

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
May 16, 2017

Members Present

Ted Chittenden*
Dan Martinez
Carlos Paraskevas
Barbara McDonald*
Janet Fisher

Members Absent

David Steinmetz

Staff Present

Lindsey Powers, Admin. Assistant
*Teleconferenced

Guests Present

Larry Wanger*, SILC

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:02 pm in the Arizona Industries for the Blind (AIB) Conference Room, 515 N. 51st Avenue, Suite 130, Phoenix, AZ. Introductions were made and a quorum was present.

Approval of April 4, 2017 Meeting Minutes

Barbara McDonald moved to approve the minutes of the April 4, 2017 Public Information Committee meeting. Carlos Paraskevas seconded the motion. The committee approved the minutes by unanimous voice vote.

2017 GCBVI Annual Report

Ted Chittenden stated he did not receive any GCBVI Committee reports from the Committee Chair members, although he did receive several client success stories, which could be included in the Annual Report. Ted Chittenden suggested the committee develop a summary Annual Report, which included the client success stories. Dan Martinez suggested the committee develop a summary version of the Annual Report, and include the client success stories in the Employment Committee's E75 Newsletter. Janet Fisher inquired whether the committee had decided whether the success stories would include the client's full name or pseudonyms. Ms. Fisher inquired whether the committee would require permission to use the stories if the committee included the individual's first name and initial of the individual's last name following the story. Ted Chittenden agreed that listing

only that information may be acceptable although he noted that the committee would require permission to use a story from an individual that submitted their picture with the success story.

Ted Chittenden stated he could develop the GCBVI Annual Report for the council to review by August. Barbara McDonald inquired whether the Annual Report would include a letter from the GCBVI Chair, Amy Porterfield. Dan Martinez stated the Public Information Committee typically created a summary version of the Annual Report, which summarized the council activities. Mr. Martinez noted if the Public Information Committee developed a draft of the Annual Report, the GCBVI could approve the Annual Report for submission in September. Ted Chittenden stated Amy Porterfield would be welcome to submit a Chair Report if she chose to. He noted the GCBVI did not actually print the Annual Report, so the Public Information Committee would have sufficient time to develop a draft report prior to submitting the report in September.

Social Media Planning Discussion

Barbara McDonald stated she contacted Larry Wanger, State Independent Living Council (SILC) who indicated that the GCBVI would likely have to adhere to Department of Economic Security (DES) policies due to the council's relationship to DES. Dan Martinez stated the Public Information Committee could inquire whether the GCBVI would have to adhere to DES policies. Ted Chittenden stated his understanding that the council could publish social media posts independent of DES policies, although he would refer to his notes.

Ted Chittenden stated the council was interested in developing a GCBVI Facebook webpage, although his understanding that the council webpage would need to be under an individual's name and not under the council's name. Larry Wanger stated that SILC had a Facebook webpage that had been active for several years. Mr. Wanger suggested the council ensure that the GCBVI could develop a Facebook page due to the council's relationship to RSA and DES. Larry Wanger stated Facebook allowed individuals to create personal accounts and accounts for businesses, non-profit agencies, and organizations. He noted the GCBVI should develop an account as an organization rather than a personal account, which would allow the community to interact with the council. Larry Wanger stated an organization Facebook page had to include an email, although the email could be a general email. He added that the account would ask for an individual's name, although the account would still be an organization account. Larry Wanger stated a SILC staff member had created the SILC Facebook page and could offer assistance to the GCBVI if needed. Larry Wanger stated the

council should also consider the type of information that would be posted on the GCBVI Facebook page and how the page would benefit the council. Barbara McDonald stated the Arizona Commission on the Deaf and Hard of Hearing (ACDHH) was a state entity and had a Facebook page as well. Larry Wanger stated the Arizona Developmental Disabilities Planning Council was a similar council to the GCBVI, and had a Facebook page also.

Dan Martinez stated the council would need to consider the graphics included on the council Facebook page to ensure the page looked professional. Mr. Martinez noted the council would also want to ensure that individuals did not post inappropriate comments on the Facebook page. Larry Wanger stated Facebook allowed users to include a cover image, which could be a graphic or picture. Mr. Wanger stated Facebook also allowed users to include a Profile picture, which would typically be the organization's logo. Larry Wanger stated the council could set up the page to require moderator approval, in which the moderator would approve any comments prior to being posted on the page. Larry Wanger noted the council should be prepared to receive honest feedback from the community, although the SILC Facebook page had never received any inappropriate comments. Dan Martinez inquired whether Facebook included filters for inappropriate language. Larry Wanger stated the Facebook page could require a moderator to approve all comments prior to posting. He added that any comments could also be reported as inappropriate or as spam. Larry Wanger noted one reason to have a council Facebook page would be to build an audience and be open to criticism.

Outreach for Council Events

Ted Chittenden stated he attended an Employment Committee meeting, which requested assistance in advertising the E75 Diversity Builder Award Event. Ted Chittenden stated the Employment Committee expressed interest in developing an E75 website, and Mr. Chittenden informed the Employment Committee that the GCBVI Full Council would need to agree to develop an E75 website.

Ted Chittenden stated at the previous Executive Committee meeting, Amy Porterfield indicated that the GCBVI Strategic Planning would be rescheduled to August. Mr. Chittenden stated the Executive Committee had agreed to invite GCBVI committee members to attend the GCBVI Full Council meeting on July 21, 2017 and offer suggestions to the council regarding the Strategic Planning goals. Barbara McDonald stated she would need to know the outline of the GCBVI Strategic Plan in order to make comments. Dan Martinez stated Barbara McDonald should consider what she would like to see the GCBVI accomplish and make those recommendations to the council.

Public Involvement with GCBVI Discussion

Ted Chittenden inquired whether Lindsey Powers had identified whether the GCBVI could staff a table at the Arizona Technology Access Program (AzTAP). Lindsey Powers stated that Rehabilitation Services Administration (RSA) approved of the council staffing a table at AzTAP on July 24-25, 2017 at the Hyatt Regency Scottsdale Resort. Ted Chittenden inquired whether Lindsey Powers could distribute an email to council and committee members, requesting volunteers to help staff the council table. Lindsey Powers agreed to distribute an email to council and committee members interested in staffing the council table.

Ted Chittenden stated RSA invited council members, consumer group representatives and vendors to attend a meeting where RSA would take feedback regarding the modifications to the RSA Introduction to Blindness Workshop. Mr. Chittenden stated RSA indicated at the previous GCBVI Full Council meeting, that the agency would reduce the Workshop from one week to one or two days. Ted Chittenden stated Rich Sorey, Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager stated that clients would not visit the vendors, but RSA would invite individuals from the vendors to attend the Workshop and provide presentations to the clients. Ted Chittenden noted Mr. Sorey indicated that RSA did not have sufficient staff and time to hold the week long Workshop. Ted Chittenden stated RSA had decided to include presentations from the National Federation of the Blind of Arizona (NFBA), the Arizona Council of the Blind (AzCB) and the GCBVI. He added that Rich Sorey had requested a detailed presentation from each organization and noted that he reviewed the history of the GCBVI during his presentation to the clients. Ted Chittenden stated he did not receive any questions from clients, although he received a comment requesting fewer abbreviations. Ted Chittenden stated RSA was holding separate Workshops in Phoenix and Tucson and noted that he was not told the date for the next Workshop. Carlos Paraskevas stated RSA would hold the Introduction to Blindness Workshop in Tucson on May 17, 2017. Mr. Paraskevas stated he would forward the information regarding the Tucson Workshop to Mr. Chittenden.

VRATE Discussion

Barbara McDonald stated the Vision Rehabilitation and Assistive Technology Expo (VRATE) had rescheduled its conference for November 17, 2017 at the Glendale Civic Center. Ms. McDonald noted that VRATE had originally been scheduled for November 3, 2017, which was the same day as the Association for the Education and Rehabilitation of the Blind and Visually Impaired (AER) Conference. Barbara McDonald stated that Rich Sorey had

agreed to present on Transition Services or appoint an appropriate individual to speak at VRATE. Dan Martinez stated the Assistive Technology (AT) Committee had been asked to provide a presentation at VRATE about AT and Information Technology. Mr. Martinez stated that Carlos Paraskevas would provide a presentation on Essential Employment Skills as well. Ted Chittenden stated that November 17, 2017 was the same day as a GCBVI Full Council meeting, and the Executive Committee had discussed holding a council meeting the day prior to VRATE. Dan Martinez stated Kirk Adams, American Foundation for the Blind (AFB) President, would be in Arizona November 15-17, 2017, and the Executive Committee had discussed holding a meeting with Mr. Adams on November 16, 2017. Ted Chittenden stated the November 16, 2017 meeting would replace the GCBVI Full Council meeting, although the meeting date had not been determined.

Database Development Discussion

Janet Fisher reviewed the April database usage statistics:

April 1 -30, 2017

Number of sessions (visits) 89

Number of individuals visiting website 81

Pages viewed per visit 2.56

Time spent visiting the database (minutes) .41

New visitors 82%

Returning Users 18%

Janet Fisher stated that fewer individuals visited EyeKnow.AZ in April than in March, although April did have the highest number of new visitors than any month since its inception. Ted Chittenden inquired whether Janet Fisher or Lindsey Powers had received any requests for corrections or additions to the database from organizations. Janet Fisher and Lindsey Powers stated they had not received any requests for corrections or additions to the database. Ted Chittenden stated he had agreed to develop a blurb to be included on ophthalmologist's websites about the database, although his schedule had not allowed him to do so yet. Barbara McDonald inquired whether Carlos Paraskevas had contacted various consumer groups requesting that the database be included on their websites. Dan Martinez stated that he and Carlos Paraskevas had been quite busy and Mr. Paraskevas had been unable to follow up with the consumer groups.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, June 13, 2017 from 2:00 pm to 3:30 pm. in the AIB Conference Room, at 515 N. 51st Avenue, Phoenix, AZ. Agenda items are as follows:

- 2017 GCBVI Annual Report
- Social Media Planning Discussion
- Public Involvement with GCBVI
- Outreach for Council Events
- Database Discussion
- 2017 VRATE Discussion

Announcements

Dan Martinez stated that he had filed for retirement from the state of Arizona and would continue to work at Arizona Industries for the Blind (AIB) once the organization became a private non-profit entity.

Dan Martinez announced that he participated on the interview panel for the Council Staff Liaison position on March 10, 2017, and noted that a candidate had been chosen. Mr. Martinez stated that if HR approved of hiring the candidate, an offer would be made in which the candidate could accept or deny.

Public Comment

A call was made to the public with no responses forthcoming.

Adjournment of Meeting

Barbara McDonald moved to adjourn the meeting; Carlos Paraskevas seconded the motion. A voice vote was taken and the motion passed unanimously. The meeting stood adjourned at 3:15 pm.