



MILITARY INTERSTATE
CHILDREN'S COMPACT
COMMISSION

COMMUNICATIONS & OUTREACH COMMITTEE MINUTES

FISCAL YEAR 2020

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COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, September 4, 2019

PRESENT	Brian Henry Darcy Benway William Hardin Tony Trongone Keith Owen	Missouri Commissioner Illinois Commissioner Georgia Commissioner New Jersey Commissioner South Dakota Commissioner	Chair
STAFF	Cherise Imai Lindsey Dablow Beth Workman	Executive Director Training and Operations Associate Communications Associate	Secretary
EXCUSED	Alan Kerr Susan Haberstroh	South Dakota Commissioner Delaware Commissioner	
ABSENT	Chris Cmiel	West Virginia 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 Cherise Imai, MIC3 Executive Director (ED).

ITEM 2 – AGENDA AND MINUTES

2. The agenda was motioned for approval by Illinois Commissioner Darcy Benway and seconded by New Jersey Commissioner Tony Trongone. Motion passed. The minutes from February 6, 2019 was motioned for approval by Commissioner Trongone, seconded by Commissioner Benway. Motion passed.

ITEM 3 – REPORTS

3. **Executive Committee** – Chair Henry advised Members of new policies: Resolving Compliance Issues, Conflict of Interest, Guide for Commissioners Meetings, Ex-officio Representative Role and Responsibilities, and Defining the Role of a Commissioner, Designee & Proxy. Guidelines for Commission Meetings and Defining the Role of Commissioner, Designee & Proxy documents were reviewed. No comments.

ITEM 4 – OLD BUSINESS

4. **Definition on what it means to be a MIC3 Partner** – Chair Henry stated definition on what it means to be a MIC3 Partner, document was reviewed by membership quorum. The Committee approved the draft as presented and will be forwarded to the EXCOM to be utilized in the new strategic plan.

5. **2017-2019 Strategic Plan Key Accomplishments** – Chair Henry presented the document which outlined the Commissions achievements under the first Strategic Plan. The highlights will be included in the new Strategic Plan Guide which will be released with the Annual Business Meeting (ABM) Docket Book.

ITEM 5 – NEW BUSINESS

6. **New 2019-2022 Strategic Plan** – Chair Henry informed the Members that the new Strategic is very involved with multiple action items in the new plan, and he stressed the importance of Member input at the ABM.

7. **2018-19 Annual Report** – Chair Henry stated the National Office is drafting the report will be ready for publication around the time of the ABM.

8. **Collaterals** – Chair Henry reported collaterals, guide books, brochures, and other material are available online at the MIC3 website and may be ordered with no charge from the National Office. He added the Communications and Outreach Committee will be charged with a collateral refresh in 2020.

ITEM 5 – OTHER BUSINESS AND ANNOUNCEMENTS

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

10. **ABM Registration and Hotel** – Ms. Lindsey Dablow, Training Associate, reminded members to contact the hotel via phone to secure hotel reservations and to register for the Meeting.

11. **End of Year Reports, COI and COC Forms** – ED Imai reminded Members to send these documents to the National Office.

12. **New Communication Associate** – Chair Henry welcomed new Communications Associate, Beth Workman to the team, and stated the Committee looked forward to working with her.

13. **Next Meeting** – Chair Henry stated the next meeting will be held at the upcoming ABM.

14. **Adjournment** – Commissioner Trongone motioned to adjourn, seconded by Georgia Commissioner William Hardin. Motion passed. The meeting was adjourned at 2:32 PM EST.

Respectfully submitted by,
Cherise Imai
Executive Director

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

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

COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, March 4, 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

COMMUNICATION AND OUTREACH COMMITTEE MINUTES
Wednesday, May 6, 2020

PRESENT	Brian Henry Darcy Benway Steven Bullard Felicia Gonzales Will Hardin Pete LuPiba Keith Owen Shelly Ramos Davis Whitfield	Missouri Commissioner Illinois Commissioner Kentucky Commissioner Nevada Commissioner Georgia Commissioner Ohio Commissioner Colorado Commissioner Texas Commissioner National Federation of High School Assns	Chair Ex-Officio
STAFF	Cherise Imai Lindsey Dablow	Executive Director Training and Operations Associate	Secretary
EXCUSED	Chris Cmiel Tony Trongone	West Virginia Commissioner New Jersey 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 Cherise Imai, Executive Director.
2. Chair Henry stated he appreciated members taking the time to participate in today's call, as everyone is busy. Working in education during the pandemic has been a challenge, as many members are heavily involved in schools and dealing with different and new issues in education.

ITEM 2 – AGENDA AND MINUTES

3. The agenda was motioned for approval by Commissioner Steve Bullard (KY) and seconded by Commissioner Darcy Benway (IL). Motion carried. The minutes from March 4, 2020 was motioned for approval by Commissioner Benway, seconded by Commissioner Felicia Gonzales (NV). Motion carried.

ITEM 3 – REPORTS

4. **Executive Committee** – Chair Henry provided an Executive Committee (EXCOM) update from the February meeting. He reported the committee discussed the Month of the Military Child, and Purple Up! which many members tried to implement virtually as schools were closed due to the pandemic. The EXCOM discussed solicitation emails received by the Commission. He noted the Commission tries to remain mission focused and avoid solicitation and/or advocating for political or secular ideas or products which are beyond the compact mission of transitioning military children.
5. Chair Henry reported the Rules Committee is working on the Policy Development Policy, and a rules proposal by Tennessee Commissioner Deanna McLaughlin was received to develop grade point averages (GPA) and weighting systems for military kids. The proposal did not pass out of committee.

He mentioned a Legal Advisory was published last fall by Legal Advisor, Rick Masters which determined a rule on GPA was beyond the commission's scope and legal authority. Chair Henry reported the EXCOM discussed sharing Best Practices of States on compact implementation, effective utilization of Tier Groups, and developing the Mid-Year survey questions. In addition, the EXCOM discussed the pandemic and how it impacts transitioning students.

6. **Strategic Plan Progress** – Chair Henry reported in Years 1 and 2, the committee is on track and approved the Communication Plan and the new PSA video program. He advised continuing discussion on the Ambassador Program, which is targeted for finalization in Year 2. He stated the third goal regarding “utilizing state education conferences to promote the compact” may need to be revised a later date due to pandemic due to social distancing and safety restrictions. Regarding awareness of the compact, he noted a question on the mid-year survey was added to collect data on “how member states educate stakeholders on the compact” which will assist the committee in identifying or developing new resources for states. Finally, he highlighted several resources currently available on the website and from the national office to assist members increase awareness in their state.

ITEM 4 – OLD BUSINESS

7. **2020 Purple Up! Month Reminder (Toolkit)** – Chair Henry reported the Purple Up! and Month of the Military Child toolkit and information was posted on the MIC3 website. However, due to the pandemic, many school campuses were closed. He reported schools and districts organized virtual events and celebrations, it was less than years prior. He further highlighted the activities in his school district which included a virtual poster and photo contest and sidewalk chalk art utilizing words such as “resilience”. He stated the Commissioner of Education and districts had prepared press releases however this was deferred due to the pandemic. He hoped in the fall that an alternative can be done, depending how schools are in session.

8. Commissioner Pete LuPiba (OH) reported they celebrated on April 17th, and obviously, what helps us is not just him, the state council or the school liaison at Wright Patterson, but having nearly 300 Purple Star school liaisons across the state, so they don't have to create original content or fresh content on their own, between the state council, himself, or the school liaison. He stated it was awesome to be part of the effort and to see everything from Lake Erie down to the Ohio River across the school districts doing virtual and other ways of celebration.

9. Commissioner Bullard reported Kentucky has planned a huge event at Fort Knox with the Governor, First Lady, Secretary of Education, and schools, however the event was cancelled due to COVID-19, which was a huge disappointment.

10. Commissioner Gonzales stated Nevada had a lot planned, including the Governor signing a proclamation with students - though unfortunately they had to cancel their event as well.

11. Commissioner Benway added their date was April 20th and they encouraged military students to post messages on social media with the hashtag, however there was a limited response.

12. Chair Henry concluded with the pandemic, celebrations during this period was a challenge and appreciated the effort by the commission to support military kids despite the challenges during this time.

13. **PSA: Successful Compact Transitions Video Program** – Chair Henry reported the program release was delayed and proposed if the committee should continue with the release despite the fact that schools are not in session, or if the program should be launched at the Annual Business Meeting (ABM) instead when schools are perhaps back in session.
14. Commissioner Gonzales stated she has not received any submittals to date, and perhaps students are limited to technology, devices and wi-fi at home, where normally they would have access to these in school. She stated would like the date extended as students are struggling to figure out the current situation with virtual school and she didn't think this would be on their radar.
15. The committee considered other options such as a soft launch during summer, however Commissioner Shelly Ramos (TX) reported the Texas Education Agency was instructed to limit communication from the state department to school districts to allow them to focus on remote instruction – which will be the case into the summer months.
16. The committee discussed current constraints and the requirement of video submittal through the appropriate state commissioner, that perhaps a launch at the ABM may be more effective to ensure Commissioner awareness of their role, responsibilities and overall program requirements. It was agreed once launched, to encourage members to reach out to their state council and partners to promote the program through their channels. Members concurred to defer a final decision to the July 1 meeting to assess where states were regarding the pandemic. (OPEN ITEM)
17. **My Navy Family App** – ED Imai reported this opportunity was referred by Mr. Chuck Clymer, lead on the Navy School Liaison Officer program and the Military Representative to the Commission. an agreement was recently signed by the Commission to include MIC3 as a resource in the application for families. The developer informed the Commission was added to the application however ED Imai reported the current website interface of the MUSE platform is not compatible with mobile phones. She added while both the former Communication Associates worked on moving the platform to WordPress, the current staff vacancy has further delayed the project. (OPEN ITEM)

ITEM 5 – NEW BUSINESS

18. **Ambassador Program** – ED Imai reported the Ambassador program was proposed to provide a mechanism on building partnerships with organizations that may advocate for particular or issues that may be controversial, however are supportive of the commission's efforts. She reviewed the timeline and process of the proposal and noted areas which required committee guidance and feedback. She noted the program is targeted for completion in Year 2 of the strategic plan and rollout at the 2021 ABM. She encouraged a thorough discussion on how the program builds on current efforts and will benefit the commission.
19. Commissioner LuPiba asked if the Ambassador is defined as an individual or a representative from an organization. Ed Imai replied the intent was for an organization to apply with a person serving as the Ambassador between the Commission and their organization. She stated this will be clarified in the next version of the document. The committee concurred to examine the draft in the interim and defer further discussion to the July 1 meeting. (OPEN ITEM)
20. **Website Analytics and Migration to the New Platform** – ED Imai referred to the report provided which is reflective for January through December 2019. There were over 27,000 total users,

with 18,000 new to the website, with 62% on desktop or laptops, 30% were on mobile cell phones. Due to this ensuring the website is mobile friendly is paramount. On average users use 2 ½ pages with returning users visiting 4 pages.

21. ED Imai attributed the increase traffic to the increased training efforts by commissioners, the national office, and by partners; which emphasized the need for the website to be current and updated. She added Ms. Dablow updates the site daily. ED Imai will propose hiring a vendor to assist in completing the website migration from MUSE to WordPress, as well as website upgrades, to the EXCOM. If approved, the website relaunch is targeted for the fall ABM.

ITEM 7 – OTHER BUSINESS AND ANNOUNCEMENTS

22. **Items for Executive Committee** – No comments were presented.

23. **Impact of the Pandemic** – Chair Henry reported it has been a time-consuming and difficult ten weeks under the pandemic as his teachers have transitioned to a virtual teaching format within 48 hours. He communicates with other military impacted school superintendents and they experienced a similar situation – which has been a disruption for the entire country and world. We've heard family transitions are halted until June 30.

24. Mr. Davis Whitfield of the National Federation of High School Associations asked if any states were preparing to return to school buildings in this current school year? Chair Henry replied, they were planning to go back, and until a waiver is provided by authorities and district superintendents approved a return, school activities are on hold and social distancing regulations are in place. Mr. Whitfield reported a couple of states, such as Montana, were going back to school today. Commissioner Bullard stated heard the University of Kentucky would have physical classes in the fall, however he felt this year was done. ED Imai reported the national office tracks this information and 43 states have reported they are closed for the rest of the school year, while seven have not released information.

25. ED Imai asked Mr. Whitfield if there was an update on fall sports. He replied guidelines are in discussion with the Sports Medicine Advisory Committee which includes medical professionals across the country. The guidelines will outline considerations when returning to participate in activities and will be released once approved, however the final decision-making rests with individual states and officials.

26. Chair Henry expressed appreciation for the committee's time and great feedback, as well as efforts to support schools and kids. It's a difficult time we are in, and it may be the only stability that people have during this time.

27. **Adjournment** – With no further business to conduct, Chair Henry adjourned the meeting at 2:57 PM ET.

Respectfully submitted by,
Cherise Imai
Secretary