

Successful Compact Transition Videos
Timeline and Marketing Plan

Timeline:

Nov 2021 – May 2022	Planning and logistics <ul style="list-style-type: none"> • Information release to the Commission and public (Nov-Dec 2021) • Commissioners work with submitters to ensure the video parameters are met and all documents are completed.
June 1, 2022	Deadline for public submissions to the Commissioner
June 15, 2022	Deadline for Commissioners to submit documents to National Office
June 16 – July 30, 2022	Communications and Outreach Committee review
June-July 2022	Editing and production, addition of B-Roll on selected videos
July-August 2022	Final copy reviewed and approved by the Communications & Outreach Committee; forwarded to Executive Committee for final approval.
August 31, 2022	Notify submitters regarding selected videos and videos not chosen for this project
October 2022	Video featured at the 2022 Annual Business Meeting in Baton Rouge, LA

Marketing Plan:

March 2021	Updated documents uploaded to the MIC3.net website.
November 2022	Program relaunch at the 2022 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
January 2022	Include SCTV in Newsletter. Share links to documents on MIC3.net website Social Media promos, monthly newsletter reminders
May-June 2022	Include SCTV in May Newsletter along with a reminder of the submission deadline.