

From: [Linguard, Christie](#)
Subject: Meeting Notice - The Commission of the SCDDSN - Communications Subcommittee Meeting - June 24, 2022
Date: Wednesday, June 22, 2022 5:05:38 PM
Attachments: [Communications Subcommittee - 062422.pdf](#)

Everyone,

The South Carolina Commission on Disabilities and Special Needs will hold an in-person Communications Subcommittee meeting on Friday, June 24, 2022, at 1:00 p.m. The Committee Meetings are held at the SC Department of Disabilities and Special Needs Central Administrative Office, 3440 Harden Street Extension, Columbia, SC. This meeting can also be viewed via a live audio stream at www.ddsn.sc.gov.

Please see the attached meeting agenda for the Communications Subcommittee Meeting.

For further information or assistance, contact (803) 898-9769 or (803) 898-9600.

Thank you.

COMMUNICATIONS SUBCOMMITTEE AGENDA

**Commission of the South Carolina Department of Disabilities and Special Needs
3440 Harden Street Extension
Columbia, South Carolina**

June 24, 2022

1:00 p.m.

1. Call to Order *Barry Malphrus, Committee Chair*
2. Statement of Announcement *Robin Blackwood, Commissioner*
3. Invocation *Barry Malphrus, Committee Chair*
4. Adoption of Agenda
5. Review Minutes from the August 24, 2021 Meeting **Pages 2-3**
6. New Business:
 - A. DDSN Agency Logo
 - B. SC Commission on Disabilities and Special Needs' Logo
 - C. DDSN Website Overhaul
 1. Planned Website Changes to Current Site
 2. Commission Member Pictures & Biographies
 - D. Awards
 1. Silver Palmetto Award
 2. Years of Service Lapel Pins
 - E. Videos
 1. Employment Recruitment Videos
 2. Consumer Rights & Advocacy Video
 - a. "Charles Lea Center: I Have Rights" - <https://vimeo.com/670959147>
 - F. Public Relations *PJ Perea, Public Information Director*
 1. Review of Quarters 1 and 2 Activity
 2. Future Planned Events
7. Old Business:
 - A. Podium Signs (Agency & Commission)
 - B. Interior DDSN Central Office Signage
 - C. Commission Events
 1. DSN Board & Private Provider Meet and Greet
 2. Community Commission Meeting
8. Next Meeting
9. Adjournment

Communications Committee Report

Meeting Date: August 24, 2021

Members Present:

Barry Malphrus, Chair; Robin Blackwood; Ed Miller; Michael Mickey; Kenny Sumner; Tommy Windsor; and Kimberly Cochran.

Other Staff Present:

Pat Maley; Robb McBurney; and Christie Linguard.

Purpose:

- Manage & set up news conferences for the commission.
- Review & advise on website design and management.
- Develop a strategy to direct potential consumers to DDSN services.
- Setup regular listening sessions in various counties around the state for the commission.
 - Congressional District commissioner & one additional commissioner should attend.
 - Purpose of sessions are for DDSN commissioners & staff to listen to concerns and ideas.
 - Elected officials, local DDSN board members, Executive Directors, DDSN local employees, families & consumers from each community should be invited and encouraged to attend.

Scope of the Committee:

The Communications Committee is focused on preparations and actions across areas of public image to include visibility, professional appearance of meetings, and branding. While not an exhaustive list, these categories encompass the selection and development of the following: Commissioner/Commission name plates, name tags, meeting tablecloths, state seal usage, logo review, hospitality for meetings, website page appearance, social media features, vehicle license plates, plaques, and onboarding initial contact/orientation materials.

Justification for Committee Actions:

Strong, modern branding and communications can visually strengthen a reputation, build creditably and trust with consumers, families, legislators and the community, and bring pride to employees and providers who work tirelessly to serve, protect and advocate for people with disabilities. For government agencies, branding is about managing and strengthening how constituents see them: what is their reputation? How do they make people feel? What assumptions do people have about them? A strong government brand strategy sets the tone for constituents to effectively know who they are, what services they provide, and how they are a trustworthy source of information and support.

Budget Request:

Upon approval of the Commission, the Communications Committee would like to direct staff to purchase the following:

- Three (3) runners with state seal and wording (similar to commission name badges) not to exceed a budget of \$100.00/each plus tax and shipping.

- At least five (5) plaques for former commission members (Lorri Shealy Unumb; Christopher Glenn Neely; Catherine O. Fayssoux; Vicki A. Thompson; and Mary Ellen Barnwell).
 - The plaques measure 10.5 X 13 at a cost less than \$75.00/each.
 - Staff will try to contact each of the five former commission member to see if they would like a plaque and to confirm their address.
 - The wording of the plaques should be something like this:

SC Commission on Disabilities and Special Needs
(state seal)
 NAME *(larger font size)*
 District Five

Commission member *(one size smaller font size)*
 Appointment date to final date (Year-Year)
 List of offices: vice chairman then month years
 For Your Service to South Carolina
 with Commitment, Leadership, Dedication
 and Advocacy

We are further grateful for your work on
 standing committees of *policy, finance*.

- One (1) commission conference door sign. Robb McBurney stated that he is working on cleaning the building sign on the outside of the building (2nd floor entrance).
- Two (2) podium signs, one for commission and one for the agency at \$30.00/each plus tax.

Other Discussion Topics:

Facility Recruitment Video

The committee discussed producing a short recruitment video listing all of the benefits associated with working for the state. This video will be placed on social media. Commissioner Blackwood asked Tommy Windsor to make sure other staff in the agency are not currently working on a video with the same concept.

Meeting Discussion for Disability and Special Needs Boards and Private Providers (January 2022)

The committee discussed a potential meeting with all board chairs of Disabilities and Special Needs Boards in each county to be held immediately after the January 2022 commission meeting. The meeting will be approximately three hours long and it would be an exchange of thoughts and ideas concerning the direction of the agency.

Adjournment:

At 4:32 PM, Commissioner Miller made a motion to adjourn, seconded by Commissioner Blackwood and unanimously approved by the committee.