Pennsylvania Rehabilitation Council (PaRC)

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Social Media / Outreach Committee
Minutes for September 2, 2026, 9:30 AM to 10:30 AM

Members Present (P)		Not Present (NP)
Joan Myers Goodman (P)	Julianna Rodrigues (P)	Andrew Pennington (NP)
Dorian Rhodes (P)	Michelle Mitchell (P)	

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 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. Julianna Rodrigues to approve today's agenda and past meeting minutes. Ms. Joan Myers Goodman seconded the motion. All were in favor.

DISCUSSION AND POSSIBLE ACTION ITEMS:

PaRC Membership Recruitment

- Members reviewed current Council vacancies and discussed potential recruitment initiatives including development of an online form that would allow potential applicants to submit their information and questions to the PaRC prior to committing time to complete the application and submit the required supporting documents. Members agreed that the recruitment form should include space for contact information / questions, a dropdown menu for potential categories of representation, and would be sent from the PaRC website to the PaRC email address that also receives applications and other public correspondence. Once developed the form may be highlighted in social media posts and other outreach platforms such as the PaRC Newsletter.

- Members agreed on beginning development of a small pamphlet or a 4-inch by 6-inch card to be distributed at various events to promote PaRC membership recruitment. Members requested that the document include information about each category of representation and a QR code to the PaRC's Become a Member webpage. PaRC staff agreed to develop language based upon member discussion and follow up regarding images and next steps for this project. The Committee agreed that they would review the document before providing a recommendation to the Executive Committee and Full Council for review prior to potentially having it professionally printed.
- PaRC staff agreed to send Council brochures to a member that will be attending local and statewide events which may provide outreach and membership recruitment opportunities. The PaRC general and business/employer brochures contain QR codes to the Council's website and 'Become a member' webpage.

Continued PaRC Video Project Planning

- Mr. Paul Cassarly reported that he reviewed the member interviews that were recorded during August 12, 2026, Full Council meeting and everything looked great. Next steps will include scheduling additional interviews via Zoom and in-person at various locations. Members discussed potential in-person interviews at Nour Coffee and other businesses that would help to highlight employment and employer success stories.

OVR Updates Regarding Social Media/Outreach Efforts

- This item was not discussed.

Review Draft Social Media Posts

- Members requested information on any local or state initiatives regarding the National Disability Employment Awareness Month (NDEAM) scheduled for October 2026. PaRC staff agreed to share any information that may be available regarding OVR's NDEAM initiatives or other state or local events. PaRC staff will also share this information along with national links and resources with Ms. Gillian Black in preparation for drafting the October 2026 social media posts as requested.
- Members reviewed the text for September 2026 draft social media posts and had no changes. Mr. Paul Cassarly shared reels with voice over and the calendar of scheduled social media posts. PaRC Social Media data analytics were also briefly reviewed showing a large increase in views for video content that began in August 2026. A quarterly report on additional data analytics for all the Council's social media platforms and PaRC website will be compiled and shared during an upcoming Committee meeting as requested.

Adjourn

MOTION was made by Ms. Julianna Rodrigues to adjourn. Mr. Dorian Rhodes seconded the motion. The meeting was adjourned.