



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 August 5, 2026, 2:00 PM to 3:00 PM

Members Present (P)

Not Present (NP)

Joan Myers Goodman (P)
Dorian Rhodes (P)

Julianna Rodrigues (P)
Michelle Mitchell (P)

Andrew Pennington (P)

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 Mr. Andrew Pennington to approve today's agenda and past meeting minutes. Mr. Dorian Rhodes seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

Welcome New Committee Members

- Ms. Joan Myers Goodman welcomed new Committee members and shared how much their willingness to join has helped the work of the Committee. Mr. Andrew Pennington and Mr. Dorian Rhodes shared their background and introductions.

Continued PaRC Video Project Logistical and Preproduction Planning

- Members confirmed that the entire Full Council meeting will not be recorded by the PaRC's digital media team and that filming will be to capture "b-roll" to include within the video during the editing process. Clips of the Zoom participants will also be utilized as "b-roll" to show how the Council operates and that attending

virtually is an option for those who may be interested in applying for membership. Members explained that recruitment for new PaRC members will be one of the main focuses of the video. This will include showing the work of the PaRC Committees, success with informing and educating Legislators, the work of Committee Chairs, and the Council's impact of providing recommendations to OVR on programs, services, and policies. Committee spotlights could include how PaRC provides recommendations for the State Plan.

- Mr. Paul Cassarly shared preparation and details about the day of filming. PaRC staff will provide a list of participants and their contact information for Mr. Cassarly to reach out directly in advance of conducting in-person interviews for the video. During the meeting a laptop will be setup to capture the Zoom participants and Mr. Cassarly will have cameras on hand to move around the meeting room to capture "b-roll". Release forms will be provided for all attendees and interview participants. Members were advised to dress business-casual for their interviews. Zoom interviews for those members not available to attend will be scheduled for a future date once in person filming is completed. Mr. Cassarly will be provided with the portions of the script that were not tabled and that will be available to serve as a guide on a teleprompter during filming of the interviews. Interviews will be filmed in a documentary style. Members will not be facing the camera so that it will appear more natural when speaking on their chosen topics and answering interview questions.
- Members agreed that the first 3 sections of the script will be utilized during filming which focus on PaRC federal mandates and related legislation, the roles and collaboration of the Council, and the role of the Client Assistance Program (CAP).
- In addition to talking about PaRC's Standing Committees, members agreed to highlight the work of its Ad Hoc Committees showing how the Council is helpful to OVR in the long run through persistence and perseverance ensuring that the interviews avoid providing specifics regarding programs or services and focus on positive impacts of PaRC members' work.

OVR Updates Regarding Social Media/Outreach Efforts

- This topic was not discussed.

Review Draft Social Media Posts

- Members reviewed the draft social media posts scheduled for August 2026 and had no changes or additions.

Review Draft Newsletter

- Members reviewed the draft newsletter scheduled for August 2026 and had no changes or additions.

Adjourn

MOTION was made by Mr. Andrew Pennington to adjourn. Mr. Dorian Rhodes seconded the motion. The meeting was adjourned.