MARKETING/PR COMMITTEE
Wednesday, Nov 7, 2018
1:00 – 2:00 p.m.
3839 N. 3rd Street, Suite 306, Phoenix, Arizona 85012

DRAFT MINUTES

A Marketing/PR Committee meeting of the Arizona Developmental Disabilities Planning Council (ADDPC) was held Wednesday, Nov. 7, 2018 at the ADDPC Office, 3839 N. 3rd Street, Suite 306, Phoenix, Arizona 85012 with prior notice given to members of the public. The following members of the committee attended or were absent from the meeting:

Members Present

J.J. Rico, Telephone	Tom Uno, Telephone
Monica Cooper, Telephone	Scott Lindbloom, Telephone
Ray Morris, Telephone	

Members Absent

Lori Masseur	Angelina James

Staff

Sarah Ruf, Staff Liaison

A. **Call to Order**

Staff Liaison Sarah Ruf welcomed everyone to the Arizona Developmental Disabilities Planning Council (ADDPC or Council) Marketing/PR Committee meeting and conducted a roll call. The meeting was called to order at 1:02 p.m.

B. **Review and approval of minutes – May 1, 2018**

Sarah called for the approval of the draft minutes from the committee's previous May 1, 2018 meeting. Council member Tom Uno made a motion to approve. Council member Scott Lindbloom seconded the amended motion to approve, and the motion passed unanimously.

C. New Website Brainstorm

Sarah said money for the 2019 fiscal year allows the Council to finally look into a new website. The current one has limitations. It's not very accessible and it's hard to navigate on smartphones. She asked for suggestions for ideas.

Scott Lindbloom suggested including photos and short biographies about each council member. He wants a website easier to use. Currently, he can't find the meeting information easily on his desktop computer. He'd like to have a better way for people to apply to be a member and learn how to file ADA complaints online. Including resources from partner organizations and making them more visible, such as the resources page. He would like videos on how to be a self-advocate in your community and a section to report accessibility issues.

Council member Monica Cooper said she doesn't use the website much anymore, partly due to no Internet access and also because it's hard for her to navigate with low vision. She said it needs more accessibility tools, like a way to boost the size of text on the front page and placing all the accessibility tools together.

Tom Uno suggested offering various formats of the Council reports on the research page, not just the current PDF files available for download. The full text of the report could be posted on the website, as well as videos, podcasts, and features like interviews with council members and the director speaking about the Council's mission, vision, legislative session previews and other topics. He is able to navigate the meetings section successfully and uses it often.

Council member J.J. Rico suggested featuring more videos and including more white space in any new design. He also suggested using testers with disabilities to test accessible features and use a vendor who is very familiar with website accessibility design. Using plain language, boosting mobile optimization, and creating a "Who We Are" page in American Sign Language were other suggestions.

Ray Morris likes the website created by the North Carolina council. He emphasized really thinking about the message projected by the website design to our audience. It's currently too cluttered and we should strive to be the model for accessible design for other organizations, he said. Creating a "how to use our website" specifically explaining the accessible tools such as the text enlarger is a good idea, like a cheat sheet, but it could also be a video format – and in different languages, too. He also wants to see regular grantee project updates through videos and a way to solicit ideas on the site. Other languages like ASL, Navajo and Spanish should be included.

Ray mentioned asking partner organizations for their feedback on how they use our website. Since the holidays are coming up soon, he suggested keeping a window open until January 1, 2019 to collect feedback from Council members and the community. The other committee members agreed this was a good idea.

Sarah mentioned posting the full text of reports, not simply the PDF files, is something she can do now. The monthly email newsletter is sent out Nov. 20 and will include a way to collect feedback from the community. A captioned video will also be posted to social media.

D. Update: Upcoming Webinars

Sarah mentioned upcoming webinar topics include a session explaining to potential organizations how to apply for Council grants, a how-to session on advocating for students in special education at the school level and a training on cultural competency as part of the Council's current grant with Georgetown University. The 2019 Work Plan approved by the Council includes a renewal of a contract with Northern Arizona University's Institute for Human Development to conduct webinars. Tom suggested hosting four to six webinars under the upcoming contract and using them as accompanying pieces of content for current grants, such as the supported decision-making coalition and the yet-to-be-published economic outlook study commissioned by the Council by the University of Massachusetts' Institute for Community Inclusion. Another related topic could be the Arizona Center for Disability Law's new grant to help foster youth advocate for special education services. J.J. Rico mentioned Amanda Glass as the point of contact for the grant.

Monica Cooper made the motion to accept these recommendations and Ray Morris seconded it. J.J. Rico and Scott Lindbloom voted yes. Tom Uno abstained since he oversees the webinar contract for NAU.

E. Announcements

Monica said that the Youth Action Council of Arizona (YAC-AZ) and People First of Arizona will host a joint Christmas party and she will share details with Sarah once they are available.

F. Call to the Public

No members of the public were present.

G. Adjourn

Scott made a motion to adjourn the meeting. Tom seconded the motion. The committee unanimously voted to adjourn at 2:10 p.m.