



PROMOTE COMMITTEE CHARTER

Last Updated: September 3, 2024

Goal #2: *FLC is the leader in communicating federal technology transfer opportunities and successes*

Objective 1:*Increase reach and engagement with FLC stakeholders through targeted communications*

Objective 2: *Increase the understanding of federal technology transfer and its value to the U.S.*

Objective 3: *Develop communication offerings that are inclusive of diverse and relevant audiences.*

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# Promote Operational Plan

**Goal #2: FLC is the leader in communicating federal technology transfer opportunities and successes**

**Objective #1: Increase reach and engagement with FLC stakeholders through targeted communications**

Activities/ Tactics	FLC Staff Responsibility	Others Responsible (EB, Committees, Subcommittees, Other Stakeholders)	Fiscal Resources	Timeline	New Equipment & Infrastructure	Measures of Success/ Indicators of Achievement
<b>Strategy #1: Identify and characterize FLC stakeholders, their interests, needs and engagement preferences .</b> <b>DONE</b>						
<ul style="list-style-type: none"><li>Internal Focus: Add meta tags to the existing FLC Impexium database to identify internal stakeholders. (DONE)</li><li>Survey/Interview stakeholders to understand their needs, interests and engagement preferences. (IN PROGRESS)</li><li>Identify and document any deficiencies and best practices for future communications (DONE)</li></ul>	<ul style="list-style-type: none"><li>Develop initial list of internal stakeholders and characterize by interests, needs, engagement preferences.</li><li>Prepare surveys/interviews and execute (work in conjunction w/Facilitate and Educate to avoid duplicative efforts)</li><li>Review results of interviews from comm plan 20-25 for additional info</li><li>Update/revise internal stakeholder list as needed</li></ul>	<ul style="list-style-type: none"><li>Identify key stakeholders</li><li>Provide SME questions</li></ul>	Labor	Q1 2024	\$0.00	Produce key document outlining stakeholder identification and characterization added and updated in database/Impexium.

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**Strategy #2: Develop a focus group for under-represented and non-participating labs to understand why they do (or don't) engage with FLC.**

**DONE**

<ul style="list-style-type: none"><li>• Non-participant focus: Identify and build list of under-represented/non participating labs for focus group outreach. (<b>DONE</b>)</li><li>• Develop focus group questions and survey methodology. (to coordinate w/Facilitate/Educate) (<b>DONE</b>)</li><li>• Conduct at least 3 focus groups with under-represented and non-participating labs. (<b>DONE</b>)</li><li>• Identify and document at least 1-3 strategies to engage non-participating and under-represented labs. (<b>IN PROGRESS</b>)</li><li>• Monitor and report on representation changes from identified labs annually.</li></ul>	<ul style="list-style-type: none"><li>• Develop list of under represented/non-participating labs from list of internal stakeholders and schedule and hold focus groups (at least 3)</li><li>• Document findings and evaluate current engagement product mix for relevancy.</li><li>• Update comms strategies and products to reflect strategy 2 findings.</li><li>• (<b>survey to be conducted due to difficulty in scheduling a larger focus group</b>)</li></ul>	<ul style="list-style-type: none"><li>• Assist with identifying under-represented/ non-participating labs;</li><li>• Provide SME questions for focus groups.</li><li>• Participate in several focus groups</li></ul>	Labor	Q2 2024	\$0.00	<ul style="list-style-type: none"><li>• Document of findings to guide communications to better engage under-represented and non-participating labs based on results of focus groups and research with annual report of any lab representation changes.</li></ul>
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<b>Strategy #3: Conduct surveys and interviews to better understand external stakeholder groups and how to effectively engage them.</b> <b>(IN PROGRESS)</b>						
<ul style="list-style-type: none"><li>External focus: Identify external stakeholder groups (private sector; univ; govt); (coordinate w/facilitate/educate)</li><li>Rank external stakeholders by mission impact and establish a baseline communication effectiveness score for top 3 groups.</li><li>Build a series of questions for survey and interviews focused on the characteristics of the 4-5 most important external stakeholder groups.</li><li>Review findings and identify and document one to three strategies/actions for improving communications with each group.</li><li>Track effectiveness of communication changes over time.</li></ul>	<ul style="list-style-type: none"><li>Prepare list of external stakeholders</li><li>Work with committee on question development for survey</li><li>Sends survey and analyze results</li><li>Document findings and evaluate current engagement product mix for relevancy.</li><li>Update comms strategies and products to reflect strategy 2 findings.</li></ul>	<ul style="list-style-type: none"><li>Works with staff on development of SME questions to ask for surveys/interviews</li></ul>	Labor	Q1 2025 Complete Survey	\$0.00	<ul style="list-style-type: none"><li>Document of key findings from focus groups/interviews that guide how to better communicate for greater engagement and which tools work best, for example social media/LTIYL.</li></ul>

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<b>Strategy #4: Develop targeted communications plan based on FLC stakeholder needs ( <i>Update Comm Plan</i> ) (<b>NOT STARTED</b>)</b>							
	<ul style="list-style-type: none"><li>Objective 1 is the data gathering phase (market research; surveys; focus groups) necessary to build a new comm plan to better engage different audiences; including public-facing products(for example LTIYL – hospital targets biomedical community etc.) segmented by FLC products.</li><li>Develop messaging templates for targeted communications, based on feedback from surveys and focus groups.</li><li>Track success of communications products and make any adjustments based on feedback.</li></ul>	<ul style="list-style-type: none"><li>Make updates to Comm Plan 2020-2025: For new plan: outline FLC products per target audience, including introduction of any new products (podcasts), and utilize characterization document to create messaging that is more impactful.</li></ul>	<ul style="list-style-type: none"><li>Review comms plan and provide feedback for refinement</li></ul>	Labor	Q4 2024/Q1-2025	\$0.00	Complete Comm Plan to achieve strategic plan's goal to be the leader in communicating federal T2 opportunities and successes. Establish baseline metrics: YOY Metrics: <ul style="list-style-type: none"><li>Website +20% page views</li><li>LTIYL +20% tour visits</li><li>Social +25% audience engagement</li><li>Email: +5% open rates</li></ul>

## Promote Operational Plan

***Goal #2: FLC is the leader in communicating federal technology transfer opportunities and successes***

***Objective #2: Increase the understanding of federal technology transfer and its value to the U.S.***

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**Strategy #1: Map federal laboratory ecosystems across the country.  
(IN PROGRESS)**

<ul style="list-style-type: none"><li>• Work with Facilitate on mapping federal lab ecosystem.</li><li>• Determine critical zones of high federal lab density and/or where major federal labs are located for targeted communications.</li><li>• For each critical zone, identify and document tech focus areas, major universities, business development and trade groups for the relevant labs</li><li>• Establish email focus groups based on ecosystems.</li><li>• Develop an interactive map to highlight ecosystems and tech focus areas.</li><li>• Share interactive product on FLC website</li></ul>	<ul style="list-style-type: none"><li>• Identify software platform for interactive map</li><li>• Build list of tech areas and federal labs</li></ul>	<ul style="list-style-type: none"><li>• Guide identification of tech areas by providing information on federal lab ecosystems</li></ul>	Unknown	Q2 2025  Q3 2025 Launch	Might need a freelancer to build interactive map.	An interactive map is posted and promoted on the website of all federal lab ecosystems in the U.S. and used for tech focused or regional communications.
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<b>Strategy #2: Refine new FLC communications strategy/plan (including products and channels) to engage new stakeholders.</b> <b>(NOT STARTED)</b>						
<ul style="list-style-type: none"><li>As comm plan launched, monitor market changes among audience and after one year, refine per market/product needs.</li><li>Establish a regular update timeline for stakeholder data validation.</li></ul>	<ul style="list-style-type: none"><li>Utilize data from updated information on all FLC products and channels as refine plan.</li><li>Utilize characterization document with results of focus groups and under-represented labs interviews</li></ul>	<ul style="list-style-type: none"><li>Provide guidance and feedback on comms plan including targeted messaging for all products and channels</li></ul>	Labor	Q1 2026	NA	Share, post and implement communications plan with stakeholder characterization results for FLC products and channels.

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Strategy #3: Evolve the FLC Awards program to reflect stakeholder needs.  
(DONE)

	<ul style="list-style-type: none"><li>Coordinate with stakeholder engagement teams to include survey and focus group questions related to FLC awards.</li><li>Refine Awards Plan to incorporate updated information on stakeholder needs</li><li>DONE: (All categories revised in 2024)</li></ul>	<ul style="list-style-type: none"><li>Collect information and incorporate into a new Awards plan.</li></ul>	<ul style="list-style-type: none"><li>Awards committee to provide feedback and guidance for new plan and determine based on award metrics if categories should be eliminated or new ones promoted.</li></ul>	Labor	Q2 2025	\$0.00	Present and post an updated Awards plan incorporating stakeholder needs with refined criteria and/or new categories starting with the 2026 Awards Cycle. Increase award submissions 10% YOY.



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<b>Strategy #1: Develop information to engage audiences more effectively. (IN PROGRESS)</b>						
<ul style="list-style-type: none"><li>Created new product (<b>DONE – podcast</b>)</li><li>Create new FLC marketing materials (brochures, web page, emails, etc.) with targeted language to better engage FLC's different audiences. (<b>IN PROGRESS</b>)</li><li>LTIIYL – new tours target new communities (<b>DONE</b>)</li><li>Planner – larger number of submissions/use photos for other products (<b>DONE</b>)</li><li>Leverage materials developed for other organizations (e.g. AUTM) to better understand the communication needs of diverse audiences. (<b>NOT STARTED</b>)</li></ul>	<ul style="list-style-type: none"><li>Utilizing results of all interviews, focus groups and surveys, develop targeted marketing materials that are audience specific and determine language/products that would be most effective.</li></ul>	<ul style="list-style-type: none"><li>Provide guidance and feedback on all new marketing materials</li></ul>	Labor	Q2-Q3 2025	\$0.00	Measured effectiveness of engaging audiences including new brochures promoted to FLC's different audiences. YOY Metrics: <ul style="list-style-type: none"><li>Website +20% page views</li><li>LTIIYL +20% tour visits</li><li>Social +25% audience engagement</li><li>Email: +5% open rates</li><li>Brochures – +5% downloads and print requests</li></ul>

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**Strategy #2: Identify gaps in current communications that are, or may be, limiting engagement from a broader audience.  
(IN PROGRESS)**

<ul style="list-style-type: none"><li>Conduct a communications audit on all FLC materials to identify gaps that may be limiting engagement among a broader audience before refining the plan.</li><li>Plan one to three new projects to update existing materials.</li></ul>	<ul style="list-style-type: none"><li>Audit all FLC marketing materials and identify gaps that may limit reach</li><li>Prepare a report for committee on findings</li></ul>	<ul style="list-style-type: none"><li>Review findings from communications audit and provide guidance and feedback on improving and/or creating new pieces that would more effectively engage a broader audience.</li></ul>	Labor	Q3 2025	\$0.00	Complete communications audit to clearly identify gaps and incorporate findings into refined communications plan to avoid limiting engagement.

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**Strategy #3: Develop a communications strategy to better engage national organizations with diverse memberships (i.e. Tech councils, MEPS, HBCUs).**  
**(IN PROGRESS)**

<ul style="list-style-type: none"><li>Research and develop a comprehensive outreach list for national organizations with diverse memberships.</li><li>Informally survey organizations to understand how to best communicate with their members.</li><li>Include in communications plan how to engage national organizations with diverse memberships via most appropriate FLC products.</li></ul>	<ul style="list-style-type: none"><li>Identify and reach out to national organizations to learn what aspects of the FLC would engage them more.<ul style="list-style-type: none"><li>- podcast guests</li><li>- trade show booths</li><li>- expanding partnerships</li></ul></li><li>Include findings factoring different needs of the different organization and how the FLC plans to effectively engage in comms plan.</li></ul>	<ul style="list-style-type: none"><li>Help identify national organizations that the FLC should engage with.</li><li>Provide guidance and feedback on new comms plan section to better engage with diverse organizations.</li></ul>	Labor	Q4 2024 - Q1 2025	\$0.00	Complete communications plan with strategy on how to engage diverse audiences through language and product updates for how to better connect with national organizations and diverse audiences. Monitor results for continued refinement.

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**Strategy #4: Develop and/or refine communications products to reflect identified audience preferences and increase accessibility.**

**(IN PROGRESS)**

<ul style="list-style-type: none"><li>Objective 3 is the act of communicating T2 success through the refinement and creation of new products. (ie; LIA; podcasts)</li><li>Develop checklist for comm strategies (materials/events/toolkits)</li><li>Conduct a comm audit on all communications products to identify engagement of each product and determine if new products should be developed to reflect audience preferences and accessibility (brochure/website, etc.)</li><li>Review and refine communications products to better reflect audience preferences and accessibility</li></ul>	<ul style="list-style-type: none"><li>Mkt Dir and team to determine what products need updating and/or if new products need to be developed to reflect audience preferences and improving accessibility.</li></ul>	<ul style="list-style-type: none"><li>Provide SME for communications products content;</li><li>Review and provide feedback on all comm products.</li></ul>	Labor	Q3 2025	\$0.00	FLC will provide information on updated communications products that are easily accessible and reflect identified audience preferences. Information to be added to comm plan for future engagement.
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