

COMMUNICATIONS & OUTREACH REPORT

Chad Delbridge (WY), Communications & Outreach 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.

The Committee began Fiscal Year 2026 by reviewing Year 1 Goals for the 2026-2028 Strategic Plan and establishing priorities for the year ahead. Discussions centered on empowering the student voice, enhancing the Commission's online presence, and supporting state councils in promoting the Compact.

Committee members approved the 2026 Communications Plan, which outlined planned webinars, social media content, and publications, as well as the annual Communications & Outreach Memorandum. Released in January, the memorandum identified key priorities, including collaborating with Military Family Education Liaisons and state councils, promotion of training opportunities, and expanded distribution of the *Compact Stories: Student Voices* video series.

During FY2026, the Committee proudly promoted five webinars. These included an overview of the Department of War's (DoW) Education-Related Top 10 Policy Priorities in partnership with the Defense State-Liaison Office (DSLO) team, candid reflections from Bloom families on Compact outreach and awareness, and a feature of Florida's *Ought to be a Law Program* and its support of Compact training efforts.

The Committee also reviewed and approved three new Public Service Announcements (PSAs), building on the original series developed in 2018. Located on the MIC3 website and promoted on the Commission's social media platforms, these PSAs have become a valuable tools for partners to use for Compact promotion. Additionally, three new videos, from Texas and Oregon, were released as part of the *Compact Stories: Student Voices* series, highlighting successful implementation of the Compact in areas such as extracurricular participation and course credit transfer.

Updates to the Ex-Officio 101 video series were approved, providing ex-officio organizations with an opportunity to share their organization's history and current initiatives. Looking ahead, the Commission will be launching a *Lunch & Learn: Case Studies* series in July, featuring brief sessions on Compact-related cases, as well as a Meet the Commissioner series for the Commission's newsletter and social media channels to highlight best practices and strengthen awareness of the Commissioner role.

The Committee continued its regular review of annual, monthly, and quarterly social media & website analytics. Engagement peaked during key periods, including during the Annual Business Meeting (ABM) and the Month of the Military Child (MOMC), demonstrating strong audience interaction. The Committee also approved a redesign of the "Resources" webpage on mic3.net to improve access to key information.

Following approval of the Purple Up! MOMC Toolkit in January, the C&O Committee celebrated MOMC in April. Social media engagement during the month showed continued growth compared to 2025. Notably, 31 states issued proclamations recognizing MOMC and Purple Up! Day. The Committee also initiated discussions on updates to the toolkit for 2027.

Using FY2025 End-of-Year Report data, the Committee analyzed state-level promotion of the Compact to identify opportunities for increased engagement with state councils and Compact Commissioners. Based on these insights, revisions to the End-of-Year Report questions related to Compact outreach were discussed and approved for submission to the Compliance Committee.

Through FY2026, the Communications & Outreach Committee remained committed to preserving Commission culture, maintaining fidelity to the Compact, and raise awareness of the Compact through collaboration with internal and external partners. The Committee continues to focus on expanding the Commission's reach and strengthening communication efforts to engage a broader audience.