

COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, January 8, 2020

PRESENT	Brian Henry Chris Cmiel Felicia Gonzales Pete LuPiba Keith Owen Tony Trongone	Missouri Commissioner West Virginia Commissioner Nevada Commissioner Ohio Commissioner Colorado Commissioner New Jersey Commissioner	Chair
STAFF	Cherise Imai Lindsey Dablow Beth Workman	Executive Director Training and Operations Associate Communications Associate	Secretary
EXCUSED	Steven Bullard	Kentucky Commissioner	
ABSENT	Will Hardin Shelly Ramos	Georgia Commissioner Texas Commissioner	

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:04 PM ET by Brian Henry, Missouri Commissioner and Committee Chair, and roll call was taken by Beth Workman, MIC3 Communications Associate.

ITEM 2 – AGENDA AND MINUTES

2. The agenda was motioned for approval by Colorado Commissioner Keith Owen and seconded by Ohio Commissioner Pete LuPiba. Motion passed. The minutes from September 4, 2019 was motioned for approval by New Jersey Commissioner Trongone, seconded by Commissioner Owen. Motion passed.

ITEM 3 – REPORTS

3. **Executive Committee** – Chair Henry provided an Executive Committee (EXCOM) update. Items from the December EXCOM meeting include: Kentucky Retirement System update provided by Council of State Governments General Counsel Jason Mosely, National Recognition Program to be directed by the EXCOM, MyNavyFamily App MOU, Strategic Plan Timelines to be reviewed by each committee, Tier Group Involvement, and Ex-Officio Responsibilities. No comments or questions were proposed.

ITEM 4 – NEW BUSINESS

4. **2020-2022 Strategic Plan** – Chair Henry yielded the floor to MIC3 Communications Associate, Beth Workman. She explained the Communications and Outreach Committee Strategic Planning Document details goals, tactics, action items, and timeline. The EXCOM requested the standing committees to discuss committee timelines and offer feedback.

5. Chair Henry added during the 2019 Annual Business Meeting the Communications and Outreach Committee members discussed Strategic Plan tactics and action items, which are reflected in the Communications and Outreach Committee Document. No timeline feedback was provided.
6. **Communications Plan** – Ms. Workman presented the 2020 Communications Plan, which is based on the past plan, but specifically addresses Communications and Outreach Committee tactics and timelines included in the 2020-2022 Strategic Plan. She stressed that this is an active plan that is flexible and will be edited and reevaluated as needed.
7. Commissioner LuPiba asked for the definition of the Ambassador. Chair Henry responded that Ambassadors are individuals or groups that are identified as having parallel interest at MIC3, but cannot officially be a partner or ex-officio member, yet can still promote the MIC3 message. MIC3 Executive Director Cherise Imai, added that Ambassadors are agencies that cannot be an official partner, due to advocacy limitations, but have similar interests and services and can promote the Compact.
8. Commissioner Owen (CO) moved to adopt the Communications Plan with a word edit to the header. Commissioner Gonzales seconded the motion. Motion carried.
9. **Purple Up! Toolkit** – Chair Henry presented the 2020 Purple Up! Toolkit Documents and spoke in favor of the ideas listed. He opened the floor for discussion. Ms. Workman stated that pending data will be updated and the final Toolkit will be an agenda item for the February meeting.
10. Commissioner Gonzales asked if MIC3 will provide sample press releases for the Month of the Military Child. Ms. Workman responded that MIC3 will send a nation-wide press release in March and the National Office can work with Commissioners to provide specific assistance. Ms. Workman provided a final note that the official National Office Purple Up! date is April 22, 2020, but that each state can identify its own date to celebrate.
11. Chair Henry requested that Committee members provide Purple Up! suggestions and feedback to Ms. Workman prior to the February meeting. **[OPEN ITEM.]**
12. **PSA: Successful Transition Videos Project** – Chair Henry reported this project is a directive from the EXCOM, to document and promote successful Compact transitions. He yielded the floor to Beth Workman. Ms. Workman noted the tight timeline, tasks, and questions that the committee will need to address during the February meeting.
13. Commissioner Gonzales inquired if the PSAs can be promoted during the Purple Up! Campaign. Chair Henry replied that he could see benefits of this, but would leave it up to each state to promote information as they see fit. Commissioner Gonzales added that current PSAs on the website can be utilized to promote Purple Up!
14. Chair Henry followed up that Committee members should send the National Office draft rubrics to determine to project process and state level promotion. Ms. Workman replied that she will send an email to members requesting this information prior to the February meeting. **[OPEN ITEM.]**

ITEM 5 – OTHER BUSINESS AND ANNOUNCEMENTS

15. **Items for Executive Committee** – No comments.

16. **Adjournment** – West Virginia Commissioner Chris Cmiel motioned to adjourn, seconded by Commissioner Trongone. Motion passed. The meeting was adjourned at 2:46 PM ET.

Respectfully submitted by,
Beth Workman
Communications Associate