

COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, February 5, 2020

PRESENT	Brian Henry Darcy Benway Steven Bullard Felicia Gonzales Will Hardin Pete LuPiba Keith Owen Shelly Ramos Tony Trongone	Missouri Commissioner Illinois Commissioner Kentucky Commissioner Nevada Commissioner Georgia Commissioner Ohio Commissioner Colorado Commissioner Texas Commissioner New Jersey Commissioner	Chair
STAFF	Cherise Imai Lindsey Dablow	Executive Director Training and Operations Associate	Secretary
ABSENT	Chris Cmiel Davis Whitfield	West Virginia Commissioner National Federation of High Schools	Ex-Officio

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 Lindsey Dablow, MIC3 Training and Operations Associate.

ITEM 2 – AGENDA AND MINUTES

2. The agenda was motioned for approval by Commissioner Will Hardin (GA) and seconded by Commissioner Felicia Gonzales (NV). Motion carried. The minutes from February 5, 2020 was motioned for approval by Commissioner Tony Trongone (NJ), seconded by Commissioner Hardin. Motion carried.

ITEM 3 – REPORTS

3. **Executive Committee** – Chair Henry provided an Executive Committee (EXCOM) update from the February 20 meeting. He stated there are Commissioner vacancies in Mississippi, California, Pennsylvania, and Michigan; the national office is following up on Code of Conduct and Conflict of Interest forms; and the EXCOM will meet in April to continue work on the strategic plan initiatives. Other business included a discussion of the use of Commission communications and emails; DOD Representative Chuck Clymer reviewed the Navy Guidance on Military Representatives to State Councils; and the 2020 ABM Draft itinerary and agenda were approved. Lastly, he announced MIC3 Communications Associate Beth Workman accepted a position with another firm and is no longer with MIC3. Chair Henry said Executive Director Cherise Imai and Ms. Dablow will assist the Committee in the interim.

ITEM 4 – OLD BUSINESS

4. **2020 Purple Up! Month Reminder (Toolkit)** – Chair Henry reported the Purple Up! Toolkit was approved at February EXCOM meeting, posted on the website, and released on Tuesday through the Commission Chair Message. He reminded Members to send their *Month of the Military Child* events and information to the National Office for promotion on social media and other channels.
5. Chair Henry added the Missouri Public Instruction Commissioner will disseminate a media release from her office on Purple Up!, and he looked forward to hearing about the great events around the country to support military kids.
6. **PSA: Successful Compact Transitions Videos** – Chair Henry presented the revised draft documents based on feedback and discussion from the February meeting.
7. Revisions included: specific video parameters, rubric clarification, format changes, and two release forms were combined into one form. Ms. Dablow stated the documents were reorganized to make clear which items were for *External Distribution* and for *Commissioner Use* only. Commissioner Gonzales expressed appreciation for the changes and the documents are very school-friendly.
8. Chair Henry questioned if videos received after the deadline would be considered. Ms. Dablow stated videos that meet the parameters would be accepted, though may not be used at the Annual Business Meeting, and other platforms would be available – such as social media and the website.
9. Commissioner Tony Trongone (NJ) motioned to approve the documents. seconded by Commissioner Hardin. Motion carried.
10. **2020-2022 Strategic Plan Progress** – Chair Henry referenced the matrix and stated the Committee is on track to meeting assigned goals and timelines in Year 1.

ITEM 6 – NEW BUSINESS

11. **Ambassador Program** – Ms. Dablow stated the Ambassador Program draft will be discussed at the May meeting. ED Imai added because the Purple Up! and new Video Program items took precedence, the timeline to complete the Ambassador Program was revised to Year 2. **(OPEN ITEM)**

ITEM 7 – OTHER BUSINESS AND ANNOUNCEMENTS

12. **Items for Executive Committee** – No comments were presented.
13. **MyNavyFamily App Data Collection** – Chair Henry reported the vendor informed the National Office the anticipated App update with the MIC3 Link as a resource has been delayed due to funding – and the update has been extended to an April-May-June timeframe. He stated the vendor will inform the National Office once the MIC3 website has been added. **(OPEN ITEM)**
14. **Adjournment** – Commissioner Darcy Benway (IL) motioned to adjourn the meeting, seconded by Commissioner Trongone. Motion carried. The meeting was adjourned at 2:27 PM EST.

Respectfully submitted by,
Lindsey Dablow
Secretary