

Successful Compact Transition Videos
Timeline and Marketing Plan

Timeline:

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| Oct 2020 – May 2021 | Planning and logistics <ul style="list-style-type: none"> • Information release to the Commission and public • Commissioners work with submitters to ensure the video parameters are met and all documents are completed. |
| June 1, 2021 | Deadline for public submissions to the Commissioner |
| June 15, 2021 | Deadline for Commissioners to submit documents to National Office |
| June 16 – July 30, 2021 | Communications and Outreach Committee review |
| June-July 2021 | Editing and production, addition of B-Roll on selected videos |
| July-August 2021 | Final copy reviewed and approved by the Communications & Outreach Committee; forwarded to Executive Committee for final approval. |
| August 31, 2021 | Notify submitters regarding selected videos and videos not chosen for this project |
| November-October 2021 | Video featured at the 2021 Annual Business Meeting in Little Rock, Arkansas |

Marketing Plan:

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| September 2020 | Add to the MIC3.net website. |
| October 1-2, 2020 | Program launch at the 2020 Virtual Annual Business Meeting All information and documents related to the SCTV are released to the public through Commissioners and social media. <ul style="list-style-type: none"> • Recommend Commissioners share opportunity with local contacts and stakeholders including SLOs, schools, Military contacts, and parents. • Request DoD Representative Chuck Clymer distribute SCTV information and documents to SLOs and DoD. • Include in Chair Message |
| October/November 2020 | Include SCTV in Newsletter. Share links to documents on MIC3.net website Social Media promos, monthly newsletter reminders |
| May-June 2021 | Include SCTV in May Newsletter along with a reminder of the submission deadline. |