



March 2022 Technology Awareness Committee

Minutes

March 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. Kailey Medlock, Ms. Lesa Kretschmer

Staff Present: Ms. Whitney Doyle

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 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. Kretschmer made a motion to approve the February 2022 minutes as presented. Ms. Medlock seconded the motion. The February 2022 Technology Awareness Committee meeting minutes were approved without any objection.

4. National Assistive Technology Awareness Day Plans (April 6th 2022) | Whitney Doyle

Ms. Doyle explain that the Association of Assistive Technology Programs (ATAP) started National Assistive Technology Awareness Day. It is tied into ATAP's annual leadership conference. The conference is virtual this year and Ms. Doyle has asked the Governor for a proclamation in honor of National Assistive Technology Awareness Day. She hasn't heard anything back but has received 2 proclamations from Jacksonville and Orlando. She has asked the RDC staff to send us photos and



blurbs about themselves so they can be spotlighted on FAAST social media. Everything FAAST is doing for National Assistive Technology Awareness Day is virtual.

5. FAAST Information to Share to Partners and Businesses | Whitney Doyle

Ms. Doyle explains that she presented this information to the ATAC. She wanted to go over it with this committee to see if changes needed to be made and get feedback. Mr. Nerland recommended using spacing between headers and paragraphs and decorative parentheses.

6. Action Items

Ms. Doyle reviewed the 2020 Strategic Plan Year 2. The committee and Ms. Doyle feel that engaging ATAC, organizations and businesses by actively sharing information about FAAST is complete.

Ms. Doyle reviewed the FAAST events list.

Ms. Doyle reviewed the Bella Business solutions report. She explains that if the committee notices any emails that are hard to read or formatted incorrectly, please send them to her and Bella Business Solutions will correct it. She has asked them about removing the unique website view and has not gotten a response yet.

For social media, they did explain that when Facebook switched over to Meta some of the analytics changed.

The AT Expo Committee met yesterday and asked for three ideas on how to move forward. They believed having multiple days of Zoom meetings would cause fatigue for participants and an in-person event would be too much for staff. The AT Expo is being pushed back to the full ATAC for discussion during the development of the next Strategic Plan.

7. Closing

Next Meeting- Thursday, April 12th, 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 2:40 pm.

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1
2 An act relating to the Assistive Technology Advisory
3 Council; amending s. 413.407, F.S.; revising
4 provisions relating to the membership of and
5 appointments and reappointments to the Assistive
6 Technology Advisory Council; requiring council members
7 to select a chair from among the council membership;
8 revising provisions relating to committees appointed
9 to perform the council's functions; expanding the
10 council's functions to include fundraising activities;
11 providing an effective date.

12
13 Be It Enacted by the Legislature of the State of Florida:

14
15 Section 1. Section 413.407, Florida Statutes, is amended to
16 read:

17 413.407 Assistive Technology Advisory Council.—There is
18 created the Assistive Technology Advisory Council, responsible
19 for ensuring consumer involvement in the creation, application,
20 and distribution of technology-related assistance to and for
21 persons who have disabilities. The council shall fulfill its
22 responsibilities through statewide policy development, ~~both~~
23 state and federal legislative initiatives, advocacy at ~~both~~ the
24 state and federal levels ~~level~~, planning of statewide resource
25 allocations, policy-level management, and reviews of ~~both~~
26 consumer responsiveness and the adequacy of program service
27 delivery~~7~~ and by performing the functions listed in this
28 section.

29 (1) (a) The council shall be composed of:

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30 1. Persons ~~Individuals~~ who have disabilities and who are
31 assistive technology consumers or family members or guardians of
32 those persons ~~individuals~~.

33 2. A representative ~~Representatives~~ of a consumer
34 organization ~~organizations~~ concerned with assistive technology.

35 3. A representative ~~Representatives~~ of business and
36 industry, including the insurance industry, concerned with
37 assistive technology.

38 4. A representative of the Division of Vocational
39 Rehabilitation.

40 5. A representative of the Division of Blind Services.

41 6. A representative of a center for independent living ~~the~~
42 ~~Florida Independent Living Council~~.

43 7. A representative of CareerSource Florida, Inc.

44 8. A representative of the Department of Education.

45 9. A representative ~~Representatives~~ of any other state
46 agency ~~agencies~~ that provides or coordinates ~~provide or~~
47 ~~coordinate~~ services for persons with disabilities, if requested
48 by a majority vote of the council members.

49
50 ~~Total membership on the council may not exceed 27 at any one~~
51 ~~time. A majority of the members shall be appointed in accordance~~
52 ~~with subparagraph 1.~~

53 (b) Members of the council shall be appointed by the
54 Commissioner of Education from a list of candidates proposed by
55 the division director. However, a member who is a representative
56 of a state agency shall be appointed by the head of that state
57 agency.

58 (c) A majority of council members must ~~shall~~ be persons who

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59 have disabilities as defined in s. 413.20 and ~~s. 413.20(7)~~ who
60 are ~~also~~ consumers of assistive technology or family members or
61 guardians of such persons.

62 (d) Members of the council must be geographically
63 representative of the state and reflect the diversity of the
64 state's population with respect to race, ethnicity, gender, age,
65 type of disability, and type of disability-related services and
66 devices received.

67 (e)~~(d)~~ The members of the council shall select a chair ~~two~~
68 ~~co-chairs~~ from among the membership of the council.

69 ~~1. One co-chair may be selected from the group described in~~
70 ~~paragraph (c) and one co-chair shall be selected from the other~~
71 ~~council members.~~

72 ~~2. The chair~~ No co-chair may not be an elected member or an
73 employee of a state agency or of any political subdivision of
74 the state.

75 (f)1.~~(e)1.~~ Each member of the council shall serve for a
76 term of not more than 3 years, except that a member appointed to
77 fill a vacancy occurring before ~~prior to~~ the expiration of the
78 term for which a predecessor was appointed shall be appointed
79 for the remainder of such term.

80 ~~2. A~~ A ~~No~~ member of the council may not serve more than two
81 consecutive terms; however, any appointment under subparagraph
82 1., if for less than 18 months, is ~~shall~~ not ~~be~~ considered a
83 term for the purposes of this section.

84 3. A member who has served two consecutive terms and has
85 been retired from the council for at least 3 years ~~1 year~~ may be
86 reappointed to the council on the same basis as a new member.

87 (g)~~(f)~~ Any vacancy occurring in the membership of the

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88 council shall be filled in the same manner as the original
89 appointment. A vacancy does not affect the power of the
90 remaining members to execute the duties of the council.

91 (2) In addition to the other functions specified in this
92 section, the council shall:

93 (a) Act as the board of directors of a not-for-profit
94 corporation created by the division. Through the corporation,
95 the council shall provide direction to the Florida ~~Florida's~~
96 Alliance for Assistive Services and Technology, a project
97 sponsored by the department for the coordination and delivery of
98 appropriate, cost-effective, state-of-the-art assistive
99 technology services and devices.

100 (b) Appoint committees made up of members of the council to
101 focus on specific issues within the council's mandate.
102 Committees may request and accept in-kind contributions of
103 personnel from public or private entities to supply such
104 staffing as the committees deem necessary to carry out their
105 individual mandates. ~~These committees shall include, but are not~~
106 ~~limited to:~~

107 1. Members who are representatives of state agencies
108 serving on the committees ~~An interagency committee composed of~~
109 ~~those members representing state agencies. The interagency~~
110 ~~committee~~ shall work towards the development of cooperative
111 agreements among government agencies and perform such other
112 duties as the council deems appropriate.

113 2. Members who are representatives of state agencies
114 serving on the committees ~~The interagency committee's members~~
115 shall assign staff from their respective agencies to the
116 alliance, as an in-kind contribution for a specified period of

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117 time, to review federal and state legislation and agency
118 policies and practices and to identify both facilitators of, and
119 barriers to, accessibility and utilization of assistive
120 technology services, devices, and funding sources.

121 ~~2. A technology awareness committee to guide the council's~~
122 ~~public awareness, coordination, and collaboration activities.~~

123 ~~3. A public policy and advocacy committee to review federal~~
124 ~~and state legislation and agency policies and practices and to~~
125 ~~identify facilitators of and barriers to access and utilization~~
126 ~~of assistive technology services, devices, and funding sources.~~

127 (c) Review and approve all reports, recommendations, and
128 proposed actions of committee staff.

129 (d) Appoint the executive director of the alliance who is.
130 ~~The executive director shall be~~ responsible for the overall
131 administration and day-to-day direction of the alliance,
132 including the ~~as well as~~ supervision of all staff.

133 (e) Annually review and approve the strategic or business
134 plan of the alliance, as submitted by the executive director.

135 (f) Submit an annual comprehensive report of the activities
136 of the council, the corporation, and the alliance to the
137 division director.

138 (g) Perform ~~such~~ other functions, including fundraising
139 activities, as the council determines to be appropriate which
140 are comparable to functions performed by the council.

141 (h) Convene at least four meetings each year in locations
142 that ~~such places as~~ it determines to be necessary to conduct
143 council business and may conduct such forums or hearings as it
144 ~~the council~~ considers appropriate. The council shall make a
145 report of each meeting which must contain ~~shall include~~ a record

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146 of its discussions and recommendations and must, ~~all of which~~
147 ~~reports shall~~ be made available to the public.

148 (3) In accordance with Pub. L. No. 108-364, the council
149 shall:

150 (a) Investigate financing options that will increase access
151 to and funding for assistive technology devices and assistive
152 technology services.

153 (b) Develop assistive technology demonstrations,
154 reutilization programs, and loan programs.

155 (c) Provide training and technical assistance in order to
156 increase knowledge and awareness of the uses and benefits of
157 assistive technology devices and assistive technology services.

158 (d) Promote public awareness activities designed to provide
159 information relating to the benefits of assistive technology
160 devices and assistive technology services.

161 (e) Promote coordination and collaboration among public and
162 private entities that are responsible for policies, procedures,
163 or funding for the provision of assistive technology devices and
164 assistive technology services.

165 Section 2. This act shall take effect July 1, 2022.



Bylaws Manual

FLORIDA ALLIANCE FOR ASSISTIVE SERVICES & TECHNOLOGY

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820 E. Park Ave, D-200, Tallahassee, Florida 32301

FAAST.org

1 **BYLAWS OF THE**
2 **FLORIDA ALLIANCE FOR ASSISTIVE SERVICES AND TECHNOLOGY, INC.**

3
4 **ARTICLE I**

5
6 The Florida Alliance for Assistive Services and Technology (“FAAST”) as appointed by
7 Governor Lawton Chiles is the implementing agency for the Assistive Technology Act of
8 2004, Pub. L. No. 108-364.

9
10 By Florida Statute 413.407, FAAST was created as a not-for-profit corporation with the
11 Florida Assistive Technology Advisory Council (ATAC) serving as the corporation’s
12 Board of Directors.

13
14 FAAST qualifies as an exempt organization under 501(c)(3) of the Internal Revenue
15 Code.

16
17 **ARTICLE II**

18
19 **SECTION 1: NAME**

20
21 The name of the corporation is the Florida Alliance for Assistive Services and
22 Technology, Inc. (“FAAST”).

23
24 **SECTION 2: LOCATION (05/15/2018)**

25
26 The mailing and physical address for FAAST shall be:

27
28 820 E Park Ave, D-200
29 Tallahassee, FL 32301

30
31 **ARTICLE III - PURPOSE**

32
33 FAAST is organized exclusively for charitable, educational, and scientific purposes
34 pursuant to and for the purposes consistent with the mandates of §413.407, Florida
35 Statutes, hereinafter referred to as the “FAAST Statute”, consistent with the Technology-
36 Related Assistance for Individuals with Disabilities Act of 1988, as amended in 2004.
37 FAAST shall provide direction for the coordination and delivery of appropriate, cost-
38 effective, state-of-the-art assistive technology services and devices.

39
40 These bylaws shall be consistent and in accordance with the FAAST Statute. In case of
41 any inconsistencies with the purposes mandated by the FAAST Statute or any other
42 federal statute or regulation, the federal statutory or regulatory requirement shall have
43 precedence.

46 **ARTICLE IV**

47

48 **SECTION 1: GOVERNING BODY (5/18/16)**

49

50 The governing body of FFAST shall be the Assistive Technology Advisory Council
51 (“ATAC”), which shall act as the Board of Directors for the Florida Alliance for Assistive
52 Services and Technology, Inc. as set forth in the FFAST Statute. The ATAC shall be
53 responsible for formulating policies and approving procedures required to fulfill the
54 purpose of FFAST.

55

56 The purpose of the ATAC shall be to assist the state of Florida in carrying out the
57 activities under the Assistive Technology Act, Pub. L. No. 108-364, as may be
58 amended.

- 59 1. Advise and guide FFAST in the development, implementation, and evaluation of
60 the activities carried out through the State Plan for Assistive Technology,
61 including setting measurable goals.
62 2. Guide FFAST and ensure compliance with the provisions of the Assistive
63 Technology Act of 2004, Pub. L. No. 108-364,
64 3. Advise the Executive Director on ways to improve the delivery of AT services and
65 devices, including policy, regulations, procedures, and practices.

66

67 **SECTION 2: MEMBERSHIP**

68

69 The ATAC shall consist of the members as defined in the Technology Related
70 Assistance for Individuals with Disabilities Act of 1988 (Pub. L. No. 100-407), as
71 amended in 2004 (Pub. L. No. 103-218) and created by, and further defined by the
72 FFAST Statute.

73

74 **SECTION 3: COMPOSITION**

75

76 The ATAC shall consist of representatives from the following categories:

- 77 • Category 1: The ATAC shall consist of a majority, no less than 51 percent, of
78 individuals with disabilities that use assistive technology or the family members
79 or guardians of the individuals.
80 • Category 2: No less than one representative of consumer organizations
81 concerned with assistive technology.
82 • Category 3: No less than one representative of business and industry, including
83 the insurance industry, concerned with assistive technology.
84 • Category 4: No less than one representative from each of the following:
85 ○ the Division of Vocational Rehabilitation,
86 ○ the Division of Blind Services,
87 ○ the Florida Independent Living Council,
88 ○ Workforce Florida, Inc., DBA CareerSource Florida
89 ○ the Florida Department of Education, and

- 90 ○ other state agencies that provide or coordinate services for persons with
91 disabilities when deemed appropriate by a majority of the ATAC.

92
93 Members appointed under categories 2, 3, and 4 shall not count toward the majority
94 membership requirement established by category 1.

95
96 Total membership of the ATAC shall be in accordance with the Assistive Technology
97 Act of 1998, as amended and the FAAST Statute.

98
99 Total membership of the ATAC may not be less than 15 members, nor exceed 27
100 members at any one time.

101
102 SECTION 4: VACANCIES

103
104 Vacancies occurring in the membership of the ATAC shall be filled as soon thereafter as
105 may be convenient, but notwithstanding such vacancies the remaining members of the
106 ATAC shall have authority to exercise the full powers of the ATAC. The Executive
107 Committee shall evaluate candidates for ATAC membership and present qualified
108 individuals to the full ATAC, which may then be forwarded to the Director of the Division
109 of Vocational Rehabilitation and the Commissioner of Education.

110
111 SECTION 5: APPOINTMENT AND TERMS

112
113 Each member of the ATAC shall serve for a term of not more than three years, except
114 for a member appointed to fill the unexpired term of a vacancy. The new member shall
115 serve the remaining term.

116
117 No member of the ATAC may serve more than two consecutive full terms, however, any
118 appointment under the preceding paragraph to fill a vacancy, if for less than eighteen
119 months, shall not be considered a term for these purposes of this paragraph.

120
121 A member who has served two consecutive terms and has been retired from the ATAC
122 for at least one year may submit an application to the ATAC on the same basis as a
123 new member.

124
125 SECTION 6: REAPPOINTMENT

126
127 Once an ATAC member has served a full three-year term, or is at the end of an
128 appointment term to fill a vacancy, a member must confirm that they want to serve a
129 second term and must be reappointed by the Commissioner of Education.

130
131 The ATAC member must confirm in writing that they would like to serve a second term
132 no later than six months prior to term end date. In the absence of confirmation in writing,
133 it is assumed that the ATAC member does not wish to seek a second term.

134
135 Confirmation may be sent to the executive director or a member of the executive
136 committee. The executive committee must then confirm the reappointment for the ATAC
137 member's information to be sent to the Director of the Division of Vocational
138 Rehabilitation to follow the nomination process (see ARTICLE IV, SECTION 8:
139 NOMINATIONS for more details).

140
141 The executive committee may deny that the ATAC member be reappointed. If that is the
142 case, the executive committee must provide written documentation to the ATAC
143 member to justify their decision.

144
145 SECTION 7: NOMINATIONS

146
147 The Commissioner of Education shall appoint members from a list of candidates
148 proposed by the Director of the Division of Vocational Rehabilitation (DVR). The ATAC
149 shall recommend qualified candidates to the Director of DVR for appointment to fill
150 ATAC vacancies.

151
152 SECTION 8: LEAVE OF ABSENCE

153
154 Membership and appointments to the ATAC shall be in compliance with the FFAST
155 Statute. ATAC members may request in writing from the full ATAC, a leave of absence,
156 up to one year. Upon approval of a majority vote of the full ATAC, a leave of absence
157 shall be granted. A leave of absence will extend the length of term of the ATAC member
158 in exact proportion to the approved leave of absence. During the period of such leave,
159 this person does not count in quorum requirements.

160
161 SECTION 9: ATTENDANCE

162
163 ATAC Meetings.

- 164 • Attendance of at least 50% of ATAC meetings, per fiscal year, is required to
165 remain in good standing. Meetings may take place in person or by
166 teleconference.
- 167 • Meeting attendance will be reviewed annually and if the ATAC member has
168 attended less than 50% of meetings scheduled, the ATAC member will be
169 contacted by the co-chairs regarding corrective action.
- 170 • The co-chairs will be responsible for contacting ATAC members and discussing
171 any corrective action plans.
- 172 • ATAC members are asked to inform one or both of the co-chairs or the executive
173 director prior to an ATAC meeting of a known or pending absence.

174
175 Committee Meetings.

- 176 • ATAC members are expected to attend each committee meeting of the
177 committee(s) which they are assigned.

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- 185
- ATAC members are required to attend a minimum of 50% of all committee meetings of which they are scheduled to attend.
 - Committee attendance will be reviewed quarterly and if the ATAC member has attended less than 50% of meetings scheduled, the ATAC member will be contacted by the co-chairs regarding corrective action.
 - ATAC members are asked to inform the committee chair or the executive director prior to an ATAC meeting of a known or pending absence.

186 SECTION 10: TERMINATION OF MEMBERSHIP

187

188 Removal. Any ATAC member may be removed by the ATAC upon recommendation of
189 the Executive Committee if any of the following conditions exists:

- 190
- 191
- 192
- 193
- 194
- 195
- The ATAC member no longer qualifies under the FAAST Statute;
 - The ATAC member has more than 50% absences from ATAC or Committee meetings within one fiscal year.
 - The ATAC member engages in conduct that is in conflict with the Code of Ethics and Conflict of Interest Statements.

196 SECTION 11: INDEMNIFICATION

197

198 No member shall be liable in money damages to any person by virtue of any action
199 taken as part of the member's responsibility unless:

- 200
- 201
- 202
- 203
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- 208
- The member has breached their duties to FAAST, and said breach constitutes a violation of criminal law which the member had, or should have had, reason to understand was such violation;
 - The member has conducted a transaction from which they derive an improper benefit; or,
 - The member has perpetrated an act committed in recklessness, bad faith, maliciousness, or willful and wanton disregard of human rights, safety, or property.

209 FAAST may purchase and maintain insurance on behalf of any person who is or was a
210 member, officer, employee, or agent of FAAST, or is or was serving at FAAST's request
211 as a member, officer, employee, or agent of another corporation, partnership, joint
212 venture, trust, or other enterprise against any liability asserted against them and
213 incurred by them in any such capacity or arising out of their status as such, whether or
214 not FAAST would have the power to indemnify them against such liability under the
215 provisions of these Bylaws.

216

217 SECTION 12: MEMBER RIGHTS AND RESPONSIBILITIES

218

219 Members serve without financial compensation but are entitled to be reimbursed for
220 approved travel expenses in accordance with FAAST's travel policy.

221

222

223 SECTION 13: CONFLICTS OF INTEREST

224

225 The ATAC shall require a signed Conflict of Interest statement from every ATAC
226 member on an annual basis.

227

228 No member of the ATAC shall participate in any discussion or vote on any matter in
229 which they have a potential conflict of interest due to having material economic
230 involvement regarding the matter being discussed. When such a situation presents
231 itself, the member must announce their potential conflict, disqualify themselves, and be
232 excused from the meeting until discussion is over on the matter involved. The chair of
233 the meeting is expected to make inquiry if such conflict appears to exist and the ATAC
234 member has not made it known. All ATAC members must faithfully conduct their duties,
235 in their assigned roles and tasks, for FFAST's purpose, benefit and interest. ATAC
236 members may not use their positions and affiliations with FFAST for personal benefit.
237 Staff and ATAC members must consider and avoid not only actual conflicts but also the
238 appearance of conflicts of interest.

239

240 SECTION 14: CODE OF ETHICS

241

242 The ATAC shall require a signed acknowledgement that the ATAC member has read
243 the Code of Ethics upon appointment to the ATAC and upon each revision.

244

245 **ARTICLE V – EXECUTIVE COMMITTEE**

246

247 SECTION 1: CO-CHAIRS (11/16/2017)

248

249 The members of the ATAC shall select two co-chairs from among the membership of
250 the ATAC. One co-chair must be selected from ATAC members who have disabilities
251 and are assistive technology consumers and one co-chair shall be selected from the
252 other ATAC members. No co-chair may be an elected member or an employee of a
253 state agency or of any political subdivision of the state.

254

255 The co-chairs of the ATAC shall have the powers and shall perform all the duties
256 commonly incident to and vested in the office of co-chair or president of an organization
257 including, but not limited to, chairing meetings of the executive committee and ATAC,
258 calling meetings, preparing or approving agendas for the meetings, having general
259 knowledge of the responsibility for supervision of the duties as the ATAC may
260 designate.

261

262 The duties of the co-chairs include:

263

- Be a ATAC member in good standing.

264

- Preside at all ATAC meetings.

265

- Chair and serve on the executive committee.

266

- Collaborate with the executive director to establish the agenda for meetings of
267 the ATAC and executive committee.

- 268 • Handle matters requiring ATAC attention before the next scheduled meeting and
- 269 shall notify all ATAC members within 72 hours, in writing, of any decision made.
- 270 • Appoint at-large members to the executive committee.
- 271 • Appoint and remove all committee members, with the exception of the elected
- 272 members of the Executive Committee.
- 273 • Appoint all committee and ad hoc task force chairs.
- 274 • Ensure that the functions of the ATAC as described in legislative regulations are
- 275 carried out.
- 276 • Promote the ATAC's collaborative working relationship with agencies of state
- 277 government in exercising their responsibilities to assistive technology users.
- 278 • Serve as the official spokesperson for the ATAC in all activities which the ATAC
- 279 may deem proper and at those times when it is necessary for an opinion to be
- 280 expressed for the ATAC but the ATAC has had no opportunity to act on that
- 281 issue. The co-chairs report said actions to the full ATAC at the earliest
- 282 opportunity.
- 283 • Provide support and guidance to the executive director in interpreting and
- 284 carrying out ATAC activities.
- 285 • Lead the executive committee in an evaluation of the executive director each
- 286 year.
- 287 • Encourage active involvement of all ATAC members.
- 288 • Oversee revision and review of the bylaws on an annual basis.
- 289 • Act as signing officers on organization accounts.
- 290 • Determine corrective action of members regarding meeting attendance or
- 291 conduct.
- 292 • Grant excused absences from ATAC meetings.
- 293 • Call and preside over special meetings of the ATAC when necessary.

294
295 Co-chairs will serve a one-year term. Co-chairs will be elected annually at ATAC's 4th
296 Quarter meeting. Co-chairs may be elected to successive terms barring any other
297 prohibition in these Bylaws.

298
299 Co-chairs will serve as ex officio members of each ATAC committee.

300
301 SECTION 2: TREASURER/SECRETARY

302
303 The members of the ATAC shall select a treasurer/secretary from among the
304 membership of the ATAC annually.

305
306 The treasurer/secretary shall have all the powers and shall perform all the duties
307 commonly incident to and vested in the office of treasurer and secretary and other
308 duties as the co-chairs may designate.

309

310 The treasurer/secretary shall be responsible for keeping records of ATAC actions,
311 including overseeing the taking of minutes at all ATAC meetings, ensuring meeting
312 announcements are sent timely, distributing copies of minutes and the agenda to each
313 ATAC member, and assuring corporate records are maintained. The
314 treasurer/secretary may delegate duties to the executive director or their designee
315 without ceding responsibility.

316

317 The duties of the treasurer/secretary include:

- 318 • Be member of the ATAC in good standing.
- 319 • Serve on the executive committee.
- 320 • Attend all ATAC and executive committee meetings.
- 321 • Work with the executive director to develop and submit the annual operating
322 budget in accordance with the upcoming year's federal and state allocations.
- 323 • Review FFAST's financial statements regularly and report to the executive
324 committee on a monthly basis and the ATAC on a quarterly basis.
- 325 • Report to the ATAC the results and recommendations of the annual independent
326 auditor's report.
- 327 • Ensure development of financial policies and procedures.
- 328 • Ensure the bylaws, Robert's Rules of Order and minutes from prior meetings are
329 available for reference at all ATAC meetings.
- 330 • Reviews staff draft of minutes and action items from previous ATAC meetings
331 prior to submission for review and acceptance.
- 332 • Maintains the official membership roll and communicates with designated staff to
333 properly manage term limits, category requirements, and attendance
334 requirements.
- 335 • Presides over roll-call for ATAC meetings and announces status of the
336 establishment of quorum.
- 337 • Act as temporary chair in the event neither co-chair is in attendance.
- 338 • Act as the Custodian of Records for the organization under Florida public record
339 law. The executive director shall act as the Custodian of Records Designee.
- 340 • Act as a signing officer on organization accounts.
- 341 • Perform other responsibilities assigned by the ATAC.
- 342 • Transfer, upon finishing term or resignation, all records to successor and orient
343 new treasurer/secretary.

344

345 The treasurer/secretary will serve a one-year term.

346

347 The treasurer/secretary will serve as an ex officio member of the New Horizon Loan
348 Program committee.

349

350 SECTION 3: STATE REPRESENTATIVE

351

352 The members of the ATAC shall select a state representative from among the
353 membership of the ATAC annually. The state representative must be a representative of

354 state, local governmental or non-governmental agencies or groups concerned with
355 assistive technology.

356
357 The duties of the state representative:

- 358 • Be member of the ATAC in good standing.
- 359 • Serve on the Executive Committee.
- 360 • Attend all ATAC meetings.

361
362 The state representative will serve a one-year term.

363 364 SECTION 4: EX OFFICIO MEMBERS

365
366 Ex officio members shall have all of the rights and obligations of the committees they
367 serve on.

368
369 Ex officio members shall count towards quorum of a committee if there are not enough
370 committee members present for quorum. Ex officio members do not count against
371 quorum if they are not present for a committee meeting. If ex officio members are in
372 attendance for a meeting, they are required to vote on any and all voting matters of the
373 meeting.

374 375 **ARTICLE VI – REGULAR MEETINGS**

376 377 SECTION 1: MEETINGS

378
379 The ATAC shall meet no less than four times per year, either in person or electronically.
380 Members may suggest meeting dates and locations.

381
382 The executive director shall be responsible for notifying members, distributing any
383 needed materials in advance, publishing the required notice to comply with the Florida
384 Open Meetings law, and making all other necessary arrangements. Specifically, all
385 meeting materials must be posted to the FFAST website and sent to ATAC or
386 committee members a minimum of seven calendar days before the meeting date.

387 388 SECTION 2: QUORUM

389
390 A quorum must be present before business is conducted by the Board or any of its
391 committees. A quorum is required to take any official action or pass any motion.

392
393 ATAC Meetings.

- 394 • A quorum for the ATAC is one half, plus one, of the voting membership of the
395 ATAC.
- 396 • Meetings may be held without a quorum, but no official action may be taken.

397
398 Committee Meetings.

- 399 • A quorum for a committee is one-third (1/3) or three members of the committee
400 membership, whichever is greater.

401
402 SECTION 3: MAJORITY VOTE

403
404 A majority is one half, plus one, of the voting members present at the meeting.

405
406 SECTION 4: PARLIAMENTARY PROCEDURES

407
408 Robert's Rules of Order, most recent edition, shall be followed by the ATAC in all cases
409 involving parliamentary procedure when such rules do not conflict with the provisions of
410 these bylaws. The rules may be suspended by a two-thirds (2/3) vote of the voting
411 members present at any meeting of the ATAC or its committees.

412
413 SECTION 5: VOTING METHODS

414
415 All ATAC and committee votes will be conducted according to requirements and
416 exceptions of Florida Statute 286.011, the Government in the Sunshine law.

417
418 SECTION 6: ACCESSIBILITY AND ACCOMMODATIONS

419
420 The ATAC shall only use accessible locations and methods for its meetings. The
421 executive director, in consultation with the ATAC co-chairs, shall designate meeting
422 locations and methods.

423
424 The ATAC shall provide reasonable accommodations for ATAC and committee
425 meetings to ATAC members and members of the public if requested in advance.

426
427 SECTION 7: MEETING AGENDAS

428
429 All members of the ATAC shall receive an agenda before each regularly scheduled
430 meeting. The executive director, in consultation with the ATAC co-chairs, shall prepare
431 the agenda.

432
433 Members shall have an opportunity to add, delete, or modify agenda items at the
434 beginning of all ATAC and committee meetings.

435
436 The ATAC may limit discussion on agenda items at ATAC meetings. Supporting
437 materials for agenda items shall be available in written form (accessible formats) and
438 supplied to the ATAC along with the agenda prior to the meeting.

439
440 SECTION 8: MEETING MINUTES

441
442 The minutes of each meeting shall be provided to the members of the Board within
443 seven calendar days after the meeting.

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ARTICLE VII - SPECIAL MEETINGS

Special meetings may be called for the ATAC or any committee. The members that may call special meetings are the co-chairs for ATAC meetings and the committee chairs for committee meetings.

The executive director shall be responsible for notifying members, distributing any needed materials in advance, publishing the required notice to comply with the Florida Open Meetings law, and making all other necessary arrangements. Specifically, all special meeting materials must be posted to the FFAST website and sent to ATAC or committee members a minimum of seven calendar days before the special meeting date.

Special meeting agendas are limited to the topics required to be handled before the next regularly scheduled meeting of the ATAC or committee. No business items may be considered during an emergency meeting that were not specified in the Notice of Emergency Meeting.

The provisions of Article VI, Section 2 through Section 8, shall apply to Emergency Meetings, except that Members shall not have an opportunity to add, delete, or modify agenda items at emergency meetings.

ARTICLE VIII - COMMITTEES

SECTION 1: EXECUTIVE COMMITTEE (05/15/2018)

An executive committee shall be elected by a majority vote of the ATAC, with the exception of two at-large members, who shall be appointed by the co-chairs and the NHLP committee chair, who is appointed by the co-chairs.

Each co-chair will individually appoint one of the two at-large members, separate and independent of the other co-chair's decision.

Candidates for election to the executive committee shall be those members who are eligible to serve, in accordance with the FFAST Statute, and consent to inclusion in the ballot.

The Executive Committee shall consist of no less than five and no more than seven members:

- The two Co-Chairs of the ATAC. (elected by ATAC)
- One (1) representative of state, local governmental or non-governmental agencies or groups concerned with assistive technology. (elected by ATAC)
- The Treasurer/Secretary. (elected by ATAC)
- The NHLP Committee Chair. (appointed by co-chairs)

- 489 • Optionally, one at-large ATAC member appointed by each co-chair
490

491 ATAC members must be in good standing to be eligible to serve on the executive
492 committee. Voting shall occur during the final quarterly ATAC meeting of FFAST's fiscal
493 year.
494

495 The duties of the executive committee:

- 496 • The Executive Committee shall be responsible for handling matters requiring
497 ATAC attention prior to the next scheduled meeting and such other duties as
498 shall be designated by the full ATAC.
499 • Makes recommendations to the ATAC regarding matters for which full ATAC
500 approval is necessary or desirable.
501 • Serves as the finance and audit committee by regularly reviewing FFAST
502 financial statements and overseeing the annual financial audit.
503 • Serves as the nominating committee by reviewing any applicants to the ATAC
504 and recommending applicants to the full ATAC for approval.
505

506 Roberts Rules of Order (most recent edition) shall serve as the parliamentary authority
507 to appeal decisions made by the Executive Committee.
508

509 The terms of the executive committee members shall be one (1) year ending on at the
510 conclusion of each 4th Quarter Annual Meeting where elections are held.
511

512 The co-chairs are the chairs of the executive committee and the ATAC. The executive
513 committee meets regularly as determined by the co-chairs.
514

515 SECTION 2: PUBLIC POLICY AND ADVOCACY COMMITTEE 516

517 A public policy and advocacy committee shall be appointed by the ATAC co-chairs.
518

519 The duties of the public policy and advocacy committee:

- 520 • To review federal and state legislation and agency procedures and practices and
521 identify facilitators of and barriers to access and utilization of assistive technology
522 services, devices, and funding sources.
523 • To review statewide policy development, both state and federal legislative
524 initiatives, advocacy at both the state and federal level, planning of statewide
525 resource allocations, policy-level management.
526

527 The committee will make recommendations to the ATAC regarding matters for which full
528 ATAC approval is necessary or desirable.
529

530 The terms of the public policy and advocacy members shall be one (1) year ending at
531 the conclusion of each 4th Quarter Annual Meeting where elections are held.
532

533 The committee chair is appointed by the co-chairs. The public policy and advocacy
534 committee meets regularly as determined by the committee chair.

535
536 SECTION 3: INTERAGENCY COMMITTEE

537
538 An interagency committee will be composed of the State Agency representatives and
539 members and shall be appointed by the ATAC co-chairs.

540
541 The duties of the interagency committee:

- 542 • Shall work towards the development of cooperative agreements among
543 government agencies and perform such other duties as the ATAC deems
544 appropriate.
- 545 • Shall assign staff from their respective agencies to the alliance, as an in-kind
546 contribution for a specified period of time, to review federal and state legislation
547 and agency procedures and practices and to identify both facilitators of, and
548 barriers to, accessibility and utilization of assistive technology services, devices,
549 and funding sources.

550
551 The committee will make recommendations to the ATAC regarding matters for which full
552 ATAC approval is necessary or desirable.

553
554 The terms of the interagency members shall be one (1) year ending at the conclusion of
555 each 4th Quarter Annual Meeting where elections are held.

556
557 The committee chair is appointed by the co-chairs. The interagency committee meets
558 regularly as determined by the committee chair.

559
560 SECTION 4: TECHNOLOGY AWARENESS COMMITTEE

561
562 A technology awareness committee shall be appointed by the ATAC co-chairs.

563
564 The duties of the technology awareness committee:

- 565 • Guides the ATAC's public awareness, coordination, and collaboration activities.
- 566 • Provides input on FFAST's outreach initiatives and publications.
- 567 • Works with staff to develop technology awareness projects.

568
569 The committee will make recommendations to the ATAC regarding matters for which full
570 ATAC approval is necessary or desirable.

571
572 The terms of the technology awareness members shall be one (1) year ending at the
573 conclusion of each 4th Quarter Annual Meeting where elections are held.

574
575 The committee chair is appointed by the co-chairs. The technology awareness
576 committee meets regularly as determined by the committee chair.

577

578 SECTION 5: NEW HORIZON LOAN PROGRAM COMMITTEE

579

580 A New Horizon Loan Program (NHLP) committee shall be appointed by the ATAC co-
581 chairs.

582

583 The duties of the NHLP committee:

584

- Reviews operations of the Financing Program, including loan review and procedures of the Financing Program.

585

586

- Works on behalf of FFAST to make, facilitate or guarantee loans.

587

- Develop programs to accommodate the needs of its loan recipients, to meet its fiduciary responsibilities, and to follow the appropriate sections of the Laws of Florida.

588

589

- Make determinations regarding fees for application, guarantee, closing, administrative or insurance purposes.

590

591

592

593 The committee will make recommendations to the ATAC regarding matters for which full
594 ATAC approval is necessary or desirable.

595

596 The terms of the NHLP members shall be one (1) year ending at the conclusion of each
597 4th Quarter Annual Meeting where elections are held.

598

599 The committee chair is appointed by the co-chairs. The NHLP committee meets
600 regularly as determined by the committee chair.

601

602 SECTION 6: SERVICE DELIVERY COMMITTEE

603

604 A service delivery committee shall be appointed by the ATAC co-chairs.

605

606 The duties of the service delivery committee:

607

- The committee shall solicit information from ATAC members and non-ATAC members representing private industry, agencies, and organizations serving people with disabilities.

608

609

- The committee shall review quarterly deliverable reports and service maps.

610

611

- The committee shall review collaborations with other agencies, organizations, and bodies providing assistive technology services and devices throughout Florida.

612

613

- The committee shall compare service delivery models from other assistive technology programs to determine effectiveness and efficiency of the Florida model.

614

615

616

- The committee shall assess Return on Investment of services to maximize taxpayer funding while also ensuring Floridians with disabilities assistive technology needs are met.

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620

621 The committee will make recommendations to the ATAC regarding matters for which full
622 ATAC approval is necessary or desirable.

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The terms of the service delivery members shall be one (1) year ending at the conclusion of each 4th Quarter Annual Meeting where elections are held.

The committee chair is appointed by the co-chairs. The service delivery committee meets regularly as determined by the committee chair.

SECTION 7: ADDITIONAL STANDING COMMITTEES

Additional standing committees may be established by the ATAC. Ad hoc committees can be established “as needed” by a standing committee, co-chairs, executive committee, or committee chairs. New committees must be budget neutral or have approval of the full ATAC.

SECTION 8: NON-ATAC MEMBERS ON COMMITTEES

Appointments to committees or ad hoc committees are not limited to ATAC members. Individuals with needed expertise and resources may apply to the ATAC to serve on committees or task forces.

Interested individuals must complete the application process for ATAC members and must receive majority support from the ATAC to begin committee service.

Non-ATAC members who have been appointed by the ATAC to serve on a committee have the full voting power of an ATAC committee member.

Non-ATAC members may serve a one-year committee term and shall be eligible for reappointment to serve a total of three-years on a committee. Non-ATAC members must complete the application process for each committee they wish to serve on.

The Executive Committee is not open to Non-ATAC committee members. Non-ATAC members are held to the same standards and requirements as full members (i.e., Sunshine law, conflict of interest, code of ethics, lobbying prohibitions, etc.)

ARTICLE IX

SECTION 1: ADMINISTRATION

The executive director, in accordance with the FFAST Statute, shall be the ATAC’s direct representative in the administrative management of FFAST, Inc. The executive director shall have general supervision over the property, business, and affairs of FFAST and shall perform all duties incident to such office, subject to the direction of the ATAC. The executive director shall have other such powers and duties as may be designated by the ATAC.

668 The executive director may execute, as an agent of FFAST, all deeds, mortgages,
669 bonds, contracts, and other obligations assigned to FFAST, subject to the direction of
670 the ATAC. Other obligations includes managing bank accounts, being a signatory on all
671 FFAST bank, deposit, and investment accounts. The executive director must receive
672 Executive Committee approval to open or close any FFAST bank, credit card, and
673 investment accounts.

674
675 The executive director shall ensure that minutes of all ATAC meetings are kept and
676 shall have general charge of records of FFAST. The executive director shall give all
677 ATAC members notice of all meetings. The executive director shall receive and have
678 charge of all financial instruments belonging to FFAST and shall administer them as
679 ordered by the ATAC. The executive director shall keep accurate financial accounts and
680 hold the same which are open for inspection and examination by the ATAC.

681
682 The executive director shall implement any strategic plan that has been approved by the
683 ATAC and shall regularly inform the ATAC about progress, impediments and changes
684 needed to execute the strategic plan.

685
686 The executive director has the sole authority to direct staff.

687
688 The executive director serves at the pleasure of the ATAC and can be removed from
689 their position in a two-thirds (2/3) vote of the full ATAC at a meeting where a quorum is
690 present. An emergency meeting may be called to terminate the employment of the
691 executive director if actions must be taken before the next scheduled quarterly ATAC
692 meeting.

693
694 At the end of the executive director's employment, the former executive director shall
695 turn over all FFAST property in their charge as directed by the co-chair(s) to either a
696 successor or to the ATAC in trust for a successor.

697
698 **SECTION 2: EXECUTIVE DIRECTOR'S REVIEW**

699
700 The ATAC shall be responsible for conducting the annual review of the executive
701 director.

702
703 One co-chair shall be responsible for compiling the results of the executive director's
704 annual review and sharing the results with the ATAC.

705
706 In the event that the executive director position becomes open, the ATAC will solicit
707 volunteers for a Search Committee; the committee will be established by the full ATAC;
708 the committee will refer to the ATAC Manual's procedures for hiring the executive
709 director.

710
711 **ARTICLE X FISCAL YEAR**

712

713 The fiscal year shall operate on the federal fiscal year, beginning October 1 and ending
714 on September 30 of each year.

715
716 Some contracts and agreements may operate from time to time on a fiscal year not
717 coinciding with the federal fiscal year. In these instances, the FFAST budget will show
718 the delineation as appropriate.

719
720 **ARTICLE XI APPLICABLE LAWS**

721
722 Applicable laws governing members of ATAC shall govern their responsibilities and
723 duties, both procedural and substantive, as members of the ATAC.

724
725 **ARTICLE XII AMENDMENTS TO THE BYLAWS**

726
727 The Bylaws may be amended or revised by a super-majority (2/3) vote by the full ATAC.
728 Such amendments or revisions must be presented in writing to the members of the
729 ATAC 15 working days prior to such vote.

730
731 **ARTICLE XIII DISSOLUTION OF THE ORGANIZATION**

732
733 As required in FFAST's Articles of Incorporation, upon the dissolution of the corporation,
734 its assets shall be distributed to the State of Florida, Department of Education, Division
735 of Vocational Rehabilitation, unless any particular identifiable asset enters the
736 corporation under conditions requiring that upon dissolution such asset be returned to
737 an identifiable person or entity that is exempt within the meaning of 501(c)(3).

738
739 The dissolution of FFAST shall be completed by a super-two-thirds (2/3) vote by the full
740 ATAC.

741



Technology Awareness Committee

Strategic Plan 2020 – Goal Tracking Year 2

Strategic Issue 1, Objective 2 - By September 30, 2022, increase awareness of FFAST to partner organizations and businesses.

Strategy: Increase FFAST public awareness to partner organizations and businesses. (Interagency Committee working on increasing awareness to State Agencies.)

- Due: 9/30/2022
- Staff Assigned: Whitney Doyle

Actions:

- COMPLETED - November 2020 - Review and update current partner list as identified in Strategic Plan.
- IN PROGRESS - 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 its completion. TAC will continue to monitor throughout FY22.
- IN PROGRESS - 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 its completion. TAC will continue to monitor throughout FY22.
- COMPLETED - 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; approved by TAC at March 2022 meeting
- COMPLETED - September 2022 - Strategy 2-5: Engage the ATAC, organizations and businesses in actively sharing FFAST public awareness materials.

Strategic Issue 1, Objective 3 - By September 30, 2022, have a statewide presence as the primary resource for Assistive Technology.

Strategy: Utilize a network of people, ATAC members, partners, center staff, etc. that are knowledgeable on FFAST services to position FFAST as AT resource leader.

- Due: 9/30/2022
- Staff Assigned: Whitney Doyle

Actions:

- COMPLETED - December 2020 - Gather information on events that FFAST should have a presence.



- 2/26/2021 Event list reviewed at each TAC meeting
- IN PROGRESS (TO BE REMOVED) - 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

Completed Objectives

Strategic Issue 1, Objective 4 - By December 31, 2021, update marketing materials for consumers to better understand FAAST services and what to expect.

Strategy: Update FAAST marketing materials.

- Due: 12/31/2021
- Staff Assigned: Whitney Doyle

Actions:

- COMPLETED - November 2020 - Strategy 4-1: Evaluate current marketing materials to identify need. Consider branded materials for difference audiences (i.e., cultures and senior population).
- COMPLETED - 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
- COMPLETED - 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.



FAAST Events List

FY 2022

Upcoming Events (4)

The Annual Family Café Conference

- 5/27-5/29/2022 in Orlando, FL
- Hosted by The Family Café
- Exhibiting (2 booths): Whitney Doyle, Hannah Brock, Tim McCann, and Madeline Fezzie (OT intern)
- Presenting: What is FAAST by Whitney Doyle

Hearing Loss Association of America Convention 2022

- 6/23-6/25/2022 in Tampa, FL
- Hosted by Hearing Loss Association of America
- Exhibiting (1 booth): Whitney Doyle and Tim McCann

Florida Association of Speech Language Pathologists and Audiologists (FLASHA) Annual Conference

- 7/15-7/17/2022 in St. Petersburg, FL
- Hosted by FLASHA
- Exhibiting (2 booths): Hannah Brock, Marquesas Blimes, Tim McCann, and Kailey Medlock
- Bronze Sponsorship

Florida Academy of Audiology Annual Conference

- 8/4-8/5/2022 in Orlando, FL
- Hosted by The Florida Academy of Audiology
- Exhibiting (1 booth): Eric Reed and Tim McCann
- Quarter Page ad in program (focusing on NHLP)

Potential Events (4)

Florida Youth Leadership Forum

- 7/20-7/25/2022 in Tallahassee, FL
- Hosted by Florida Association of Centers for Independent Living



Florida SAND Conference

- July/August 2022 in Orlando, FL
- Hosted by Florida Developmental Disabilities Council/ Florida Self Advocacy Network'd (SAND)

The Florida Youth Council's Annual Youth Summit

- August 2022 in Orlando, FL
- Hosted by The Family Café

Florida Physical Therapy Association Annual Conference

- 9/22-9/25/2022 in Orlando, FL
- Hosted by Florida Physical Therapy Association

Past Events (8)

National Federation of the Blind of Florida Annual Convention

- 10/1-10/3/2021 in Tampa, FL
- Hosted by the National Federation of the Blind of Florida
- Exhibiting (1 booth): Whitney Doyle

Florida Partners in Policy Making

- 10/16/2021 Virtual
- Hosted by the Florida Developmental Disabilities Council
- Presenting: What is FFAST by Whitney Doyle

2021 Florida Occupational Therapy Association Conference

- 11/13-11/14/2021 Virtual
- Hosted by the Florida Occupational Therapy Association
- Exhibiting (Virtual): Whitney Doyle

Florida CIL Day

- 11/16/2021 in Tallahassee, FL
- Hosted by Florida Association of Centers for Independent Living
- Presenting: FFAST Legislative Priorities by Whitney Doyle

Florida Children's Week

- 2/1/2022 in Tallahassee, FL



- Hosted by The Children's Forum
- Exhibiting (1 booth): Whitney Doyle, Tim McCann, Marquesas Blimes, Megan Atkinson, and Kali Hill (FSU intern)

Florida DeafBlind Association State Meeting

- 2/25-2/27/2022 in Gainesville, FL
- Hosted by the Florida DeafBlind Association
- Exhibiting (1 booth): Tim McCann

2022 Annual Ataxia Conference

- 3/18-3/19/2022 Virtual
- Hosted by the National Ataxia Foundation
- Exhibiting (Virtual): Tim McCann

SportsAbility

- 4/9/2022 in Tallahassee, FL
- Hosted by the SportsAbility Alliance
- Exhibiting (Adaptive Bike Booth): Marquesas Blimes and Eric Reed



FAAST, Inc.

March Status Report

FLORIDA ALLIANCE FOR ASSISTIVE SERVICES & TECHNOLOGY

TTY: 1-877-506-2723 | Email: info@FAAST.org



March Monthly Highlights

March 2022 was a great month for FAAST exposure showing significant gains over February, and based on what we are seeing for April, it's going to be one of the best months yet! AT Awareness Day coverage was at an all-time high, with some of the posts nearly going viral!

Website Summary

Total website visits are up to nearly 800 visitors from February to March, in direct relation to the increase in the social media exposure and click-through rates that we are seeing for March. Additionally, most of our traffic comes from Google, Facebook, and Bing searches, indicating that estimates for FAAST staff are only at about 6% for the month.

Email Summary

Email sends were down during the month of March as we revamped the email design to better address usability based on board suggestions. We are excited to see the results for the redesigned email when we provide the stats for April.

Social Media Summary

Again, building on the exposure from February, we had significant gains in March.

- The Awareness Campaign came in with 37,274 impressions, with an additional 15,559 in organic impressions.
- Facebook engagement and impression are reaching new levels. Our post with the highest reach was viewed by 8,427 people (The FAQ regarding who can receive services).
- Instagram engagement and impressions were down due to an issue with Meta (Facebook), and we anticipate numbers will be back on par for April.



- Twitter impressions for the month of March are up almost 1,000 views, and we had double the mentions.
- LinkedIn engagement is more than double what it was in February as well.
- #FAASTFAQS is outperforming the other hashtags we are using 2:1.

Looking Ahead

Our plan for the next month includes

- Registering as a social advertiser to meet compliance standards
- Focusing on upcoming events, including:
 - At Awareness
 - Earth Day Recycling Campaign
 - FAQs
 - Services
 - Lending Library
 - Classifieds
 - In the Community with Marquesas

We are grateful for the continued support from FAAST and honored to continue sharing your mission. Please contact us with any questions you may have.



Overall Totals For March 2022	Feb-22	Mar-22
Total Web Visits	2,964	3,752
Unique Web Visitors	2,858	3,608
Total Page Impressions	8,770	10,511
Web Traffic from Searches		
Google	56.06%	47.89%
Bing	7.51%	6.53%
Referral (Social/Backlinks)	38%	48%
Email Information		
Sent Emails	2,499	144
Unique Open Rate	731	86
Open Rate	30%	61%
Social Media Report		
Facebook		
Followers	558	586
Engagement	108	773
Organic Impressions	6,202	15,559
Awareness Impressions	25,492	37,274
Highest Reach (Post)	94	8427 (Who can receive services?)



Instagram Stats *Posting Outage		
Total # of Followers	324	325
Total Profile Views (Reach)	175	148
Impressions	627	524
Twitter Comparison		
Followers/Fans	724	728
Impressions	1,576	2,503
Mentions	3	6
LinkedIn Stats		
Followers	60	60
Engagement	22	54
Impressions	239	159

Google My Business Stats		
Media Views	676	1,067
Actions (Clicked/Called)	38	80
Searches	463	705
Discovery Searches (Category/Service)	224	311
Direct Searches (Name)	199	288