



MILITARY INTERSTATE
CHILDREN'S COMPACT
COMMISSION

COMMUNICATION & OUTREACH COMMITTEE MINUTES

FISCAL YEAR 2022

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COMMUNICATION AND OUTREACH MINUTES
Wednesday, July 7, 2021

Table with 3 columns: Category (PRESENT, EXCUSED, GUESTS), Name, and Title. Includes names like Brian Henry, Steven Bullard, Pete LuPiba, etc., and titles like Missouri Commissioner, Georgia Commissioner, etc.

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:01 PM ET by Committee Chair, Commissioner Brian Henry (MO).

ITEM 2 – ROLL CALL

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

ITEM 3 – APPROVAL OF THE AGENDA

3. Commissioner Steven Bullard (KY) motioned to approve the agenda as presented. The motion was seconded by Commissioner Teresa Ferenczhalmy (NM). Motion carried.

ITEM 4 – APPROVAL OF THE MINUTES – MAY 5, 2021

4. Commissioner Bullard motioned to approve the minutes from the May 5, 2021, meeting. The motion was seconded by Commissioner Tony Trongone (NJ). Motion carried.

ITEM 5 – REPORTS

5. Executive Committee (EXCOM) – Chair Henry gave a summary of the June 17, 2021, EXCOM meeting. He noted Vice Chair Laura Anastasio led the meeting in Chair Don Kaminar's absence. He said ED Imai reported Council of State Governments (CSG) vaccinated employees returned to the office and the school liaison webpage has been updated. Chair Henry noted some new staffing policies the Rules Committee reported on as well as the Leadership Nomination Committee reported self-nominations are open for leadership positions. He noted the EXCOM announced the 2022 Annual Business Meeting (ABM) will be held in Baton Rouge, LA. ED Imai added the arrival date for the 2021 ABM in Little Rock, AR is Wednesday, November 3rd. Meetings will begin on Thursday morning, November 4, 2021 and will conclude the morning of Friday, November 5th.

ITEM 6 – OLD BUSINESS

6. **Successful Compact Transitions Video Program** – Chair Henry noted the timeline for Successful Compact Transitions Video Program will be extended in hopes of getting more videos. ED Imai said New York reached out to the National Office about doing a video so there may be one video from NY this year.
7. **Updated Commissioner Toolkit** – ED Imai presented the updated MIC3 Training Toolkit for Commissioners. The two-page document was presented for feedback and approval. The Commissioners shared positive feedback.
8. Commissioner Bullard motioned to approve the updated toolkit. Commissioner Darcy Benway (IL) seconded the motion. Motion carried.
9. **Draft Cover Letter Memorandum** – ED Imai reviewed the template that will be sent to all State Commissioners each year releasing the updated Commissioner Toolkit. ED noted the toolkits will be reviewed annually and released. She asked the committee for feedback on any changes that need to be made, positive feedback was given. A question was asked if it automatically goes to new Commissioners, ED Imai said it will be highlighted in the onboarding sessions.

ITEM 7 – NEW BUSINESS

10. **1-2015 Awards, New Commissioner Years of Service Program** – ED Imai noted the strategic plan charged the Executive Committee to develop a program to recognize Commissioners for their years of service. Resulting in the MIC3 Merit Award, ED Imai explained pins will be bestowed for 5, 10, 15, 20, 25, and 30+ years at the ABM if the anniversary falls anytime within the calendar year.
11. Commissioner Bullard motioned to approve the MIC3 Merit Award, Commissioner Benway seconded by the motion. Motion carried.

ITEM 8 – OTHER BUSINESS AND ANNOUNCEMENTS

12. **Items for Executive Committee** – There were no items for the EXCOM.
13. **New Policies: 1-2021, 2-2021, 3-2021** – ED Imai introduced three new policies that CSG introduced regarding meetings and travel during the pandemic that apply to staff. The policies are as follows: Staffing for In-Person Meetings During the COVID-19 Pandemic; Attendance by MIC3 Employees at In-Person Events Convened by Other Entities During the COVID-19 Pandemic; and Establishing Health and Safety Protocols for In-Person MIC3 Events Convened During the COVID-19 Pandemic. She noted MIC3 generally adopts the policies CSG introduces. These policies remain in place until the end of the COVID-19 health emergency. ED Imai stated all MIC3 employees have been fully vaccinated and are permitted to travel per the new policy.
14. **2021 ABM** – ED Imai said the videos submitted by Commissioners (like the one submitted by Commissioner Bullard highlighting Month of the Military Child in Kentucky) will be shown at the ABM.

ITEM 9 – ADJOURNMENT

15. With no further business to conduct, Commissioner Bullard motioned to adjourn the meeting. Commissioner Pete LuPiba (OH) seconded the motion. Motion carried. Chair Henry adjourned the meeting at 2:29 PM EST.



COMMUNICATION AND OUTREACH MINUTES
Wednesday, September 1, 2021

Table with 3 columns: Category (PRESENT, EXCUSED, GUESTS), Name, and Title. Lists attendees like Brian Henry (Missouri Commissioner) and guests like Cherise Imai (Executive Director, MIC3).

ITEM 1 – CALL TO ORDER

1. The meeting was called to order at 2:08 PM ET by Committee Chair, Commissioner Brian Henry (MO).

ITEM 2 – ROLL CALL

2. Roll call was taken by Training and Operations Associate, Lindsey Dablow. A quorum was established.

ITEM 3 – APPROVAL OF THE AGENDA

3. Commissioner Tony Trongone (NJ) motioned to approve the agenda as presented. The motion was seconded by Commissioner Keith Owen (CO). Motion carried.

ITEM 4 – APPROVAL OF THE MINUTES – JULY 7, 2021

4. Commissioner Pete LuPiba (OH) motioned to approve the minutes from the July 7, 2021, meeting. The motion was seconded by Commissioner Owen. Motion carried.

ITEM 5 – REPORTS

5. Executive Committee (EXCOM) – Chair Henry summarized the previous EXCOM meeting. He noted the National Office is conducting several trainings and briefs at State Council meetings. He reported the MIC3 finance report was positive, and he shared the updated Toolkit and Memo that was sent out on August 16, 2021. He said they discussed IDEA and Special Needs guidance and the role of commissioners related to this. He noted the Operations Audit is underway and interviews are being conducted. He reported they also discussed the upcoming virtual Annual Business Meeting (ABM).

ITEM 6 – OLD BUSINESS

6. **C&O Memo and Updated Commissioner Toolkit** – Chair Henry applauded the new Commissioner Toolkit and said it will be presented at the ABM. ED Imai said the National Office will report when resources are sent out and will note it in the committee meeting's minutes.

ITEM 7 – NEW BUSINESS

7. **Successful Compact Transitions Program** – Chair Henry said there is a plan to get more submissions for the video program in 2022 and asked members to promote it within their states.

8. **Annual Business Meeting Slides** – ED Imai presented the slides that will be used for the Communication & Outreach Committee's presentation at the ABM. The committee reviewed the slides and ED Imai requested feedback. She reminded the commissioners to make sure their information on the state webpages is current and to let the National Office know if changes are needed.

ITEM 8 – OTHER BUSINESS AND ANNOUNCEMENTS

9. **Items for Executive Committee** – There were no items for the Executive Committee.

10. **2021 ABM** – Chair Henry said due to the pandemic the decision was made to hold the 2021 ABM virtually. ED Imai said the meeting will be held 12:00-5:00 PM ET on November 4-5, 2021. ED Imai said the revised schedule would be sent through Constant Contact later that day. Ms. Dablow said commissioners don't need to do anything to change their registration status and hotel rooms were cancelled for them. ED Imai said MIC3 has to pay a penalty to the hotel because of the contract and because a State of Emergency was not declared for the state of Arkansas. She noted it was difficult to navigate the meeting last year with the Chair and the staff in different locations so the National Office staff will be streaming the meeting with the audiovisual company from the hotel in Little Rock, AR.

11. **EOY and NGR Reports were due August 31** – ED Imai asked commissioners to contact the National Office if assistance is needed with submitting these. She reminded the commissioners the NGR report is very important as they will be discussed at the ABM.

12. ED Imai thanked Commissioner Henry and Commissioner Owen for their help in securing students as participants in the roundtable meeting facilitated by the U.S. Department of Education. She noted the students were very eloquent and the districts should be proud of the students' representation.

ITEM 9 – ADJOURNMENT

13. With no further business to conduct, Commissioner Trongone motioned to adjourn the meeting. Commissioner William Hardin (GA) seconded the motion. Motion carried and Chair Henry adjourned the meeting at 2:36 PM EST.



COMMUNICATION AND OUTREACH MINUTES
Wednesday, January 12, 2022

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

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.

COMMUNICATION AND OUTREACH MINUTES
Wednesday, March 9, 2022

PRESENT	Chad Delbridge Pete LuPiba Felicia Gonzales Khieem Jackson Brian Murphy Kristen Windham Teresa Ferenczhalmy Tony Trongone Nicole Russell	Wyoming Commissioner Ohio Commissioner Nevada Commissioner California Commissioner Indiana Commissioner Mississippi Commissioner New Mexico Commissioner New Jersey Commissioner National Military Family Association	Chair Ex-Officio
EXCUSED	Keith Owen	Colorado Commissioner	
STAFF	Cherise Imai Lindsey Dablow Stephanie Ramsey	Executive Director, MIC3 Training and Operations Associate, MIC3 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.

COMMUNICATION AND OUTREACH MINUTES
Wednesday, May 11, 2022

PRESENT	Chad Delbridge Pete LuPiba Felicia Gonzales Khieem Jackson Brian Murphy Tony Trongone Keith Owen Eileen Huck	Wyoming Commissioner Ohio Commissioner Nevada Commissioner California Commissioner Indiana Commissioner New Jersey Commissioner Colorado Commissioner National Military Family Association Ex-Officio	Chair
EXCUSED	Kristen Windham Teresa Ferenczhalmy Tony Trongone	Mississippi Commissioner New Mexico Commissioner New Jersey Commissioner	
STAFF	Cherise Imai Lindsey Dablow Stephanie Ramsey	Executive Director, MIC3 Training and Operations Associate, MIC3 Communications Associate, 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. He explained that Riggs will be reaching out to Commissioners over the next few months to obtain their input for the plan. He also noted that the EXCOM voted on a State Service Award for Tyler Backus from Maine as he is stepping down as Commissioner. He announced the Rules Committee is developing an Open Records Request Policy. The EXCOM agreed with the C & O Committee and removed the Ambassador Program from

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.