from the December meeting members held discussion regarding CAC member input about accessibility of the video project. Attendees discussed the use of American Sign Language (ASL) interpreters being displayed within the video. Members and PaRC personnel agreed to follow up with more information on the costs of this feature which would be added in the post-production / editing process of the video.

Public Comment

- There was no Public Comment provided during the meeting.

Adjourn

A quorum was established at 9:55 AM. At 10:15 AM a member departed resulting in the loss of quorum. No further motions were voted on, and the meeting was adjourned at 10:30 AM.