



# May 2022 Technology Awareness Committee

## Minutes

May 19th, 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, Ms. Mary Jarrett, Ms. Renee Proctor

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. Renee Proctor seconded the motion. The agenda was approved without any objection.

### 3. Approval of Minutes

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

### 4. Brainstorming New Public Awareness Activities | Whitney Doyle

Ms. Whitney Doyle reached out to different assistive technology programs in the country and noted that are very similar to FAAST especially New York as they have a reutilization program. She liked that New York works with organizations. She states that that aligns with the strategic plan.



She liked Illinois business cards and 5 x 7 cards. Illinois also did cooking classes with assistive technology.

The Texas assistive technology program hosts pop-up assistive technology events with their subcontractors and organizational partners.

Ms. Doyle suggested that funds be budgeted for the RDC's to go to and have booths at local events in their area.

Ms. Jarrett recommended partnering with organizations to fundraise.

#### 5. Action Items

The committee is still on track with the 2020 strategic plan year two.

The event list included The Family Café conference next weekend. The Hearing Loss Association of America conference 2022 on June 23<sup>rd</sup>-25<sup>th</sup> and the Association of Speech Language Pathologist and Audiologists in July.

Ms. Doyle presented the social media report.

#### 6. Closing

Next Meeting- Thursday, June 16<sup>th</sup>, 2022, at 2:00 pm. No public comment was made.

The meeting was adjourned at 3:30 pm.



# Technology Awareness Committee

Strategic Plan 2020 – Goal Tracking Year 2

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

Strategy: Increase FAAST 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 FAAST 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 FAAST 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 FAAST 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 FAAST services to position FAAST as AT resource leader.

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

Actions:



- COMPLETED - December 2020 - Gather information on events that FAAST 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 (3)

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 (5)

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

#### National Federation of the Blind of Florida Annual Convention

- 10/7-10/9/2022 in Jacksonville, FL
- Hosted by the National Federation of the Blind of Florida

## Past Events (9)

#### 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

#### 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 FFAST by Whitney Doyle