

COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, February 5, 2020

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

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:03 PM EST by Brian Henry, Missouri Commissioner and Committee Chair, and roll call was taken by Cherise Imai, MIC3 Executive Director (ED).

ITEM 2 – AGENDA AND MINUTES

2. The agenda was motioned for approval by Commissioner Pete LuPiba (OH) and seconded by Commissioner Will Hardin (GA). Motion carried. The minutes from January 8, 2020 was motioned for approval by Commissioner Felicia Gonzales (NV), seconded by Commissioner Keith Owen (CO). Motion carried.

ITEM 3 – REPORTS

3. **Executive Committee** – Chair Henry provided an Executive Committee (EXCOM) update from their December and January meetings which entailed planning for the new year and targeted strategic plan initiatives.

4. **Analytics** – ED Imai stated MIC3 Communications Associate Beth Workman would email website and email analytics to committee members and will provide a full report at the March meeting. **[OPEN ITEM].**

ITEM 4 – OLD BUSINESS

5. **2020 Purple Up! Toolkit** – Chair Henry presented the updated 2020 Purple Up! Toolkit documents for approval. Commissioner Hardin moved to approve the documents as presented, seconded by Commissioner Owen. Motion carried.

6. **PSA: Successful Compact Transitions Videos** – Chair Henry presented the draft documents for the new “Successful Compact Transitions” videos project. ED Imai stated yellow highlighted items throughout the documents needed guidance and clarification from the committee members.
7. Commissioner Gonzales supported a cap on the number of videos each commissioner could submit. Commissioner Shelly Ramos (TX) and Chair Henry also expressed their support for this as well.
8. Commissioner Hardin preferred the video script to be conversational rather than heavily scripted and the draft script was a good example. ED Imai stated a notation would be added to encourage a conversational style rather than interview. Commissioner Gonzales requested this notation be included in the rubric as well.
9. Commissioner LuPiba noted that videos recorded on a smart phone need to be shot in landscape mode. Chair Henry said that this notation should be added to all relevant documents, including the rubric, as well as the file size information for high quality videos.
10. Commissioner LuPiba asked if MIC3 would edit the videos after submission. ED Imai stated that MIC3 does not have the software capability to edit live videos but could add a title/closing to each video for the Annual Business Meeting. Commissioner LuPiba volunteered to “sharpen” videos and combine into a “volume” for branding purposes should more than half a dozen videos be selected.
11. Chair Henry said the Ex-Officio DOD Representative, Chuck Clymer, will assist in promoting the project through his contacts, which is included in the marketing plan.
12. Commissioner Gonzales requested the top of all of the documents reflect a June 1 deadline for members of the public to submit videos to the Commissioners, and a June 15 deadline for Commissioners submission to mic3info@csq.org.
13. Commissioner Shelly Ramos (TX) identified several questions on the rubric in “yes” or “no” format, and suggested a response only format.
14. ED Imai informed the committee the documents were shared with the Vice Chair and EXCOM. She added they provided additional feedback and clarification. ED Imai stated the documents would be revised to reflect changes as agreed and would be further discussed at the March meeting. She added the project is and the committee advised the continued program and document refinement as the program grows. **[OPEN ITEM]**.
15. **MyNavyFamily App Data Collection** –ED Imai reported the EXCOM approved a Memorandum of Understanding between the Commission and the new MyNavyFamily App. The App will include MIC3 as one of the resources accessible through their platform. The developer will provide quarterly analytics on user downloads to the Commission which will be shared with the Committee.
16. **2020-2022 Strategic Plan Update and Review** – Chair Henry stated the next project for the committee to address in Year 1 of the Strategic Plan is the Ambassador Program, which will be discussed at the March meeting.

ITEM 5 – OTHER BUSINESS AND ANNOUNCEMENTS

17. **Items for Executive Committee** – No comments.
18. **Questions for the Mid-Year Survey** – No comments.
19. **Adjournment** – Commissioner Hardin motioned to adjourn, seconded by Commissioner LuPiba. Motion carried. The meeting was adjourned at 2:37 PM EST.

Respectfully submitted by,
Cherise Imai
Secretary