



COMMUNICATION AND OUTREACH MINUTES
Wednesday, May 11, 2022

Table with 3 columns: Category (PRESENT, EXCUSED, STAFF), Name, and Title. Lists attendees like Chad Delbridge (Wyoming Commissioner, Chair) and staff members like Cherise Imai (Executive Director, MIC3).

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:02 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 Brian Murphy (IN) motioned to approve the agenda. The motion was seconded by Commissioner Felicia Gonzales (NV). Motion carried.

ITEM 4 – APPROVAL OF THE MINUTES March 9, 2022

4. Commissioner Murphy motioned to approve the minutes from the March 9, 2022, meeting. The motion was seconded by Commissioner Gonzales. Motion carried.

ITEM 5 – REPORTS

5. Executive Committee (EXCOM) Update – Chair Delbridge summarized the EXCOM Spring Retreat that met in person on April 19th-21st in Lexington, KY. He noted that they worked with Consultant Brian Riggs on developing the new three-year Strategic Plan.

the current strategic plan as it is no longer relevant. Chair Delbridge also noted updates were given on webinars and training that the Commission has been doing. Finally, he announced that each member should have received an email and calendar invite from the National Office asking them to participate in their designated Tier Group Meeting.

6. **Google Analytics** - Ms. Ramsey presented updated statistics from the MIC3 Website, from March 9, 2022 - May 5, 2022. Total pageviews were 17,606 with an average session duration of 1 minute and 27 seconds. There were 7,653 unique users, with 12.4% returning and 87.6% new visitors. For devices, 80.75% were desktop, 18.70% were mobile, and .55% tablet. For acquisition: 70.32% of users found the site through a direct link, 18.04% through organic search, 6.86% through referral from another website, and 4.61% through social media. She also noted the most viewed pages were the Month of the Military Child (MOTMC) Toolkit, the Homepage, and the Resources page.

7. **Twitter Analytics** - Ms. Ramsey presented a summary from April 11, 2022 - May 9, 2022. The MIC3 Twitter page earned 6,662 impressions, 2,115 profile visits, and 65 mentions. The Commission tweeted 17 times during that time period.

8. **Facebook Analytics** - Ms. Ramsey shared the data from March 9, 2022 – May 11, 2022. The total page reach was 23,839 which was up 25.7%. Facebook Page Visits increased by 19.7% and New Facebook Page Likes increased by 29.9%. The most popular post being (what purple represents) for the MOTMC with a reach of 7,908. The page has 1,651 followers, with the majority between the ages of 35-44 with 87.9% being women.

9. **April Newsletter** - Ms. Ramsey reported the April newsletter included U.S. Secretary of Education, Dr. Miguel Cardona's Letter of Support of MIC3, Purple Up! Highlights, a promo for the upcoming Compact 101 Training, and an introduction of the two newly appointed Commissioners. The issue highlighted a resource of the Launching of OneOp. The newsletter also included a Department of Defense article and announcements.

10. **Purple Up! Issue** - Ms. Ramsey shared the special Purple Up! Issue that was released and highlighted some of the MOTMC events and photos that were sent to the Commission. Ms. Ramsey also showed a compilation video that was created from photos received by the Commission or social media post the Commission was tagged in throughout the month of April.

ITEM 6 – OLD BUSINESS

11. **Successful Compact Transitions Videos Program (SCTV)** - Chair Delbridge emphasized the importance of promoting out the SCTV Program as the Commission had not received any submissions. The deadline to submit videos is Wednesday, June 1, 2022, by 6:00 PM Hawaii Time.

ITEM 7 – NEW BUSINESS

12. **New Social Media Accounts** – Chair Delbridge shared, that since the last meeting, the Commission has created an Instagram and Tik Tok account using @MIC3Compact. Ms. Ramsey shared the account profiles and showed the Purple Up! Tik Tok the EXCOM made during the Spring retreat.

13. **Banners** - Ms. Ramsey shared four different banner options that were requested from the last meeting created with the intent of being hung up in schools. Chair Delbridge asked for feedback on the banners. These will be added to the MIC3 Resources Page, and individual schools can print them

and display them. The Committee provided feedback and chose the banner design and asked that the social media icons be included. Commissioner Murphy motioned to approve the banner with amendments. The motion was seconded by Commissioner Gonzales. Motion carried.

14. **Outstanding items from the Strategic Plan** – Chair Delbridge presented the Committee's three outstanding items on the current Strategic Plan that need to be completed before the Annual Business Meeting.

15. The first outstanding item was to develop a plan for commissioners to initiate contact between their state Department of Education (ED) and military personnel within their state. At the last meeting the Committee decided next steps would be to develop a step-by-step guide on how to contact their state ED and military personnel. Chair Delbridge presented the draft step-by-step guide and asked the Committee for their feedback. The Committee decided that they liked the verbiage but would like it to be made more visually appealing. Chair Delbridge emphasized the importance of this document especially for new commissioners so making it engaging is essential. Commissioner Pete LuPiba (OH) motioned to approve the guide. The motion was seconded by Commissioner Gonzales. Motion carried.

16. The second outstanding item is to utilize state education conferences to disseminate information about the Compact. Chair Delbridge asked the Committee for suggestions on how they would like to approach this item as each state varies. Commissioner Murphy suggested having a memo that can be distributed to the ED DOE of each state or contact's the individual commissioner may have access to within their state ED. Chair Delbridge reminded the Committee of the memo that goes out from C&O in August every year that highlights MIC3's resources. Executive Director (ED) Imai added that the state superintendent template could be included in this memo as a resource. The committee decided that for the next meeting an updated superintendent template will be presented that includes MIC3's resources and trainings the state may use. **(OPEN ITEM)**

17. 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 state educates their stakeholders. This was shared at the last meeting and Chair Delbridge asked for suggestions on how the Committee would like to pursue this item. The committee discussed and decided a webinar with the Department of Defense (DoD) where they share how they educate their stakeholders on the Compact. ED Imai stated that she would discuss with the DoD and give an update at the next meeting. **(OPEN ITEM)**

18. **Communications Memo** – As the committee meeting was overtime ED Imai stated that for the next meeting an updated draft will be presented for the Committee to vote on. **(OPEN ITEM)**

ITEM 8 – OTHER BUSINESS AND ANNOUNCEMENTS

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

20. **Reminders** - Chair Delbridge reminded the Committee to hold their State Council meeting and submit End-of-Year Reports by June 30, 2022. He also informed the Committee that fiscal year 2023 dues have been released.

ITEM 9 – ADJOURNMENT



21. With no further business to conduct, Commissioner Gonzales motioned to adjourn the meeting. Commissioner Gonzales seconded the motion. Motion carried. The meeting was adjourned at 3:05 PM ET.