

# January 2021 Technology Awareness Committee

## Meeting Minutes

January 20th, 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: Mr. Brian Nerland, Ms. Mary Jarrett, Ms. Lesa Kretschmer, Ms. Renee Proctor

Staff Present: Ms. Whitney Doyle

Members of the Public: Ms. Misty Sayah, Ms. Cass Wyatt, Ms. Mary Hernandez

### 2. Approval of Agenda

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

### 3. Approval of Minutes

No members of the public commented. Ms. Mary Jarret would like a clerical error corrected in section 6 of the December 2021 Meeting minutes. Ms. Jarrett made a motion to approve the minutes with correction. Ms. Proctor seconded the motion. The December 2021 Technology Awareness Committee meeting minutes were approved without any objection

### 4. Branding and Social Media Update | Bella Business Solutions

Ms. Misty Sayah gives an update on social media and branding. She explains that all the RRC and RDC received of the new branding materials. She presents the style guide which shapes what FFAST does with social media. They have rebranded and redeveloped the State Agency Tool kit and the Funding Guide has been redesigned. She gives the Committee a look at what they can do with a online magazine. The Social media analytics have improved.

Mr. Nerland would like to see the analytics from last year. The email list has been revised. Ms. Proctor asked about the automated response for social media. That tool is not currently being used.

5. Action Items

Ms. Doyle reviewed the 2020 Strategic Plan Year 2. The committee is on track and making progress.

6. Closing

Next Meeting- Thursday, February 17th, 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 2:43 pm.

Technology Awareness Committee  
2020 Strategic Planning Tracking

Strategic Issue	TASK	DUE	STAFF	ACTIONS	Key			
					Not Started	In Progress	Completed	
Issue 1, Objective 2	<b>By September 30, 2022, increase awareness of FAAST to partner organizations and businesses.</b>				<p>November 2020 - Review and update current partner list as identified in Strategic Plan.</p> <p>December 2021 - Create content calendar with emails and social media posts that target all FAAST audiences 2/17/2022 Bella Business Solutions presented progress on this item and confirmed it's completion.</p>	<p>March 31, 2022 - Strategy 2-4: Create targeted "category" email lists in listserv (i.e., businesses, organizations, individuals, etc.) 2/17/2022 Bella Business Solutions presented progress on this item and confirmed it's completion.</p>	<p>By June 30, 2022, materials will be created and made available for organizations and businesses to share FAAST information.</p>	<p>September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FAAST public awareness materials.</p>
	<p>Increase FAAST public awareness to partner organizations and businesses. (Interagency Committee working on increasing awareness to State Agencies.)</p>	9/30/2022	Whitney					
Issue 1, Objective 3	<b>By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.</b>				<p>December 2020 - Gather information on events that FAAST should have a presence. 2/26/2021 Event list reviewed at each TAC meeting</p> <p>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</p>			
	<p>Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FAAST services to position FAAST as AT resource leader.</p>	9/30/2022	Whitney					
Issue 1, Objective 4	<b>By December 31, 2021, update marketing materials for consumers to better understand FAAST services and what to expect.</b>				<p>November 2020 - Strategy 4-1: Evaluate current marketing materials to identify need. Consider branded materials for difference audiences (i.e., cultures and senior population).</p> <p>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</p>	<p>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. 1/20/2022 Bella Business Solutions is creating electronic brochure versions for RDCs to use as a way to market their location. RDCs would have to print these versions themselves.</p>		
	<p>Update FAAST marketing materials.</p>	12/31/2021	Whitney					

## Events FY2022

Event Name	Event Date	Host Organization/Business	Location	Exhibit or Present?
National Federation of the Blind of Florida Annual Convention	10/01-03/2021	NFBF	Tampa	Exhibit
Florida Partners in Policy Making	Saturday, October 16, 2021	FL Developmental Disabilities Council	Virtual	Present
2021 Florida Occupational Therapy Association Conference & Florida CIL Day	11/13-14/2021	FL Occupational Therapy Association	Virtual	Virtual Exhibit Booth
Florida Children's Week	Tuesday, November 16, 2021	FACIL	Tallahassee	Present Leg. Priorities
	Tuesday, February 1, 2022	Children's Forum	Tallahassee	Exhibit
Florida DeafBlind Association State Meeting	2/25-2/27/2022	Florida DeafBlind Association	Gainesville	Exhibit
2022 Annual Ataxia Conference	3/18-3/19/2022	National Ataxia Foundation	Orlando	Exhibit
SportsAbility	Saturday, April 9, 2022	SportsAbility Alliance	Tallahassee	Adaptive Bike Booth
The Family Café Annual Conference	5/27-5/29/2022	The Family Café	Orlando	Exhibit & Present
Hearing Loss Association of America Convention 2022	6/23-6/25/2022	Hearing Loss Association of America	Tampa	Exhibit
FL Association of SLPs & Audiologists Annual Conference	7/15-7/17/2022	FLASHA	St. Petersburg	Exhibit
FL Academy of Audiology Annual Conference	June 2022?	FL Academy of Audiology	Orlando	
Florida Youth Leadership Forum	7/20-7/25/2021	FACIL	Virtual	
Florida SAND Conference	July-August 2022?	FDDC/FL SAND Network	Orlando	
The Florida Youth Council's Annual Youth Summit	July-August 2022?	The Family Café	Orlando	
Florida Physical Therapy Association?				