

**Occupational Therapy Compact Commission
Public Relations Committee
Meeting Minutes – June 17, 2024**

Name	Attendance	VOTES			
		Agenda	Minutes from 4.15.24	---	Adjourn
Chris Daly, Chair	P	Y	Y		Y
Missy Anthony	P	Y	Y		Y
Lesly James	A	---	---		---
Kathy Weed	P	Y	Y		Y
Totals	3/4 Quorum Present	3/3 Motion passes	3/3 Motion Passes	No item for vote	3/3 Motion Passes

Other attendees (non-voting)		
Name	Role	Organization
Nahale Kalfas	Legal Counsel	OTCC
Amanda Perry	Executive Director	OTCC

Welcome/Call to Order

- C. Daly welcomed the attendees and called the meeting to order at 10:02a CST.

Roll Call

- A. Perry called roll. 3/4 voting members attending. A quorum was present.

Review and Adoption of the Agenda

- Chair Daly reviewed the agenda and called for a motion to approve it.
- **Motion:**
 - K. Weed motioned to adopt the agenda as presented.
 - M. Anthony seconded the motion.
 - All voted in favor; no one abstained; the motion carried.

Review and Adoption of the Minutes

- C. Daly reviewed the minutes from the April 15, 2024 meeting and requested a motion to approve the minutes as presented.
- **Motion:**
 - **K. Weed made a motion to approve the minutes as presented.**
 - **M. Anthony seconded the motion.**
 - **All voted in favor; no one abstained; the motion carried.**

Discussion: Brainstorm & Prioritize PR Projects (not a voting item)

- Chair Daly led the discussion about what types of public relations projects this committee should consider and prioritize over the next year. The ideas and discussion points follow:
 - Marketing/socializing compact updates
 - Ease into social media with an OTCC LinkedIn account
 - Depending on LinkedIn abilities to store short videos, may need a YouTube channel
 - Not ready for mainstream social media (FaceBook, Instagram, X)
 - Concern about monitoring comments
 - Main source of information still on website, including contact information
 - Tutorials/Video Messaging
 - There will be a need for short messages (updates) and video tutorials for the OTCC application process once the data system goes live.
 - PowToons is a software successfully used by other compacts to create tutorial/informational videos
 - K. Weed will look into a subscription cost for PowToons; if reasonable A. Perry will present it to the Finance Committee for FY25 budgeting consideration
 - Other software options (not as user friendly as PowToons): Byond and Doodly
 - Webinars
 - Low priority because we have great resources through NBCOT and AOTA, which also provide CEUs
 - Will revisit the webinar idea at each PRC meeting to keep the momentum going because, eventually, there may be a need for OTCC to have webinars independent of the professional organizations.
 - Concern is regarding the desire for CEUs by webinar attendees; this is considerable work and coordination with professional organizations which issue CEUs. OTCC will not be offering “professional educational” webinars as much as they would just be OTC updates and information sharing about processes
 - Office Hours
 - Office Hours held for the OTCC Commissioners by the Executive Director is a good idea so commissioners can pop in/out of the time blocked to have Commissioner related questions answered.
 - A. Perry will need to gatekeep the attendees to ensure a quorum of commissioners do not attend at once

- A. Perry will need to monitor the discussion in a Q&A style format to ensure that the perception or the reality of OTCC business is not discussed
 - A. Perry will set a schedule of OTC Office Hours over the summer months and send the awareness via email to the OTCC Commissioners (not a calendar invitation)
 - Upcoming Presentations
 - Counseling Regulatory Board Summit (CRBS): June 2024
 - A. Perry invited to attend as a panel presenter regarding Commission Engagement; presenting with other compact EDs
 - N. Kalfas invited to present regarding the legality of gender-affirming care as related to compacts – as professionals may cross state lines to provide care
 - Follow the law and scopes of practice in the state where the patient is located at the time of service
 - NBCOT State Regulatory Board Panel: September 2024
 - Chairs from the OTCC/OTCC Committees and the ED are providing an update on the OTC Data System progress, focus on state integration, and next steps
 - AOTA Conference: April 2025
 - A. Perry sent email to 2024 panel presenters to gauge interest and availability in presenting in person again
 - Abstract due June 20, 2024; Chair James will submit on behalf of the OTCC
- **Motion:**
 - No motion; no vote; discussion only

Discussions and Public Comment

- No committee member comments
- No public comments

Meeting Closure

- Hearing no further discussion, Chair Daly called for the meeting to be adjourned.
- **Motion:**
 - **K. Weed motioned to adjourn the meeting**
 - **M. Anthony seconded the motion**
 - **All voted in favor; no one abstained; the meeting was adjourned at 10:57a CST**