



Communication and Outreach Meeting Minutes
January 11, 2023
2:00 PM – 3:00 PM ET

Table with 4 columns: Category, Name, Title, and Role. Rows include PRESENT (Chad Delbridge, Clara Botstein, Felicia Gonzales, Pete LuPiba, Keith Owen, Tony Trongone), GUEST (Laura Kacer), EXCUSED (Brian Murphy, Kristen Windham, Teresa Ferenczhalmy), and STAFF (Cherise Imai, Stephanie Ramsey, Lindsey Dablow).

ITEM 1 – CALL TO ORDER

1. The meeting was called at 2:11 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 Felicia Gonzales (NV) motioned to approve the agenda. The motion was seconded by Commissioner Tony Trongone (NJ). Motion carried.

ITEM 4 – APPROVAL OF THE MINUTES – SEPTEMBER 14, 2022

4. Commissioner Keith Owen (CO) motioned to approve the minutes from the September 14, 2022, meeting. The motion was seconded by Commissioner Gonzales. Motion carried.

ITEM 5 – REPORTS

5. Executive Committee (EXCOM) Update – Chair Delbridge provided the Committee with a summary of the last EXCOM meeting held December 16th and 19th. EXCOM discussed the due outs from the Annual Business Meeting (ABM) regarding the citation correction and the National Guard and Reserve language. They reviewed the ABM survey results. The committee discussed the launching of the new strategic plan for 2023–2025. The revised Compact Rules Book was released with amendments from the ABM and is available digitally online and in hard copy by request. The committee also

discussed creating an ex-officio application and process for future ex-officio members, such as Blue Star Families, which has inquired about joining the Commission. They conversed about MIC3's Twitter Account as the Commission had paused posting for a few weeks after several Commissioners expressed concern with the rise in hate speech on the platform. Lastly, they discussed Open Records requests the Commission has received since the approval of the policy at the recent Annual Business Meeting and launching the request form.

6. Website Analytics – Ms. Ramsey presented updated statistics from the MIC3 website, from September 1, 2022–January 4, 2023. Total page views were 25,958 with an average session duration of 2' 36". There were 7,421 unique users, with 1,461 returning and 7,153 new visitors. For devices, 77.40% were desktop, 22.20% were mobile, and .40% were tablet. For acquisition: 59.30% of users found the site through a direct link, 26.80% through organic search, 10.80% through a referral from another website, and 3% through social media. She also noted the most viewed pages were the homepage, the ABM page, and the Resources page.

7. Twitter Analytics – Ms. Ramsey presented a summary from December 8, 2022–January 4, 2023. The MIC3 Twitter page earned 793 impressions, 121 profile visits, and one (1) mention. The Commission tweeted eight (8) times during this period.

8. Facebook Analytics – Ms. Ramsey shared the data from December 8, 2022–January 4, 2023. The total page reach was 3,365. There were 488 Facebook page visits and six (6) new Facebook page likes. The most popular post was the January Compact 101 Training. The page has 1,719 followers, with the majority between the ages of 35-44 and women.

9. Instagram Analytics – Ms. Ramsey noted the analytics from December 8, 2022–January 4, 2023. The MIC3 Instagram reached 130 accounts with 18 accounts engaged.

ITEM 6 – OLD BUSINESS

10. Successful Compact Transitions Program (SCTV) – Chair Delbridge informed the Committee of the revamp for the SCTV Program on the new Strategic Plan. Due to no submissions from the initial launch, it was determined the process would be simplified. The National Office will identify successful cases using the Training Committee and record stories internally. These videos will be utilized to develop public service announcement ads to highlight how the Compact helps students and best practices for implementation of the Compact.

ITEM 7 – NEW BUSINESS

11. Strategic Plan 2023 - 2025 – Chair Delbridge reviewed the new Strategic Plan with the Committee regarding their tactics for the next three years. The Committee's first focus is developing a master calendar as well as updating the marketing plan. The Committee's goals throughout the next three years include ensuring access to training for all stakeholders, starting with the translation of the collaterals' into Spanish. The Committee will also focus on collecting data on resources utilized by members and highlighting best practices. Commissioner Gonzales motioned to approve the Strategic Plan. The motion was seconded by Commissioner Clara Botstein (DC). Motion carried.

12. Communications Plan – Chair Delbridge presented the first document of the Communications Plan. This was a calendar of holidays and annual events as well as a posting schedule for social media, topics for the newsletter, and webinars the Commission will hold throughout the year. He informed the Committee the Commission will be posting three times a week this year on social media platforms and will continue with monthly newsletters. The second document of the Communications Plan was a

compilation of the Commission's current resources to be promoted through the Commission's social media, website, and newsletters. Executive Director (ED) Cherise Imai reminded the Committee as C&O Committee Members and as Commissioners, the resources, toolkits, webinars, trainings, and collaterals are free and should be utilized and promoted throughout the year to their State Councils and stakeholders in their state. Commissioner Pete LuPiba (OH) motioned to approve the Communications Plan. The motion was seconded by Commissioner Trongone. Motion carried.

13. Purple Up! Toolkit – Chair Delbridge presented the new Purple Up! Toolkit for April 2023. He informed the Committee of the success of the toolkit last year as it was in the top five viewed pages on the MIC3 website. He reminded the Committee to continue to promote the toolkit this year. He highlighted the new posters as well as the social media posts with captions. Ms. Ramsey thanked everyone who sent photos last year and noted how useful they were to the National Office in creating promotions for this year. She reminded the Committee to continue to promote the toolkit to their State Council and to send photos from their Purple Up! events. She also added once the toolkit was approved it would be promoted through MIC3's social media, newsletter, website, and a slider will be added to the homepage of the MIC3 website with a QR code. Commissioner Owen motioned to approve the Toolkit. This was seconded by Commissioner Trongone. Motion carried.

14. Collaterals in Spanish – Chair Delbridge shared the quote for translating the current collaterals into Spanish, this fell under the Committee's third goal of the Strategic Plan of having training accessible and available to all stakeholders. He informed Members the Training Committee released a recording of Compact 101 in Spanish last year. He noted the Commission has been asked to translate collaterals into Spanish from school liaisons who work in locations with a high concentration of Spanish speakers. Ms. Ramsey shared the quote for translating the collaterals and noted this would be on the MIC3 website under Resources for digital download.

15. Commissioner Gonzales stated the quote was reasonable based on quotes Nevada receives for document translation which she facilitates. Commissioner LuPiba asked if the Department of Defense, as ex-officio, would be willing to cover the cost of the translation. ED Imai answered she would ask if they would be able to. With no other comments, Commissioner Gonzales motioned to approve the quote for the translation of the collaterals. This was seconded by Commissioner Botstein. Motion carried.

ITEM 8 – OTHER BUSINESS AND ANNOUNCEMENTS

16. Feedback for the EXCOM – No items were brought forth for the EXCOM.

17. Reminders – Chair Delbridge reminded the Committee to follow MIC3 on social media and of the Compact 101 Training being held on January 19th.

18. Announcements – Training and Operations Associate Lindsey Dablow provided a training update. She shared the National Office keeps a document of all the trainings facilitated throughout the year and in Fiscal Year 2022 there were over 1,000 attendees across 25 trainings. For Fiscal Year 2023, the Commission has either provided or scheduled 42 trainings for over 2,000 participants. She added the Training Committee has been tracking the analytics of the Spanish Compact 101 video since its debut at ABM. She noted the Training Committee has also approved the Compact 101 Training to be in American Sign Language and this video will be released later this year. She noted the focus of the Training Committee this year would be the Learning Management System and working on partnering with the C&O committee to promote trainings and resources. She added the virtual Compact 101's are held monthly and on average have 100 registrants with about 70% attending. She reminded the Committee the virtual Compact 101 trainings can be found on the MIC3 Event Calendar on the website

and are scheduled for the rest of 2023. Chair Delbridge thanked Ms. Dablow for the update and her hard work.

ITEM 9 – ADJOURNMENT

19. With no further business to conduct Commissioner Gonzales motioned to adjourn the meeting. The motion was seconded by Commissioner LuPiba. Motion carried. The meeting was adjourned at 2:47 PM ET.