



COMMUNICATION AND OUTREACH MINUTES
Wednesday, January 12, 2022

Table with 3 columns: Category (PRESENT, EXCUSED, STAFF), Name, and Title/Role. Includes names like Chad Delbridge, Pete LuPiba, Felicia Gonzales, etc.

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:00 PM ET by Committee Chair, Commissioner Chad Delbridge (WY).

ITEM 2 – ROLL CALL

2. Roll call was taken by Executive Director (ED) Cherise Imai. A quorum was established.

ITEM 3 – INTRODUCTIONS

3. As this was the first meeting with the new Chair and new committee assignments; the Chair, the Committee Members, and the MIC3 staff introduced themselves to the group.

ITEM 4 – APPROVAL OF THE AGENDA

4. Commissioner Pete LuPiba (OH) motioned to approve the agenda. The motion was seconded by Commissioner Felicia Gonzales (NV). Motion carried.

ITEM 5 – APPROVAL OF THE MINUTES SEPTEMBER 1, 2021

5. Commissioner Khi Jackson (CA) motioned to approve the minutes from the September 1, 2021, meeting. The motion was seconded by Commissioner LuPiba. Motion carried.

ITEM 6 – REPORTS

6. Executive Committee (EXCOM) Update – ED Imai summarized the virtual EXCOM meeting on December 9th and 10th. The new Communications Associate, Stephanie Ramsey was introduced and welcomed. The primary focus of the meeting was to plan for the upcoming year. ED Imai reported the webinars, trainings, and briefs conducted by the National Office over the past few months. The Committee discussed the status of finances and state compliance, including end of year reports and February 25, 2022

state council meetings. She reported a press release was disseminated through the Council of State Governments announcing the new Executive Committee. She noted the upcoming launch of the revised Tier Group program that was announced at the ABM, the National Guard and Reserve and the expansion of the Compact discussion was ongoing. Lastly, she noted the Commission recently moved from the GoToMeeting to Zoom platform, which will save the Commission \$600 a month.

Strategic Plan Review – ED Imai reviewed the strategic plan and goals that need to be completed by this year. Tactics currently in progress include the Ambassador Program that was discussed in full later in the meeting. The committee needs to: develop a plan for commissioners to initiate contact between their state department of education and military personnel within their state, utilize state education conferences to disseminate information about the Compact, and research how member states and military services educate stakeholders on the Compact. ED Imai brought up the recent posting of a parent's comment on social media regarding the need to build awareness in districts and schools of the Compact. She underlines a need for more training on the Compact. ED Imai emphasized the importance of members using collaterals to promote the Compact and reported not all states have ordered them. She stated reminding members and stakeholders of resources and supports to educate on the Compact will continue to be a priority. Chair Delbridge said that he was impressed with how much work has been done by the committee, and that he is looking forward to working with everyone to tackle the remaining tasks.

Google Analytics – Communications Associate Stephanie Ramsey presented the Google Analytics, the updated statistics from the MIC3 Website from the Annual Report of the last six months from July 1, 2021- January 4, 2022. Total pageviews were 32,612 with an average session duration of 2 minutes and 36 seconds. There were 9,187 of unique users, 14.5% were returning and 85.5% were new. For devices used 70.8% were desktop, 28.3% were mobile, and 1% tablet. For acquisition: 56.5% of users found the site through a direct link, 29.4% through organic search, 11.4% through referral from another website, and 2.7% through social media.

ITEM 7 – OLD BUSINESS

7. **Successful Compact Transitions Program (SCTV)** – ED Imai reviewed the SCTV webpage and said the program will be repromoted to the Commission. She was hopeful submissions would be received this year as schools are back in session. All the SCTV documents have been updated and will be sent out to the Commission through Chair Messages and Newsletters. Ms. Ramsey presented the new flyers for the Committee's approval. Commissioner LuPiba suggested to add social media icons. Ms. Ramsey will add them and make the changes. Commissioner LuPiba motioned to approve the flyers. The motion was seconded by Commissioner Jackson. Motion carried.

8. **Ambassador Program** – ED Imai reviewed the proposed Ambassador Program, an action item under the Strategic Plan, which has been tabled for two years due to the pandemic. In summary, the purpose of the to establish a formal process for the Commission to partner with other organizations and groups that are not ex-officio organizations. After weighing current Commission needs, programming, staffing, the Committee agreed an informal approach be considered by the EXCOM. Chair Delbridge stated he would provide this feedback to the EXCOM and rethink the program.

ITEM 8 – NEW BUSINESS

9. **Updated Communication Plan** – Ms. Ramsey shared the updated communication plan that the National Office has worked on. The Communications Associate will post twice a week on the Commission's social media platforms, with monthly newsletters and monthly webinars. She also shared postings for upcoming holidays and big events.

10. **Month of the Military Child (MOTMC) Purple Up! Toolkit** – Ms. Ramsey presented the Month of the Military Child Tool Kit, updated for this year, and all the resources that are available. She shared the new posters she created and will add socials to the flyers. Commissioner Gonzales (NV) said she would like the picture of the children on one of the flyers to be more diverse. Commissioner LuPiba (OH) suggested Facebook frames that could be used on profile pictures. Ms. Ramsey will update the picture and research the frames. ED Imai reminded the committee that each state can select any date they wish to celebrate MOTMC but that the National Office has chosen April 20, 2022, to celebrate. Commissioner Gonzales (NV) motioned to approve the toolkit. The motion was seconded by Commissioner Brian Murphy (IN). Motion carried.

ITEM 9 – OTHER BUSINESS AND ANNOUNCEMENTS

11. **Items for the Executive Committee** – No items were brought forward for the EXCOM.

12. **Reminders** – Chair Delbridge reminded the Committee to hold their State Council meeting and to submit End-of-Year Reports by June 30, 2022, as well as, to submit their Code of Conduct and Conflict of Interest Forms by January 31, 2022.

ITEM 10 – ADJOURNMENT

13. With no further business to conduct, Commissioner Murphy motioned to adjourn the meeting. Commissioner Keith Owen (CO) seconded the motion. The motion carried. Chair Delbridge adjourned the meeting at 2:58 PM EST.