

Governor's Council on Blindness and Visual Impairment (GCBVI)
Public Information Committee Meeting Minutes
November 17, 2020

Members Present

Ted Chittenden
David Steinmetz
Dean Colston
Janet Fisher

Members Absent

Michael Bailey

Staff Present

Lindsey Powers

Guests Present

Call to Order and Introductions

Ted Chittenden called the meeting to order at 2:02 pm. Introductions were made and a quorum was present.

Approval of October 27, 2020 Meeting Minutes

Dean Colston moved to approve the minutes of the October 27, 2020 Public Information Committee meeting. David Steinmetz seconded the motion. The minutes were approved by unanimous voice vote.

GCBVI Annual Report Discussion

Ted Chittenden noted that he made some minor edits to the Annual Report and included the report from Brian Dulude, Services for the Blind Visually Impaired and Deaf (SBVID) Program Manager and submitted it to Executive Committee members for review at the previous Executive Committee meeting. Ted Chittenden stated that he requested the Executive Committee members approve of the GCBVI Annual Report for distribution. Mr. Chittenden stated the upcoming Full Council meeting agenda was quite full, and council members might not have adequate time to discuss the Annual Report at that meeting. Ted Chittenden stated that Executive Committee members had approved the Annual Report for distribution.

GCBVI Outreach Discussion

Ted Chittenden stated that he staffed the council table at the Vision Rehabilitation and Assistive Technology Expo (VRATE) conference on November 13th from 8:00-9:00 and 1:00-3:00, and George Martinez attended from 1:00-2:00. Ted Chittenden stated that he did not receive any visitor at the council's virtual table while he attended. Lindsey Powers stated that two visitors that were attending the conference, and a former Rehabilitation Services Administration (RSA) staff member stopped by the table in the morning. Ted Chittenden inquired whether anyone stopped by the table in afternoon after he left. Lindsey Powers stated that no one visited the council table in the afternoon. David Steinmetz stated the Assistive Technology (AT) and Employment Committee provided a joint presentation at VRATE and noted that approximately 70-80 individuals attended the conference throughout the day. David Steinmetz stated VRATE did not receive as many attendees as previous years, and some vendors had reported low attendance in the virtual exhibit hall. He noted the VRATE Board was beginning to plan for the next event in 2021, which would be held virtually again.

Janet Fisher stated the Arizona Talking Book Library periodically conducted surveys, in which 50% of individuals reported not having access to computers or technology and inquired how the council could reach that population. Janet Fisher suggested the council consider providing outreach to individuals that did not have access to technology. Ted Chittenden inquired whether Janet Fisher had any suggestions for providing outreach due to the limitations of social distancing due to the pandemic. Janet Fisher stated that RSA staff could mention the council as a resource to individuals that might not be aware of the council. Janet Fisher noted that council members were part of different organizations and consumer groups and could direct an individual to a resource. Janet Fisher inquired whether individuals that attended the Introduction to Blindness workshops received packets of information. Ted Chittenden stated his understanding that clients used to receive handouts, although clients were now attending the workshops virtually. David Steinmetz stated that clients used to receive information as part of the Individualized Plan for Employment (IPE) workshops. Janet Fisher stated that a video about the council could play during a break in the Introduction to Blindness workshops. Ted Chittenden stated he would follow up with Brian Dulude regarding any information that was shared with clients. Janet Fisher stated that someone could also discuss the EyeKnow.AZ database during the workshop. Ted Chittenden stated he did mention the EyeKnow.AZ database during his presentation, although the council could create additional information that could be shared. Janet Fisher suggested a video show an individual performing a search on

EyeKnow.AZ and obtaining search results. David Steinmetz inquired whether library staff discussed the database during outreach efforts as well. Janet Fisher stated that Christine Tuttle and her volunteers did take information about the database to events and would discuss the database. David Steinmetz inquired whether library staff would be able to assist individuals with conducting a search of the database. Janet Fisher stated that all database calls were currently being transferred to her, and she would be able to assist an individual with a search.

Database/Social Media Discussion

Ted Chittenden stated the EyeKnow.AZ statistics remained relatively low and he anticipated the numbers would remain low due to the pandemic. Ted Chittenden inquired regarding the council Linked In page statistics. Dean Colston stated the council Linked In page currently had 237 followers, which was an increase of 12 new followers from the previous month. He noted the total number of views of the page was down 75% compared to being down 62% last month. Dean Colston stated the post impressions were up 9% at 353 and reactions are up 109%. Mr. Colston stated the video or slideshow that he created for EyeKnow.AZ had 115 impressions, 3 reactions, an 8.7% engagement rate, a 6% click-through rate, and 52 views of the video. He added that the engagement rate ranged from 3.7%-8.7%, although the page still did not have any comments or questions about content. Dean Colston stated that he could periodically reshare the EyeKnow.AZ video on his Linked In page. Janet Fisher and David Steinmetz agreed that Dean Colston could periodically post the EyeKnow.AZ video. David Steinmetz inquired whether Dean Colston had created the slideshow. Dean Colston stated he had access to create his own videos and tried to keep the slides concise but still convey the information. David Steinmetz noted that social media platforms tended to get more engagement from videos or photos and the committee members could think of additional content for short videos. Ted Chittenden suggested the Employment Committee suggest some information that could be presented regarding employment of blind and visually impaired individuals. David Steinmetz agreed and noted the council could also provide information regarding current Legislation or issues. Dean Colston stated he would be happy to work on additional videos. Ted Chittenden inquired whether there had been any additions or changes to the EyeKnow.AZ database. Janet Fisher and Lindsey Powers stated they had not received any suggested additions or changes to the database.

Committee Membership Discussion

David Steinmetz inquired whether Carlos Paraskevas had accepted the invite to the Public Information Committee meeting. Lindsey Powers stated she

forwarded the meeting invite to Mr. Paraskevas but had not received a response. Ted Chittenden stated that Michael Bailey was the Chair of the Verde Valley AzCB chapter and did not participate in the October or November AzCB Board meeting. Ted Chittenden stated Michael Bailey had gone to Canada in the summer and might have decided to stay due to COVID-19 travel restrictions. David Steinmetz inquired whether the GCBVI would be discussing the new council member applications from Dean Colston and Steve Tepper. Ted Chittenden stated that Executive Committee members had agreed to interview the potential council candidates and could potentially vote on forwarding their applications to the Office of Boards and Commissions.

Agenda and Date for Next Meeting

The next meeting of the Public Information Committee will be on Tuesday, March 9, 2021, from 2:00 pm to 3:30 pm. Agenda items are as follows:

- GCBVI Outreach Discussion
- Database/Social Media Discussion
- Committee Membership Discussion
- Strategic Plan Discussion

Announcements

Ted Chittenden stated the AzCB Conference in the spring would be held via Zoom on April 17th. Ted Chittenden stated the National Board of the AzCB planned to hold the event in July, would be held virtually as well.

Public Comment

A call was made to the public with no response's forthcoming.

Adjournment of Meeting

Dean Colston motioned to adjourn the meeting. Janet Fisher seconded the motion. The meeting was adjourned at 2:50 pm.