

# December 2021 Technology Awareness Committee Meeting

## Minutes

December 16<sup>th</sup> 2021  
2:30-3:30 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 2:37 PM.

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

Staff Present: Ms. Whitney Doyle and Ms. Hannah Brock

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. The September 2021 Technology Awareness Meeting Minutes were approved without any objection.

### 4. Social Media Contract Update | Whitney Doyle

Ms. Doyle explains that FFAST is moving forward with Bella Business Solutions. The contract has not started yet. She will let the committee know when it does.

### 5. Branding Standards and Guidelines | Whitney Doyle

Ms. Doyle explains the branding materials. Mr. Nerland does not have any feedback.

### 6. Marketing Materials and website feedback from RDC\RRC's | Hannah Brock

Ms. Hannah Brock explains that the RDC and RRC's love the new website and marketing materials. They have said the accessibility is great. The centers requested to have a brochure with their information on it. Bella Business Solutions said that this was too much information to put on a tri-fold pamphlet, so they made an 8 by 11in flyer. After getting the flyer with all of the centers' information on it, a center requested a brochure with just their center information on it.

Mr. Nerland asked if more of the centers were requesting this. He feels that centers can come up with their own solution. Ms. Mary Jarrett feels that FFAST should not give them the ability to make changes on their own. Ms. Medlock suggests giving the centers a sticker to put on the brochure.

There was discussion of creating a PDF brochure that has the local centers contact information on it that they can print.

The committee would like move discussion to be held before a discussion is made.

#### 7. Action Items

The Committee is making progress and is on track with the strategic plan for 2022. Ms. Doyle reviews the event list.

#### 8. Closing

Next Meeting – Thursday, January 20, 2022, 2:00-3:00 p.m. EST. No public comment was made. The meeting with adjourned at 3:15pm.

Technology Awareness Committee  
2020 Strategic Planning Tracking

Strategic Issue	TASK	DUE	STAFF	ACTIONS	Key			
					Not Started	In Progress	Completed	
<b>By September 30, 2022, increase awareness of FAAST to partner organizations and businesses.</b>								
Issue 1, Objective 2	Increase FAAST public awareness to partner organizations and businesses. (Interagency Committee working on increasing awareness to State Agencies. )	9/30/2022	Whitney	November 2020 - Review and update current partner list as identified in Strategic Plan.	December 2021 - Create content calendar with emails and social media posts that target all FAAST audiences	March 31, 2022 - Strategy 2-4: Create targeted "category" email lists in listserv (i.e., businesses, organizations, individuals, etc.)	By June 30, 2022, materials will be created and made available for organizations and businesses to share FAAST information.	September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FAAST public awareness materials.
<b>By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.</b>								
Issue 1, Objective 3	Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FAAST services to position FAAST as AT resource leader.	9/30/2022	Whitney	December 2020 - Gather information on events that FAAST should have a presence. 2/26/2021 Event list reviewed at each TAC meeting	January 2022 - Strategy 3-2: Develop a plan for an Annual AT Expo to highlight FAAST and partner organizations as outlined in Strategic Issue 1, Objective 2. 2/26/2021 Discussion began in Jan. committee meeting 3/12/2021 AT Expo Proposed to FY22, will be added to QTR 3 ATAC meeting for approval 7/14/2021 AT Expo added to July agenda 9/14/2021 AT Expo Subcommittee was established			
<b>By December 31, 2021, update marketing materials for consumers to better understand FAAST services and what to expect.</b>								
Issue 1, Objective 4	Update FAAST marketing materials.	12/31/2021	Whitney	November 2020 - Strategy 4-1: Evaluate current marketing materials to identify need. Consider branded materials for difference audiences (i.e., cultures and senior population).	December 2021 - Review and approve updated branding standards for marketing materials and FAAST website. 5/14/2021 TAC approved website and new branding standards to be sent to full ATAC in June for approval 8/20/2021 Kick off meeting with Bella Business Solutions to begin updating branding and marketing materials 9/17/2021 Updated marketing materials added to September TAC agenda MOVED TO OCTOBER AGENDA	Review results from testing marketing materials with sample group. 12/2021 RDC/RRC feedback shared with TAC. Discussed having individual centers contact information on marketing materials versus statewide information.		

## Events FY2022

Event Name	Event Date	Host Organization/Business	Location	Exhibit or Present?	Presenter 1
National Federation of the Blind of Florida Annual Convention	10/01-03/2021	NFBF	Tampa	Exhibit	Whitney Doyle
Florida Partners in Policy Making	Saturday, October 16, 2021	FL Developmental Disabilities Council	Virtual	Present	Whitney Doyle
2021 Florida Occupational Therapy Association Conference & Florida CIL Day	11/13-14/2021 Tuesday, November 16, 2021	FL Occupational Therapy Association	Virtual FACIL	Virtual Exhibit Booth Present Leg. Priorities	Whitney Doyle
Florida Children's Week	Tuesday, February 1, 2022	Children's Forum	Tallahassee	Exhibit	Tim McCann
Florida DeafBlind Association State Meeting	2/25-2/27/2022	Florida DeafBlind Association	Gainesville	Exhibit	Tim McCann?
2022 Annual Ataxia Conference	3/18-3/19/2022	National Ataxia Foundation	Orlando	Exhibit	Tim McCann
SportsAbility	Saturday, April 9, 2022	SportsAbility Alliance	Tallahassee	Adaptive Bike Booth	Eric Reed
The Family Café Annual Conference	5/27-5/29/2022	The Family Café	Orlando	Exhibit & Present	Whitney Doyle
FL Association of SLPs & Audiologists Annual Conference	7/15-7/17/2022	FLASHA	St. Petersburg	Exhibit	Whitney Doyle
Development Disabilities Awareness Day	Jan-March 2022?	FDDC	Virtual		Whitney Doyle
Sportsability	April 2022?	FDOA	Tallahassee		Whitney Doyle
FL Academy of Audiology Annual Conference	June 2022?	FL Academy of Audiology	Orlando		
Florida Youth Leadership Forum	7/20-7/25/2021	FACIL	Virtual		Whitney Doyle
Florida SAND Conference	July-August 2022?	FDDC/FL SAND Network	Orlando		Tim McCann
The Florida Youth Council's Annual Youth Summit	July-August 2022?	The Family Café	Orlando		
Florida Conference on Aging	August 2022?	FCOA	Virtual		Tim McCann
Florida Physical Therapy Association?					