

Social Media/Outreach Committee Meeting
Wednesday, November 3, 2021
9:30 AM – 10:30 AM

Agenda

9:30 AM Members connect to Zoom / Convene Meeting

9:35 AM Additions to the Agenda

9:40 AM Approval of Today's Agenda & Past Minutes

9:45 AM Agenda Items:

- **Continue Discussion to Review the New PaRC Website Design Project Updates, Aesthetics, Branding, Site Elements, and other Details/Planning with Web Designer Karen Beaston.**

➤ **Questions for consideration:**

1. What type of "Hero Image" would you want to see on the home page? (employment related, Pennsylvania symbol?)

2. What type of calendar? (Side bar icon showcasing 3 or 4 upcoming dates or full page visual monthly calendar?)

3. What specific type of photos/images do you want displayed so that it remains visually consistent throughout?

4. Finalize logo/colors

- **Next Steps for Site Development/Review**
- **Discuss/Plan 2022 Committee Meeting Dates and Times to Ensure Quorum.**

10:30 AM Adjourn

Next Meeting is scheduled for
Wednesday, December 1, 2021 from 9:30 AM to 10:30 AM

The Pennsylvania Rehabilitation Council will conduct the following Committee meetings in November and December 2021: Social Media/Outreach on November 3 and December 1 from 9:30 AM to 10:30 AM; Policy & State Plan/Customer Satisfaction on November 9 from 10:00 AM to 11:00 AM. All members of the public are welcome to join any meeting by Zoom or to reserve in person attendance at the UCP/PaRC business office at 55 Utlely Dr. Camp Hill, PA 17011, please contact PaRC staff at parc@parehabilitationcouncil.org or at 717-975-2004 at least three days before the meeting taking place. In person meeting is subject to change upon any new COVID-19 recommendations. Masks, social distancing, and other safety measures will be followed. Additional accommodations are available upon a timely request. Anyone who would like to make Public Comment prior to the meeting may submit comments to parc@parehabilitationcouncil.org or at (717) 975-2004.