

**Successful Compact Transition Videos**  
**Timeline and Marketing Plan**

**Timeline:**

January – Feb., 2020	<p>Planning and logistics</p> <ul style="list-style-type: none"> <li>• Develop program parameters</li> <li>• Draft forms: media release, application, review rubric</li> <li>• Cost Analysis (Editing software or vendor)</li> <li>• Develop marketing plan</li> </ul>
April 1, 2020	Information release to the Commission and public
June 1, 2020	Deadline for public submissions to the Commissioner
June 1-14, 2020	Commissioners work with submitters to ensure the video parameters are met and all documents are completed.
June 15, 2020	Deadline for Commissioners to submit documents to National Office
July 1, 2020	Communication & Outreach Committee review
July 8, 2020	Notify submitters regarding selected videos and videos not chosen for this project
July – August, 2020	<p>Editing and production</p> <ul style="list-style-type: none"> <li>• Addition of B-Roll on selected videos</li> <li>• Final copy reviewed and approved by the Communications &amp; Outreach Committee</li> </ul>
October 1-2, 2020	Release at the Annual Business Meeting in Little Rock, Arkansas

**Marketing Plan:**

March 23, 2020	Chair Message announcing Successful Compact Transition Videos (SCTV) distributed to Commissioners.
April 1, 2020	<p>All information and documents related to the SCTV are released to the public through Commissioners and social media.</p> <ul style="list-style-type: none"> <li>• Recommend Commissioners share opportunity with local contacts and stakeholders including SLOs, schools, Military contacts, and parents.</li> <li>• Request DoD Representative Chuck Clymer distribute SCTV information and documents to SLOs and DoD.</li> <li>• Include in Chair Message</li> </ul>
April 2020	Include SCTV in April Newsletter. Share links to documents on MIC3.net.
April 22, 2020	Social Media blast reminder to submit the application packet and upcoming deadlines.
May 2020	Include SCTV in May Newsletter along with a reminder of the submission deadline.
May 20, 2020	Social Media blast reminder to submit application packet and upcoming deadlines.