

COMMUNICATIONS & OUTREACH COMMITTEE REPORT

Chad Delbridge (WY), Chair

Responsible for developing materials to improve and expand the outreach of the Commission and targeting opportunities to communicate our message to a wider audience.

Over the past year, the Committee focused on making sure MIC3's message is clear, consistent, and easy to share. From updating digital content to refreshing outreach tools and resources, the Committee worked to better support states, schools, and families in understanding the Compact and how it helps military-connected students.

The Committee kicked off in January and reviewed communication goals and laid out a plan for the year. The discussion focused on creating more helpful outreach materials, improving how the Commission presents itself online, and supporting state councils in getting the word out. Members also discussed ways to keep messaging aligned and emphasized the importance of equipping Commissioners with the tools they need to promote the Compact locally. Shortly after the meeting, the national office released a Communications & Outreach Memorandum outlining key priorities - like updating public service announcements (PSAs), preparing social media content, and improving promotional toolkits.

In March, the Committee continued building momentum. They approved the FY2024 Annual Report, which featured a new layout, full committee reports, and highlights from the past year. They also approved an application for ex-officio membership from the *Education Commission of the States*, which moved on to the Executive Committee for review and approval. Members received updates on the Commission's website review, which included ensuring all state-related information was accurate and accessible. Other topics included ongoing outreach around the Month of the Military Child, the Purple Up! campaign, and toolkit release for April, and paused efforts to pursue federal resolutions due to changes at the national level. Still, members expressed excitement about continuing these efforts in 2025.

Although the May meeting did not attain quorum, members present received progress updates and reviewed the *Month of the Military Child/Purple Up!* video to showcase state activities and support for military kids and teens. Work continued behind the scenes on the PSA video drafts, outreach content, and developing additional state-level support materials. The Committee discussed possible new partnership opportunities to help expand the Commission's visibility.

In July, the Committee reviewed three new PSA videos, adding to the three previous segments developed in 2018. Members agreed the videos would be valuable outreach tools and voted to approve them for use on the MIC3 website and social media channels. The videos were forwarded to the Executive Committee for final review and approval. The Committee also reviewed annual social media analytics and a year-end report from the national office detailing all trainings, conferences, and events held or attended across the year. Overall, engagement activity spiked around the Annual Business Meeting (ABM) and the Month of the Military Child - showing strong engagement during key times of the year.

In September, the Committee analyzed end-of-year report data on state marketing and promotional activities around the compact, which will assist the Committee in identifying

opportunities to engage and assess current programming and resources under the next strategic plan.

Throughout FY2025, the Committee focused on strengthening communication online, in-person, and through partnerships. With refreshed PSAs, better data on engagement, and a clear direction for the year ahead, the Communications & Outreach Committee is well-positioned to keep building awareness and helping MIC3 stay visible, consistent, and mission-focused.