

# October 2021 Technology Awareness Committee Meeting

## Minutes

October 21 2021  
2:00-3:00 PM EST



### 1. Opening

Mr. Brian Nerland opened the meeting. No member presented an issue with being recorded. The meeting was called to order at 2:00 PM.

Members Present: Ms. Renee Proctor, Mr. Brian Nerland, Ms. Kailey Medlock, Ms. Lesa Kretschmer, Ms. Mary Jarrett

Staff Present: Ms. Whitney Doyle

Guests Present: Ms. Misty Sayah, Ms. Cass Wyant

Members of the Public: none

### 2. Approval of Agenda

No members of the public commented. No modifications were made to the agenda. Ms. Kailey Medlock made the motion to approve the agenda. Ms. Renee Proctor seconded the motion to approve the agenda. The agenda was approved without any objection.

### 3. Approval of Minutes

No members of the public commented. No modifications were made to the Minutes. Ms. Proctor made the motion to approve the September 2021 Technology Awareness Meeting Minutes. Ms. Medlock seconded the motion to approve the minutes. September 2021 Technology Awareness Meeting Minutes were approved without any objection.

### 4. Updated Marketing Material | Whitney Doyle

Ms. Doyle updated the committee on the marketing material.

Tri-fold brochure – this brochure contains less pictures and more of a written description of assistive technology, FAAST acronym, the programs, & services available and how to contact FAAST. QR code directs people to our website and, at the request of the Regional Demonstration Centers, FAAST will be including a one-page document listing the contact information of the centers. Abbreviations will have periods in them so it will be compatible with screen reader software.

Business cards- Our business cards have been updated with our new logo design and a QR code to the website. Ms. Doyle will be looking into getting braille versions of the brochures and the business cards for when we interact with individuals who read braille.

Ground signs- Bella Business Solutions made some ground signs for our building with our FFAST logo on them to make it easier for clients to find our locations.

Window cling - These are FFAST branded 12x12 stickers which can be displayed on the window to denote a FFAST location. This is something that will be provided to all FFAST Regional Demonstration Centers.

Tablecloth- This tablecloth has our new logo on it. The logo is visible from all four sides of the tablecloth. Each of our Regional Demonstration Center will be getting one.

RDC flyer- Our Regional Demonstration Center suggested that we produce a flyer containing each of their contact information. Many clients may not like the QR code or have accessibility issues. This way each center's contact information can be easily given to the client. All twelve centers will be listed. This document will be updated in January 2022 when our new contracts take effect.

Stand up banner- This is a two-sided pop-up banner containing the same information that is in the brochure. Each of the Regional Demonstration Centers will get one of the banners. These updated marketing materials will enhance our FFAST presentations whenever we are at an event.

The banner wall- The banner wall is for headquarters use only. It is an 8'x8' banner which we bought at the end of the 2020 fiscal year. We found it very useful when we were exhibiting at statewide events such as The Family Café. The banner has our updated logo and our website address.

Ms. Sayah and her team are working on updating the electronic materials such as updating the manuals, our internal documents, and our PowerPoint templates. These materials will be discussed at the November ATAC Meeting.

Ms. Doyle informed the committee of the updates to the FFAST website. Not all the updates have been completed due to malware issues. Hannah is working with the Bella team to replace some of our lending library images. Ms. Doyle is working on adding the staff photos to the website. The public notice page and RDC information should be operational by the end of the month. Language of key terms on the website may be changed to get more exposure with Google.

The committee expressed positive feedback with the updated materials. Mr. Nerland liked the updated and simplified materials and expressed gratitude to Bella Business Solutions and the work that has been done so far. Ms. Proctor and Ms. Medlock responded favorably to the new website and the materials.

## 5. Action Items

The Committee is making progress and is on track with the strategic plan. Some of the objectives will move into year two as they are ongoing. Ms. Doyle reviewed the objectives, the event list, and the social media analytics.

Issue1 Objective 2-Increased awareness of partner organizations using the evolving partner list. Begin creating content calendar with email and social media posts that target all the different audiences of FFAST. Examining the targeted list serves with our emails with the assistance of Bella Business Solutions. By next June, having social media material available for businesses and organizations to share and by the end of the fiscal year having the ATAC engaged.

FFAST has received a proposal for a second year of social media posting options from LaVant Consulting. Ms. Doyle will ask Bella Business Solutions to submit a proposal.

Issue 1 Objective 3 – Annual AT Expo. Ms. Doyle has shared with the committee what some other states are doing for an AT Expo. She mentioned North Carolina's virtual AT vendor expo which seems to be a format which would meet our goal. This would be a discussion for our AT Expo subcommittee to have in November.

Issue 1 Objective 4- Finalizing our marketing materials for consumers to be completed in December 2021. To go out to our RDC's in January 2022.

Will continue to work on the Michael Phillips AT Award pictures and press release.

Mr. Nerland was supportive of the of the North Carolina AT Expo model & ask if we could reach out to North Carolina to use their model. Ms. Doyle agreed.

Events- Ms. Doyle attended The National Federation for the Blind event in Orlando. She maintained an information booth showcasing FFAST programs and services. Both clients and organizations were glad to see FFAST participate after a long absence. Ms. Doyle attended the Florida Partners in Policy Making facilitated by the Florida Developmental Disabilities Council. The organization teaches people with disabilities how to interact with the legislative process. In November FFAST will participate in an event with the Florida Occupational Therapy Association.

Social Media Report for Sept 2021 from LaVant Consulting- Our goals and strategies remain the same. In September we had an increase in followers at 21%, an increase in account reach and content interaction. Report showed only a slight increase in our data tracking of our Instagram, Facebook, and Twitter. Discussion ensued about how best to address these numbers. Ms. Sayah

suggested that with the roll out of the new website branding, and action plan, given time, you should see true reflection of these numbers. Give the new branding time to work. Ms. Jarrett asked how the board can help. Ms. Sayah responded that LaVant has laid a good foundation. As organizations/agencies open from COVID, as the FFAST rebrands its services with the resource directory, you will see an increase in engagement. As a board member, they can like, share, and post appropriate items.

6. Closing

Next Meeting- Thursday, November 18, 2021, at 2:00 p.m. EDT. No public comment was made. The meeting was adjourned at 2:47 PM.