



Federal Laboratory Consortium  
for Technology Transfer

*Promote Committee Charter as of September 2021*

*Promote*

**PROMOTE COMMITTEE CHARTER- DRAFT**

**Last Updated:** 08/16/2021

**Mission/Charge:** This committee is created to actively promote the availability, benefit, and value of Federal laboratory assets through technology transfer (T2) to improve national prosperity and execution of lab missions.

**PROMOTE Goals:** GOAL 1: Provide clear and simple communication and messaging of opportunities, benefit, and value available through T2 to the lab leadership and technical staff, national leadership, private sector, and other key stakeholders. (Communication strategy and plan)

GOAL 2: Leverage and expand tools and resources that promote awareness of and access to available lab assets to the private sector and other key stakeholders. (Tools and services)

GOAL 3: Recognize the T2 community's best practices and top performers. (Awards)

**2021 Operational Tactics:** **Tactic 1:** Implement the communications plan with all FLC communication products to expand audiences and improve readership (e.g. Lab Tech In Your Life, Planner, Labs in Action, Newsletters, etc.) (Promote: Communications Subcommittee)

**Tactic 2:** Complete the next iteration and build out of the FLC website and FLC Business. (Promote: Website Subcommittee)

**Tactic 3:** Complete the integration of the National and Regional awards and launch all on the new submission platform. (Promote: Awards Subcommittee)

**Promote Committee Chair:** Whitney Hastings

- Members:**
- Lisa Marianni and Whitney Hastings, Awards Subcommittee Co-Chairs
  - Kimberly Minafra, Communications Subcommittee Chair
  - TBD, Website Subcommittee Chair

- Subcommittees under this Committee (if any):**
- Awards Subcommittee
  - Communications Subcommittee



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	<ul style="list-style-type: none"><li>• Website Subcommittee</li></ul>
<b>Number of Members:</b>	Minimum 4; maximum 20
<b>Terms:</b>	Chair elected for two-year term. Subcommittees appointed for two-year terms by Chair
<b>Member Skills:</b>	<ul style="list-style-type: none"><li>• Must be a current FLC member to be Chair of Committee or Subcommittee.</li><li>• Other professionals may join and contribute as deemed necessary by Subcommittee Chair with approval of the Committee Chair.</li></ul>
<b>Type of Meetings:</b>	<ul style="list-style-type: none"><li>• In-person attendance at the National Meeting</li><li>• Monthly teleconferences (3pm Thursdays)</li><li>• Promote Chair is a member of the Executive Board and will participate in quarterly meetings</li></ul>
<b>Committee/Subcommittee Chair Expectations:</b>	Committee and Subcommittee Chairs are expected to: <ul style="list-style-type: none"><li>• Lead the Committee/Subcommittee in alignment with the FLC Strategic Plan</li><li>• Drive the Committee/Subcommittee to accomplish the Tactic(s)</li><li>• Develop the monthly meeting agenda in conjunction with Cooperative Agreement Partner (CAP) staff member</li><li>• Lead the monthly meetings</li><li>• Meet with the CAP staff member at least monthly</li><li>• Provide quarterly updates on Committee/Subcommittee activities to the Executive Board</li><li>• Devote a minimum of six to eight hours per month to the Committee/Subcommittee</li><li>• Attend the National Meeting</li><li>• Update this Charter initially and annually with the CAP staff member (Committee Chair only)</li></ul>
<b>Committee/ Task Force Expectations:</b>	Committee Members are expected to: <ul style="list-style-type: none"><li>• Accomplish their Tactics</li><li>• Attend a minimum of 75% of Committee calls</li><li>• Devote an additional hour per month, beyond the calls, to the Committee</li><li>• Attend the National Meeting</li></ul>
<b>Cooperative Agreement Partner (CAP) Expectations:</b>	The CAP is expected to: <ul style="list-style-type: none"><li>• Implement the activities recommended by the Committee</li><li>• Meet with the Committee/Subcommittee Chair monthly</li></ul>



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- Provide guidance and perspective to the Committee/Subcommittee on the Tactic(s)
- Develop the budget for the Committee/Subcommittee
- Organize and support the monthly conference calls (including scheduling, teleconference numbers & recording of minutes)
- Attend all Committee/Subcommittee conference calls
- Organize the Committee/Subcommittee meetings at the National Meeting
- Provide updates to the Committee/Subcommittee on related activities of the FLC
- Inform the Executive Board on Tactic(s) status
- Update this Charter annually with the Committee Chair

**New Member Recruitment:** New members will be added following Committee formation and after new Committee elections. Transition will occur on October 1 following Committee Chair election.

**Promote Committee Budget:** Budget Authority: \$1,816,548

**Timeline:** Appendix B

**Lead Staff Liaison:** Carolina Olivieri (FLC Marketing Director)

[colivieri@federallabs.org](mailto:colivieri@federallabs.org)

**Other Staff Members:** Jordana Bieze Foster, Marketing Manager  
Stanley Dixon, Web and Database Systems Manager  
Jessica Znidarsic, Awards Associate

**Appendix A**

Template Committee Budget

Promote Budget (2022)

Website redevelopment <ul style="list-style-type: none"> <li>• Build and maintenance</li> <li>• Design and digital strategy</li> <li>• Annual hosting fees</li> </ul>	\$220,951
FLC Business Redevelopment	\$390,000
Marketing & Communications <ul style="list-style-type: none"> <li>• LTIYL</li> <li>• Paid media/Social media</li> <li>• Newsletters</li> <li>• Video</li> </ul>	\$90,700
Publications <ul style="list-style-type: none"> <li>• Creative</li> <li>• Printing</li> <li>• Fulfillment</li> <li>• Design</li> <li>• Copy Editing</li> </ul>	\$68,000
Awards <ul style="list-style-type: none"> <li>• Trophies</li> <li>• Supplies/Shipping</li> </ul>	\$75,800
Total Promote Budget	\$845,451
Staff and Administration	\$871,097
Strategic Initiatives Funding for Awards Videos	\$100,000
Total	\$1,816,548



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## Appendix B

### Template Timeline

<b>Date</b>	<b>General</b>	<b>Tactic 1:</b> Implement the communications plan with all FLC communication products to expand audiences and improve readership (e.g. Lab Tech In Your Life, Planner, Labs in Action plan; Newsletters, etc.)	<b>Tactic 2:</b> Complete the next iteration and build out of the FLC website and FLC Business.	<b>Tactic 3:</b> Complete the integration of the National and Regional awards and launch all on the new submission platform.
January 2022	Conference call  Recap of past year  Board meeting prep	Outline year of activities for implementation of communications plan.  Next steps LTIYL (review paid media)  Labs in Action marketing – criteria development  Review of readership survey for newsletters	Integration  FLC Business Platform in progress if grant modification accepted, if not, seek new vendor.	2021 National Award Winners selections finalized;  National Awards Publication development in progress  Regional awards discussion and planning
February 2022	Conference Call	National Meeting marketing promotions  Next steps LTIYL	Website testing/Functionality and page testing	All profiles and reviews completed.  Awards ceremony planning for the National Meeting



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				Regional awards planning
March 2022	Conference Call National Meeting	National Meeting media plan feedback	Website testing /functionality testing/ content refinement	National Awards Ceremony planning  Awards program at printer
April 2022	Conference Call National Meeting	In person National Meeting/using in-person meeting to gauge interest in communication products.  Labs in Action story review	Conduct preview of website	Awards ceremony at the National Meeting  Regional awards prep
May 2022	Conference Call	FLC Planner discussion with updated criteria	Website review and corrections from preview  Regional awards submissions on Slayte/new platform.	National Meeting Awards recap  Regional awards call for submissions on Slayte/new platform
June 2022	Conference Call	Call for Planner submissions	Guidance from sub-committee on website marketing for launch  Develop tutorial/ promotional videos to educate community on new site.	Regional Awards  2023 National Awards prep
July 2022	Conference Call	2022 Planner call and judges recruited	Launch of new website at July EB meeting and	Regional Awards



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			campaign to educate community on new site and all systems that work together.	2023 National Awards prep and judge recruitment
August 2022	Conference Call	Judging of FLC Planner submissions and selections.	Promote new website	Regional Awards  2023 National Awards submissions
September 2022	Conference Call	FLC Planner final review of layout/approval	Promote new website	2023 National Awards submissions close and judging begins
October 2022	Conference Call	Labs in Action story selections / feedback on marketing promotions	Promote new website	National Awards judging ends
November 2022	Conference call	Review milestones	Promote new website	National Awards selections, announcements and profile write ups
December 2022	Conference call	Review milestones  Communications product planning and EB Report for 2023	Review and refine	National Award program development