



February 2022 Technology Awareness Committee

Minutes

February 17, 2022

2:00-3:00 p.m. 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. Renee Proctor

Staff Present: Ms. Whitney Doyle

Members of the Public: No

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. Mary Jarrett seconded the motion. The agenda was approved without any objection.

3. Approval of Minutes

No members of the public commented. Ms. Jarrett made a motion to approve the January 2022 minutes as presented. Ms. Proctor seconded the motion. The January 2022 Technology Awareness Committee meeting minutes were approved without any objection.

4. Content Calendar and Targeted Audience Lists | Whitney Doyle

Ms. Whitney Doyle presents the Bella Business Solutions report. The first point that was noted in the report is the cleanup email list. The current list now has 2,362 verified members. Getting webinars scheduled with vendors has proved to be challenging for FAAST. Mr. Nerland suggests we ask about IP addresses and tracking to ensure FAAST staff IPs are not included in the website view analytics.



Most social media engagement is up, and Twitter engagement reminds the same as the previous month.

Bella Business Solutions has a 30-day social media plan. In addition to the plan, they will post events by the RDC's/RRC's and webinar events. They are currently working with RDC's and RRC's to build the Resource directory.

Mr. Nerland would like the social media icons on the website.

5. Action Items

Ms. Doyle reviewed the 2020 Strategic Plan Year 2. The committee and Ms. Doyle feel that the items that require Bella Business Solutions be marked as in progress.

Ms. Doyle explains the progress on the AT Expo. Mr. Nerland is concerned about staff resources regarding how much work the expo is going to be. He recommended a round table discussion in webinar format as an option.

6. Closing

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

The meeting was adjourned at 2:35pm.



FAAST Information for Newsletters or Social Media Posts

FY2022 QTR 2

If you need to know what FAAST is, use this:

The [Florida Alliance for Assistive Services and Technology, Inc.](#) (FAAST) is a nonprofit organization focused on improving the quality of life for Floridians who have disabilities of all ages by increasing access to assistive technology through empowerment and collaboration.

If your audience may not know what assistive technology devices and services are, use this:

Assistive technology helps people with disabilities live, work, learn and play as independently as possible. Assistive technology is any device, item, gadget, tool, hardware, or software used to increase, maintain, or improve the functional capabilities of both individuals of all ages who have disabilities and older adults who may find a need for assistance. Assistive technology provides people who have disabilities the option to access education and the workplace, to live within their communities, and enjoy recreational activities.

Explore the [FAAST Lending Library](#) to learn more about assistive technology devices available in Florida.



This is to share what services FAAST provides and who we provide them to:

Assistive technology services provided by FAAST include device loans, device demonstrations, device reutilization, device trainings, information and assistance, and a statewide financing program. FAAST serves Floridians who have disabilities and their family members, service providers, educators, therapists, employers, health and rehabilitation professionals, assistive technology vendors, and all other interested parties throughout the state of Florida. By creating a collaborative environment for individuals with disabilities, their families, educators, government officials, and other community stakeholders, we enhance the community for us all.

To share information about FAAST regional locations, use this:

FAAST has [Regional Centers](#) across the state to provide services in every corner of Florida. The state headquarters in Tallahassee provides the home base for the New Horizon Financial Loan Program. Throughout the state, there is a network of twelve (12) Regional Demonstration Centers and five (5) Regional Reutilization Centers.

Upcoming training and events:

Find out more about FAAST at these upcoming events:



[Florida DeafBlind Association State Meeting](#) in Gainesville, FL in February 2022

[Annual Ataxia Conference](#) in Orlando, FL in March 2022

[SportsAbility](#) in Tallahassee, FL in April 2022

[The 24th Annual Family Café](#) in Orlando, FL in May 2022

[Hearing Loss Association of America Convention](#) in Tampa, FL in June 2022

[Florida Association of Speech-Language Pathologists and Audiologists Annual Conference](#) in St. Petersburg, FL in July 2022

Technology Awareness Committee
2020 Strategic Planning Tracking

Strategic Issue TASK

DUE

STAFF

ACTIONS

Key

Not Started

In Progress

Completed

Strategic Issue	TASK	DUE	STAFF	ACTIONS	Not Started	In Progress	Completed
By September 30, 2022, increase awareness of FFAST to partner organizations and businesses.							
Issue 1, Objective 2	Increase FFAST 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 FFAST audiences 2/17/2022 Bella Business Solutions presented progress on this item and confirmed it's completion. TAC will continue to monitor throughout FY22.	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. TAC will continue to monitor throughout FY22.	By June 30, 2022, materials will be created and made available for organizations and businesses to share FFAST information. 3/17/2022 Draft Information added to March TAC agenda	September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FFAST public awareness materials.
By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.							
Issue 1, Objective 3	Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FFAST services to position FFAST as AT resource leader.	9/30/2022	Whitney	December 2020 - Gather information on events that FFAST 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 FFAST 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		
By December 31, 2021, update marketing materials for consumers to better understand FFAST services and what to expect.							
Issue 1, Objective 4	Update FFAST 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 FFAST 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. 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.	

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 &	11/13-14/2021	FL Occupational Therapy Association	Virtual	Virtual Exhibit Booth
Florida CIL Day	Tuesday, November 16, 2021	FACIL	Tallahassee	Present Leg. Priorities
Florida Children's Week	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	Virtual	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

Potential Events	Event Date	Host Organization/Business	Location	Exhibit or Present?
FL Academy of Audiology Annual Conference	8/4-8/5/2022	FL Academy of Audiology	Orlando	Exhibit? NHLP session?
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 Annual Conference	9/22-9/25/2022	Florida Physical Therapy Association	Orlando	



FAAST Status Update

March 10, 2022

Email Updates

Email List Updates

Using the CRM, we continue to send emails using the automated processes already established.

FAAST Communications List

We have segmented this list into Individuals and Community members.

The Individuals list is people with a generic email address (such as @gmail.com, @yahoo.com, @comcast.net, etc.) While the Community Members list is for individuals with business-related email addresses (such as .gov, .edu, .org, etc.)

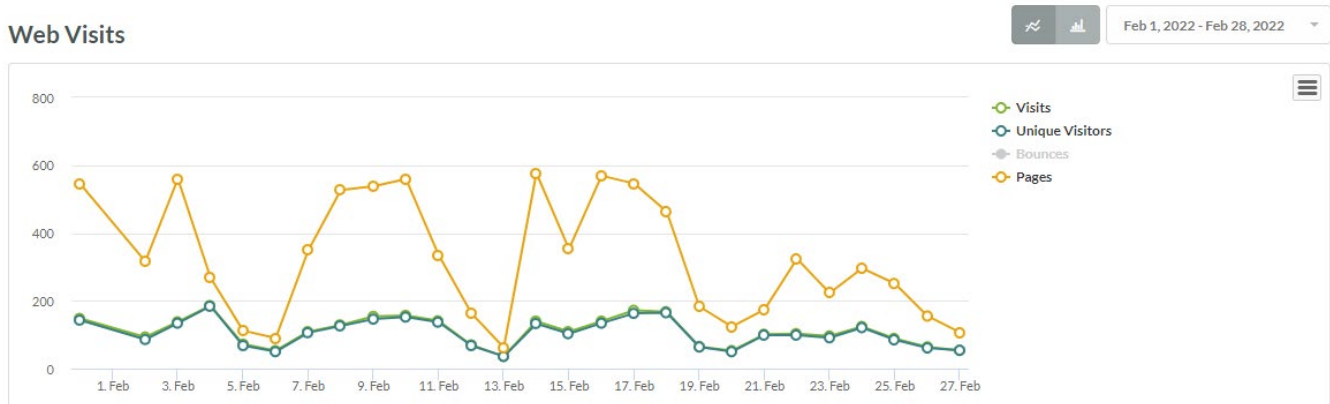
Emails Sent

- 2,499 Messages Sent
- 2,398 Messages Delivered
- 21,901 Messages Opened
- 30.23% Open Rate (the average open rate for nonprofits is 25.2%)

Webinars offered and upcoming events are shared by email and social media.

Website Visits

The website visit details below show how the website has performed over the past month.



2,964 - Total Visits

8,770 - Pages Viewed

3.0% - Average Page View per Visit

8.0 Minutes - Average time spent on the website per visit

The top-performing pages on the website for the month are Home, Regional Service Centers, Financial Loans, and Lending Library.



Social Media Update

Social Media Stats

Facebook impressions are at 25,492.

LinkedIn page views are at 259 views.

Twitter impressions are at 1,699.

Social Media Plan

Our plan for the next month includes sharing regular information to social media channels, along with information of interest to the community.

30 Day Social Media Plan

1. FFAST FAQs shared once per week.
2. FFAST Facts shared once per week.
3. Lending Library items shared regularly.
4. FFAST In The Community features photo opportunities with Marquesas Blimes.
5. Upcoming events from RDCs, RRCs, and CILs that we follow.
6. Share posts of interest from RDCs, RRCs, and CILs.

Additionally, we are preparing for National AT Awareness Day in April where we will spotlight AT, members of the AT Community, AT Facts, and city proclamations for the entire week of AT Awareness.