

**Occupational Therapy Compact Commission**  
**Public Relations Committee**  
**Meeting Minutes – February 23, 2026**

Name	Attendance	VOTES			
		Agenda	Meeting Minutes	No voting item	Adjourn
Chris Daly, Chair	A	---	---	---	---
Missy Anthony	P	Y	Y	---	---
Lesly James	P	Y	Y	---	---
Kathy Weed	P	Y	Y	---	---
Lise Faulise	P	Y	Y	---	---
<b>Totals</b>	<b>4/5 Quorum Present</b>	<b>4/5 Motion passes</b>	<b>4/5 Motion passes</b>	---	<b>Via acclimation at 11:16a CT</b>

Other attendees (non-voting)		
Name	Role	Organization
Amanda Perry	Executive Director	OTCC
Kevin Logan	Member of the Public	NBCOT

### **Welcome/Call to Order**

- K. Weed welcomed the attendees and served as interim Chair of the committee for the first few minutes until Commission Chair James could join. Chair James chaired the meeting in Chair Daly's absence. K. Weed called the meeting to order at 10:33a CT.

### **Roll Call**

- A. Perry called roll. 5/5 voting members attending. A quorum was present.
- Attendance reflected in chart above.
- Chair James joined the meeting after it was called to order but before voting items.

### **Review and Adoption of the Agenda**

- Chair James reviewed the agenda and requested a motion to adopt the agenda with an amended start time of 10:30a CT.
- **Motion:**
  - **M. Anthony motioned to adopt the agenda with an amended starting time of 10:30a CT.**
  - **L. Faulise seconded the motion.**
  - **All voted in favor; 0 abstained; the motion carried.**

### **Review and Adoption of the Minutes**

- A. Perry displayed the minutes from the previous meeting.
- Chair James called for a motion to approve the minutes.
- **Motion:**
  - **L. Faulise motioned to adopt the minutes as presented.**
  - **K. Weed seconded the motion.**
  - **All voted in favor; 0 abstained; the motion carried.**

### **Marketing & Communications Strategy Discussion (not a voting item)**

- A. Perry updated the status of states planning to operationalize (go live) soon
  - No specific dates but 3 states are on the cusp of going live
  - 3 states are currently live: MN, OH, and WV
- Ribbons for Privilege to Practice holders
  - Suggestion to provide conference badge ribbons for people who have been issued privileges to practice.
  - Q: Who pays for them, OTC or Conference organizers?
    - A: Associations/State Associations should supply them, not licensing boards, not the OTC
  - Suggestion to provide ribbons or stickers for people who live in states that have joined the OTC

- A. Perry will research the cost to design and print specialty stickers and ribbons for INSPIRE
  - Suggestion to have an OTC map printed on an easel at INSPIRE so people can easily reference whether their state has joined the OTC
- AOTA – INSPIRE one-pager content
  - QR Codes on flyers driving people to:
    - Before You Apply webpage
    - Newsletter sign up link
    - LinkedIn
  - Practitioner focused content
    - Drive them to the “Before You Apply” website (QR Code on flyer)
    - Clarify definition of home state / primary state of residence
      - Renewal frequency is based on HSL
    - Pay per state / per PtP
    - Cost differential of OTC vs traditional license
    - Cost of CBCs varies by state
    - When can I create an account? Why can’t I create an account?
    - Ease of application process / few steps
      - one-stop-shop (one CEU, renewal date, payment process)
  - Employer focused content
    - Separate from one-pager – post card for handing out at the traveling OT tables
      - Focus on marketing the OTC
      - Ease of application process
      - Military spouses
  - Student / educator focused content
    - Why is the OTC important?
    - How does it help practitioners? States? Patients?
      - Attend the short course
- A. Perry will create content for the INSPIRE conference and send it to the PRC members for feedback via email.
- **Motion:**
  - **Not a voting item; discussion item only**

### **Regular Communications**

- Quarterly Newsletter
  - Regularly share the map
  - Drive readers to the website
- LinkedIn
  - See you at INSPIRE 2026
    - Booth #
    - Short Course Information
  - Focused questions about CEUs, CBCs, etc...
- Office Hours
  - A. Perry will schedule office hours for the 3<sup>rd</sup> quarter (March – May)

- K. Schlesinger and A. Perry are in regular communications with states since onboarding has increased over the last few months.

- **Motion:**

- No motion; no vote; discussion only

**Discussions and Public Comment**

- Chair James opened the floor for further discussion from committee members
  - No further discussions noted
- Chair James opened the floor for public comments
  - No further discussions noted

**Meeting Closure**

- Meeting adjourned by Chair James via acclamation at 11:16a CT.
- Next meeting scheduled for: April 20, 2026