



Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee Minutes for June 17, 2026, 2:00 PM to 3:00 PM

Members Present (P)

Not Present (NP)

Joan Myers Goodman (P)
Julianna Rodrigues (P)

Susan Tomasic (P)
Rob Wallington (NP)

Kait Gillis (NP)
Michelle Mitchell (NP)

OVR Staff Present: Chris Harbert

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 2:00 PM 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. 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 Logistical Planning Continued

- Ms. Joan Myers Goodman shared that at least five interviews will be filmed in conjunction with the August Full Council meeting. PaRC staff will assist with coordinating participant outreach and video release forms.
- Members discussed the potential for virtual interviews as they may be needed to support the project.

OVR Updates and Input Regarding PaRC Video Project

- Mr. Chris Harbert, OVR, shared leadership's feedback on the PaRC video script, recommending that the video focus primarily on the PaRC, emphasizing topics such as the Council's role, composition and structure, member recruitment, collaboration with stakeholders, community-based resources, and advocacy efforts, rather than specific OVR branding, programs, and services. He further explained that this approach helps ensure the video's long-term relevance and usefulness as a public resource by avoiding content that may change as programs and services evolve over time.
- Mr. Paul Cassarly, PaRC digital media team, noted that during postproduction editing, he will help ensure the video remains focused on the PaRC's work and presents information that will remain relevant over time.
- Additionally, Mr. Harbert shared the following video script recommendations:
 - success stories should highlight Council members
 - specific program information such as Pre ETS or HGAC should be broad and only highlighted through the partnership and collaboration with the PaRC
 - focus should not be on OVR funding specifically but instead, it could include collaboration with stakeholders such as SILC or CAP to highlight their need for funding during these uncertain times
 - Benefits Counseling is an example of what could be used as a potential topic
 - The video could be used to promote the PaRC to other State Rehabilitation Councils (SRCs) nationally as an example of Pennsylvania's collaboration with stakeholders, including State Workforce Development and the State Department of Education. Highlighting the PaRC's collaborative work may be beneficial to other states, particularly those with less active councils.
 - CSAVR could potentially use the video as a resource / advocacy to highlight what SRCs do.
 - Keeping OVR information broad may be necessary to avoid additional review and approval that could delay the video's release.
- Mr. Harbert shared that leadership volunteered to provide a "parking lot" for script information regarding OVR services.

Schedule Meetings for Fiscal Year 2026-2027

- Members agreed to continue to meet on the 1st Wednesday of each month from 9:30 AM to 10:30 AM during the upcoming Fiscal Year beginning July 1, 2026.

Adjourn

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