

MIC3 Communications Plan

Purpose

The MIC3 2026 Communications Plan will educate, engage, and equip stakeholders to advance the Compact's mission: supporting successful educational transitions of uniformed service families. It aligns all messaging and outreach with the Strategic Plan goals of Culture, Fidelity, and Engagement.

Audiences

Primary

- Commissioners (New and Returning)
- State Councils & Appointing Authorities
- Ex-officio members
- Military-connected families
- School administrators, counselors, and educators

Secondary

- Federal agency partners (DoD, DoE, USCG, NOAA, USPHS, NGR)
- State Department of Educations
- Policymakers
- Press & Public

Core Messages

- MIC3 ensures consistent, student-centered educational transitions
- The Compact protects educational continuity and removes barriers
- MIC3 operates with transparency, collaboration, and accountability
- State leaders, educators, and families are essential for the Compact's success

What We Have Started

- Ex-Officio 101 Videos
- State Spotlights from 2025 ABM
- MOMC Toolkit Refresh
- Document Refresh
- Bloom Webinar Scheduled
- Regular Distribution of Newsletter/Chair Message

What's Next

- BSF Webinar Logistics
- Appointment Authority Outreach
- Approval of MOMC Toolkit
- Plan New Commissioner Webinar Series
- Plan ex-officio spotlight weeks
- Continue collaboration with Bloom

2026 Communications Plan

Recurring

Social Media

- Compact 101 Monthly Training Reminder
- Did you know?
- Meet the Commissioner- Beginning in May

Newsletter

- Did you know?
- Ex-Officio Corner
- Compact 101 Training Calendar
- Meet the Commissioner- Beginning in August

Chair Letter

- Quorum Legislative Tracking Spreadsheet
- State Council Section
- Committee Meetings Schedule
- Any Memos

January

Social Media

- New Years
- Martin Luther King Jr Day
- Compact 201 January Specific
- Compact 101 2026 Dates
- Compact 201 2026 Dates
- Finding your State Commissioner and SLO contacts
- MOMC Toolkit
- Meet the Commissioner
- What Students are covered by the Compact

Newsletter

- MOMC Toolkit
- State Spotlights Posted
- Compliance Ring
- ECS Representative on State Pages
- Policy Guide Updated and Advisory Opinions Booklet Published

Chair Message (Members Only)

- Core Theme: Strategic Plan Rollout
- End of Year Deadlines/ Compliance Ring
- Fresh Off the Press
- Rule Promulgation Submission Deadline

Webinars

- State Spotlights posted (Fidelity)
- Ex-Officio 101s in progress (Engage)
- Virtual Compact 101 Training (Educate)

February

Social Media

- Meet the Commissioner
- Did you know?
- Valentines Day
- President's Day
- MOMC Toolkit Promo
- 1st Partner Promotion Week

Newsletter

- MOMC Toolkit
- Compact 101 Calendar
- DSLO Webinar
- Ought to be a Law Webinar
- Welcome ECS
- State Spotlights Updated

Chair Message

- Core Theme: Outreach for MOMC
- COC/COI
- End of Year Deadlines + Compliance FY2026 Graphic
- DSLO Webinar

Webinars

- Ex-Officio 101s Posted
- Bloom Webinar Recorded and Distributed
- DSLO/DoW Top 10 Priorities Webinar

March

Social Media

- 3rd Partner Promotion Week
- Compact 201

Newsletter

- Bloom Webinar
- MOMC Toolkit
- February Training Recap
- Ex-Officio 101s Updated

Chair Message

- Core Theme: Finance/Dues Increase
- Compliance Ring
- Deployment Resources
- Compliance Article from Chair Bullard
- Webinars Available

Webinars

- Ought to Be a Law Students (Florida)

April

Social Media

- Compact 201
- Gold Star Spouses
- Bloom Article
- MOMC
- EXCOM Retreat

Newsletter

- MOMC
- Student Article from Bloom
- Compliance Article
- Training Round Up
- Fort Benning Roundtable
- Special Edition: Purple Up Newsletter

Chair Message

- MOMC Toolkit
- NOAA in Your Area
- Safe Haven and Deployment Resources
- Compliance Reminders
- ECS: What are Governors Prioritizing?

May

Social Media

- MOMC Recap
- Military Appreciation Month
- Military Spouse Appreciation Day
- Memorial Day

Newsletter

- MOMC Recap
- Deployment Resources Update

- Training Roundup

Chair Message

- Welcome from Executive Director Dablow
- Celebrating Graduating Students
- Amended Policy 2-2022 *Open Records Request*
- Compliance Reminders/Update
- MOMC Analytics
- SEC 8.101 Webinar Promotion

Webinars

- ASCA + MIC3: Strengthening Support Systems for Military Connected Students

June

Social Media

- Compact 201
- Army Birthday
- Flag Day
- Juneteenth
- Fiscal Year Training Wrap Up

Newsletter

- Website Updates
- Commission Farewells
- Training Roundup

Chair Message

- Lunch & Learn: Case Studies Promotion
- Travel and Reimbursement Webinar Promotion
- Compliance Reminders/Update
- Upcoming Webinars
- ABM Registration Now Open
- Website Changes

Webinars

- Travel and Reimbursement Guidelines

July

Social Media

- Fourth of July

Newsletter

- Bloom Student Article
- Commission Farewells

- America at 250
- Training Roundup

Chair Message

- ABM Registration
- Lunch & Learn: Case Studies Promotion
- Military Family Lifestyle Survey
- Travel and Reimbursement Guidelines for the ABM
- New Commissioner Onboarding Series Webinars

Webinars

- *Compact Rules, SEC. 8.101 Coordination Between States and Commission*

August

Social Media

- Meet the Commissioner Launch
- Newsletter Promotion
- Back to School

Newsletter

- Back to School
- Meet the Commissioner Series
- Training Roundup

Chair Message

- Lunch & Learn: Case Studies Promotion
- ABM Reminders
- New Commissioner Onboarding Series Webinars
- Military Teen Experience Survey Results

Webinars

- Duties and Responsibilities of Commissioner and State Council
- Rules Promulgation Guide

September

Social Media

- Labor Day
- Meet the Commissioner
- Air Force Birthday

Newsletter

- Meet the Commissioner
- Training Roundup

Chair Message

- ABM Reminders
- 2027 DoW State Policy Priorities Webinar Promotion

October

Social Media

- Compact 201
- Meet the Commissioner
- Navy Birthday
- ABM Recap

Newsletter

- Training Roundup

Chair Message

- ABM Recap
- Lunch & Learn: Case Studies Promotion

Webinar

- Education Insights from DoW's 2027 State Policy Priorities

November

Social Media

- Veterans Day
- Thanksgiving

Newsletter

- ABM Recap
- Elections Press Release

Chair Message

- ABM Wrap Up
- Policy/Rules Changes
- Lunch & Learn: Case Studies Webinar

December

Social Media

- Happy Holidays
- Happy New Year

Newsletter

- Bloom Student Article

Chair Message

- ABM Wrap Up

- Policy/Rules Changes
- Committee Preference Survey 2027
- Lunch & Learn: Case Studies Webinar

Webinar Schedule

External/General

January: DSLO/DoD Top 10 Priorities

February: Bloom Webinar Published (Audience: commissioners and ex-officios only)

March: Ought to be a Law Initial Session

April: American School Counselor Association + MIC3 (Audience: ASCA Members Only)

Date TBD

Travel Reimbursement Policy

Deployment Resources

Onboarding Series

Mini Videos (5 minutes or less)

NFHS Network (Shorter informational webinar from NFHS Representative Davis Whitfield)

MOMC