



Communication and Outreach Meeting Minutes
Wednesday, July 12, 2023
2:00 PM – 3:00 PM ET

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| PRESENT | Chad Delbridge Clara Botstein Felicia Gonzales Pete LuPiba Brian Murphy Keith Owen Tony Trongone | Wyoming Commissioner D.C. Commissioner Nevada Commissioner Ohio Commissioner Indiana Commissioner Colorado Commissioner New Jersey Commissioner | Chair |
| EXCUSED | Teresa Ferenczhalmay Laura Kacer Kristin Windham Christina King | New Mexico Commissioner Iowa Commissioner Mississippi Commissioner Communications Associate | |
| STAFF | Cherise Imai Lindsey Dablow | Executive Director Training and Operations Associate | |

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:04 PM ET by Committee Chair, Commissioner Chad Delbridge (WY).

ITEM 2 – ROLL CALL

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

ITEM 3 – APPROVAL OF THE AGENDA

3. **Commissioner Brian Murphy (IL) motioned to approve the agenda. The motion was seconded by Commissioner Felicia Gonzales (NV). The motion carried.**

ITEM 4 – APPROVAL OF THE MINUTES – MAY 24, 2023

4. **Commissioner Murphy motioned to approve the May 24, 2023, minutes. The motion was seconded by Commissioner Gonzales. The motion carried.**

ITEM 5 – REPORTS

5. **Executive Committee (EXCOM) Update** – Chair Delbridge briefed the Committee on the June 15, 2023, meeting of the EXCOM. He stated ED Imai provided an update on Commission vacancies and appointments. Treasurer and Missouri Commissioner Brian Henry provided an update on the fiscal year (FY) 2023 dues with only two (2) states, District of Columbia and Illinois, outstanding. Communications and Outreach reported the “Guide for Parents, School Officials, and Public Administrators” and the “Quad-Fold Brochure” were translated into Spanish and are available for digital download on the Publications page of MIC3.net.

6. **Communications Plan** – ED Imai provided an overview of the current Communications Plan and July newsletter. ED Imai stated the August newsletter and social media posts would include information on the Annual Business Meeting (ABM) in Richmond, Virginia, promotions for upcoming webinars, and the Parent Toolkit.

ITEM 6 – OLD BUSINESS

7. **Training Update** – Training & Operations Associate Lindsey Dablow stated the Training Committee released the Compact 101 training video in American Sign Language (ASL) with closed captioning on the MIC3 YouTube channel.

8. Ms. Dablow reported on National Office activities for FY23. She stated in FY22 there were 22 trainings compared to FY23 with 68 trainings indicating an increase of 173%. In FY23, 25% of the trainings were held in person and the remaining 75% were held virtually. She added twelve (12) trainings were already scheduled for FY24.

9. Ms. Dablow stated she would be attending the Military Child Education Coalition's (MCEC) Global Training Summit later in the month and would be facilitating three (3) training sessions including briefing community influencers, providing the Compact 201 Training with assistance from Commissioner Designee Dan Dunham (VA), and the Compact 101 Training.

10. **Webinars** – Ms. Dablow reported two (2) new webinars would be produced in July. She also stated the Rules Committee has released new Rules and amendments to existing Rules for consideration this year. The Rules Promulgation webinar will be taped and made available to the Commission during the summer to remind members of the process.

ITEM 7 – NEW BUSINESS

11. **Training Committee Launch of MIC3Training.net: Advertising & Promotion Overview** – ED Imai presented the MIC3Training.net toolkit draft. She noted the title of this online training page has been changed from the "LMS" page to MIC3Training.net. The marketing and promotional toolkit consisted of an example of a webpage draft and included samples for branding guidelines, newsletter and email copy, social media copy, graphics and videos, and a special page for school personnel. MIC3Training.net will debut during the 2023 ABM.

12. **Commissioner Gonzales motioned to approve the MIC3Training.net training portal toolkit. The motion was seconded by Commissioner Murphy. The motion carried.**

13. **2023 End-of-Year Communications Memo** – ED Imai reported this memo is released every year to remind members of the items the committee has worked on throughout the year. She noted the memo did not include the MIC3Training.net portal information but added another memo can be released once the portal is officially launched.

14. **Commissioner Murphy motioned to approve the 2023 End-of-Year Communications Memo. The motion was seconded by Commissioner Gonzales. The motion carried.**

15. **Quick Links Oversized Bookmarks** – Ms. Dablow presented the design of new two-sided oversized bookmarks. The front of the bookmarks includes social media links while the back displays a QR code to a quick links page on MIC3.net.

16. **Parent, School, Commissioner, and State Council Toolkits** – Ms. Dablow gave an overview of changes made to these toolkits, stating changes were made to the overall formatting and design as well as updating content and links.

17. **Collaterals Report** – ED Imai asked the Committee to review this document to understand the cost overrun on the amount budgeted for collateral purchases in FY23. Ms. Dablow reported staff promotes digital downloads of these publications but due to the increase in trainings, collateral usage and requests for printed copies have increased as well and will continue to increase. ED Imai added that as these requests and printing costs continue to increase, the National Office will be requesting a higher budget amount for FY24.

18. **2023 ABM Presentation** – Chair Delbridge reminded the Committee they would be reviewing the Communications & Outreach Committee Report slides for the 2023 ABM at the next meeting in September. He stated the Committee needs to review the slides to ensure all work completed over the past year has been included. ED Imai added the slides will be sent to members in advance of the meeting for their review and feedback.

ITEM 8 – OTHER BUSINESS AND ANNOUNCEMENTS

19. **Feedback for the EXCOM** – No items were brought forth for the EXCOM.

20. **Compact 101 Virtual Training** – Chair Delbridge stated the next Compact 101 virtual training was scheduled for July 25, 2023, at 2:00 PM ET. He asked members to share this training with their state council and state stakeholders.

21. **Proposed Rules and Amendments Commissioner Comment Training** – Chair Delbridge reported a memo was released on June 26, 2023, from the Rules Committee regarding five (5) proposed rules or amendments. He reminded the Committee that as commissioners and ex-officio members, they have 30 days to provide official comments on these proposals and they could be found on the MIC3 website 2023 ABM page.

22. **End-of-Year (EOY) Report Guide** – Chair Delbridge expressed his appreciation to members for turning in their EOY reports. He stated the National Office has posted those on the state pages and is following up with states that have not yet submitted reports. He concluded by reminding members that as a quasi-governmental agency, an EOY booklet for FY23 would be released and posted to mic3.net.

23. **2023 ABM November 8 & 9, 2023** – Chair Delbridge reminded members the registration link was live for the 2023 ABM, urging them to register. He noted the meeting end time for November 9th was changed to 3:00 PM ET to accommodate members needing to depart by 4:30 PM ET.

24. **Reminders/Announcements** – Chair Delbridge stated the next Communications and Outreach Committee meeting would be held on September 13, 2023, at 2:00 PM ET.

ITEM 9 – ADJOURNMENT

25. **With no further business to conduct, Chair Delbridge adjourned the meeting at 2:44 PM ET.**