**COMMUNICATION AND OUTREACH MINUTES**

**Wednesday, March 9, 2022**

PRESENT Chad Delbridge Wyoming Commissioner Chair

Pete LuPiba Ohio Commissioner

Felicia Gonzales Nevada Commissioner

Khieem Jackson California Commissioner

Brian Murphy Indiana Commissioner

Kristen Windham Mississippi Commissioner

Teresa Ferenczhalmy New Mexico Commissioner

Tony Trongone New Jersey Commissioner

Nicole Russell National Military Family Association Ex-Officio

EXCUSED Keith Owen Colorado Commissioner

STAFF Cherise Imai Executive Director, MIC3

Lindsey Dablow Training and Operations Associate, MIC3

Stephanie Ramsey Communications Associate, MIC3

**ITEM 1 – CALL TO ORDER**

1. The meeting was called to order at 2:07 PM ET by Committee Chair Commissioner Chad Delbridge (WY).

**ITEM 2 – ROLL CALL**

2. Roll call was taken by Communications Associate Stephanie Ramsey. A quorum was established.

**ITEM 3 – APPROVAL OF THE AGENDA**

3. Commissioner Khieem Jackson (CA) motioned to approve the agenda. The motion was seconded by Commissioner Brian Murphy (IN). Motion carried.

**ITEM 4 – APPROVAL OF THE MINUTES JANUARY 12, 2022**

4. Commissioner Jackson motioned to approve the minutes from the January 12, 2022, meeting. The motion was seconded by Commissioner Pete LuPiba (OH). Motion carried.

**ITEM 6 – REPORTS**

5. **Executive Committee (EXCOM) Update -** Executive Director (ED) Cherise Imai summarized the EXCOM meeting that took place in February. She noted in April the EXCOM will meet in-person in Lexington, KY for the first time in three years due to the pandemic. The focus of the meeting is to conduct general business and develop the new three-year Strategic Plan. ED Imai reported the strategic plan consultant, Brian Riggs, will also survey and interview Commissioners over the next few months to obtain their input and feedback on the proposed plan. She also highlighted updates to the MIC3 Website which included the addition of an events calendar and revisions to the Webinar page. Finally, ED Imai reminded the Committee of the March 30th Webinar on *Legal Perspectives of the Compact*. She praised the Committee for the Purple Up! Toolkit as an effective tool for states to send and tag the Commission in their Month of the Military Child events. ED Imai also announced the appointment of the new D.C. Commissioner, therefore the Commission seats are 100% filled.

6. **Google Analytics -** Ms. Ramsey presented the updated statistics from the MIC3 Website, from July 1, 2021- March 7, 2022. Total pageviews were 46,510 with an average session duration of 2 minutes and 32 seconds. There were 13,517 unique users, with 14.2% returning and 85.5% new visitors. For devices, 72.46% were desktop, 26.65% were mobile, and 1% tablet. For acquisition: 59.1% of users found the site through a direct link, 27.4% through organic search, 10.2% through referral from another website, and 3.2% through social media.

7. **Twitter Analytics -** Ms. Ramsey presented a summary from February 7, 2022- March 7, 2022. The MIC3 Twitter page earned 3,799 impressions, 1,799 profile visits, and 4 mentions. The Commission tweeted 19 times with their top Tweet being the Purple Up! Toolkit with 718 impressions.

8. **Facebook Analytics -** Ms. Ramsey shared the data from November 17, 2021- March 9, 2022. The total page reach was 19,543, with the most popular post being the January webinar with a reach of 6,003. The page has 1,574 followers, with the majority between the ages of 35-44 with 87.9% being women.

9. **March Newsletter -** Ms. Ramsey reported the issue included information about the Purple Up! Toolkit, a promo for the upcoming *Legal Perspectives Webinar,* and a summary of the April trainings. The issue highlighted resources on the MIC3 website such as requesting collaterals, the MIC3 School Toolkit, and webinar and events calendar pages. The newsletter also included a Military OneSource article featuring the Compact, and ex-Officio announcements.

**ITEM 7 – OLD BUSINESS**

10. **Successful Compact Transitions Videos Program (SCTV) -** Chair Delbridge emphasized the importance of promoting out the SCTV Program as the Commission has not received any submissions. Ms. Ramsey presented the flyers that are available for promotion and asked the members to continue to identify students that may be interested in sharing their story. The deadline to submit videos is Wednesday, June 1, 2022, by 6:00 PM Hawaii Time.

**ITEM 8 – NEW BUSINESS**

11. **Collaterals -** Ms. Ramsey informed the Committee that minor updates were made to the Parent Guide before the National Office reordered the document. She also presented a postcard that would be included with the collaterals when they are mailed. The postcard features a QR code to the MIC3 LinkTree account which directs users to all MIC3’s social media profiles. Chair Delbridge asked if it would be possible to create MIC3 banners or posters to be posted in schools. ED Imai responded that the cost would be researched, and a graphic would be presented at the next meeting. Commissioner LuPiba motioned to approve the postcard, seconded by Commissioner Murphy. Motion carried.

12. **Month of the Military Child -** Ms. Ramsey shared the new additions to the Purple Up! Toolkit. The Connecticut Board of Education requested social media graphics created along with social media captions which were developed and shared by CT in April. She stated the National Office has received Proclamations from Kentucky, New Mexico, Alabama, and Connecticut. She reminded the Committee to submit their state proclamation with the National Office to feature on social media and in the newsletter.

13. **Outstanding items from the Strategic Plan -** ED Imai presented the Committee’s three outstanding items on the current Strategic Plan that need to be completed before the Annual Business Meeting.

14. The first outstanding item is to develop a plan for commissioners to initiate contact between their state Department of Education (DOE) and military personnel within their state. ED Imai reported a Commissioner sought advisement from the National Office. The individual did not have ties to the Education Department and stated not all Commissioners have a point of contact or how to make connections. Commissioner Jackson stated that this is something he struggles with because he does not work for California’s ED and that communication with the DOE has been nonexistent. ED Imai shared the Education Governance Dashboard that Commissioners may find helpful and could be utilized as a starting point. She also shared a possible template that the National Association of Federally Impact Schools uses titled “How to Arrange a Hill Meeting”, which could be used to create step-by-step instructions for Commissioners. Members agreed with this idea. Commissioner Teresa Ferenczhalmy (NM) said she reached out to various individuals on her State Council and meets with her military school liaison (SL) monthly. She emphasized the importance of a consistent connection with a person such as a SL that can give advice and help move your issues forward.

15. The second outstanding item is to utilize state education conferences to disseminate information about the Compact. The Committee decided to table this until the next meeting to discuss further. (OPEN ITEM)

16. The third item is to research how member states and military services educate stakeholders on the Compact and develop a strategy to support their efforts. Ms. Ramsey pulled information from the End of Year Reports and shared how some states educate their stakeholders. Some ideas included military family forum information sessions, presentation at superintendents’ meetings, disseminating information through newsletters, school websites, and base tours. ED Imai shared the Department of Defense is educating military families about the Compact through their Military Family Life Consultants (MFLC) program, which are positions funded by the services in highly impacted public-school districts. The Military OneSource recently released an app that includes a link to the Compact. ED Imai asked the Committee what they thought was the best way to educate on the Compact. Members agreed that each state’s Counselor Association offers the good avenue for communication about the Compact and disseminating information. ED Imai stated that for the next meeting they would further discuss this as well as the second outstanding item. (OPEN ITEM)

**ITEM 9 – OTHER BUSINESS AND ANNOUNCEMENTS**

17. **Items for the Executive Committee -** No items were brought forth for the Executive Committee.

18. **Reminders** - Chair Delbridge reminded the Committee to hold their State Council meeting and to submit End-of-Year Reports by June 30, 2022. He also reminded the Committee of the *Legal Perspectives Webinar* on March 30th and March’s Compact 101 Training on March 23rd.

**ITEM 10 – ADJOURNMENT**

19. With no further business to conduct, Commissioner Murphy motioned to adjourn the meeting. Commissioner Ferenczhalmy seconded the motion. Motion carried. The meeting was adjourned at 3:06 PM ET.