

## Outreach Committee November 3, 2025

**Committee members:** LaTasha Brown, Tatsiana DeGrossa, Christina Gonzalez, Felicia Hopkins, Nkechi Okoli, Dawn Monaco (chair), Jay Mills, Lorne Runkle, Michael Skoczek, Carmela Slivinski

## Outreach Committee Meeting Notes

### Purpose of Meeting

- This was the first meeting of the newly formed Outreach Committee.
  - The group focused on identifying the committee's direction and priorities.
  - Discussion centered on outreach for:
    - The **State Rehabilitation Council (SRC)**
    - The **Division of Vocational Rehabilitation Services (DVR)**
    - Joint efforts between **DVR** and the **Division of Developmental Disabilities (DDD)**
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### Key Themes and Discussion Points

#### 1. Need for Increased Awareness

- General lack of awareness about:
  - What **SRC** is and the **role** it plays.
  - What **Vocational Rehabilitation (VR)** does.
  - **Pre-ETS (Pre-Employment Transition Services)** and **traditional VR services**.
- Many colleges and universities are not familiar with **Vocational Rehabilitation**.

## 2. Outreach Opportunities

- **Education and Awareness Presentations**
  - Present to **college disability services offices**.
  - Partner with **DDD** and **DVR** for joint presentations.
  - Present to groups such as:
    - **Council on Colleges**
    - **NJ AHEAD (Association on Higher Education and Disability)**
- **Public Forums**
  - Begin each public forum with a short presentation explaining:
    - What VR is
    - Who it serves
    - How SRC supports VR

## 3. Marketing and Communication Ideas

- Develop **videos** featuring **VR success stories/testimonials**.
  - Explore **billboards** and **bus ads** for public awareness.
  - Increase **social media presence** to reach a wider audience.
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## Next Steps / Potential Action Items

- Decide on key target audiences (e.g., colleges, employers, general public).
- Identify platforms and materials for outreach (videos, social media, print).
- Coordinate with DVR and DDD communications teams.

- Outline a plan for public forum introductions.

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Would you like me to format this as a professional **meeting summary document** (with headers like “Attendees,” “Date,” “Decisions,” etc.) or keep it as clean notes like above?