



Federal Laboratory Consortium
for Technology Transfer

Promote Committee Charter as of October 4, 2022

PROMOTE COMMITTEE CHARTER

Last Updated: 10/5/2022

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 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)

2023 Operational Tactics: Tactic 1: Continue progress through the five-year goals of the FLC Communications plan, including:

- The selection and launch of the next platform of LabTech in Your Life (if a new platform is the preferred recommendation);
- A 2% increase FLC Digest open rates, including the addition of more original content (this could include the launch of a quarterly podcast, this is being discussed and details on launch are TBD).
- Greater representation of federal labs, large and small, submitting for the 2024 FLC Planner, with targeted outreach to labs that have not submitted recently; and
- Development and launch of at least four videos for Labs in Action for increased external engagement. (Promote: Communications Subcommittee)

Tactic 2: Website innovations including:



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- Finalize the buildout and launch the new FLC Business including an effective database search and working APIs.
- Continued refinement of the new FLC website (better navigation to FLC successes - Awards and LIA databases included, and single-sign on adjustments to the member access area.

Tactic 3: Complete implementation of unified Awards plan to include:

- Development of three videos to feature award winners, used to increase visibility of winners among external audiences;
- Increase representation of Award applications, particularly from those that have formerly been unrepresented;
- Conduct surveys to evaluate Awards program, including the gathering feedback on regional recognition to identify any areas of needed improvement for 2024/25. (Promote: Awards Subcommittee)

Promote Committee Chair:

Whitney Hastings

Subcommittee Chairs:

- Lisa Marianni, Awards Subcommittee Chair
- Kimberly Minafra, Communications Subcommittee Chair
- Derek Parks, Website Subcommittee Chair

Subcommittees under this Committee (if any):

- Awards Subcommittee
- Communications Subcommittee
- Website Subcommittee

Number of Members:

Minimum 4; maximum 20

Terms:

Chair elected for two-year term. Subcommittees appointed for two-year terms by Chair

Member Skills:

- Must be a current FLC member to be Chair of Committee or Subcommittee.
- Other professionals may join and contribute as deemed necessary by Subcommittee Chair with approval of the Committee Chair.



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Type of Meetings:	<ul style="list-style-type: none">• In-person attendance at the National Meeting• Monthly teleconferences (3pm Thursdays)• Promote Chair is a member of the Executive Board and will participate in quarterly meetings
Committee/Subcommittee Chair Expectations:	Committee and Subcommittee Chairs are expected to: <ul style="list-style-type: none">• Lead the Committee/Subcommittee in alignment with the FLC Strategic Plan• Drive the Committee/Subcommittee to accomplish the Tactic(s)• Develop the monthly meeting agenda in conjunction with Cooperative Agreement Partner (CAP) staff member• Lead the monthly meetings• Meet with the CAP staff member at least monthly• Provide quarterly updates on Committee/Subcommittee activities to the Executive Board• Devote a minimum of six to eight hours per month to the Committee/Subcommittee• Attend the National Meeting• Update this Charter initially and annually with the CAP staff member (Committee Chair only)
Committee/ Task Force Expectations:	Committee Members are expected to: <ul style="list-style-type: none">• Accomplish their Tactics• Attend a minimum of 75% of Committee calls• Devote an additional hour per month, beyond the calls, to the Committee• Attend the National Meeting
Cooperative Agreement Partner (CAP) Expectations:	The CAP is expected to: <ul style="list-style-type: none">• Implement the activities recommended by the Committee• Meet with the Committee/Subcommittee Chair monthly• 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)



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- 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: \$405,600

Timeline:

Appendix B

Lead Staff Liaison:

Carolina Olivieri (FLC Marketing Director)

colivieri@federallabs.org

Other Staff Members:

Jordana Bieze Foster, Marketing Manager

Jessica Znidarsic, Project Associate

Stephanie Baynes, Webmaster

Carlie Donow, Social Media/Video Development

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Appendix A

Template Committee Budget

Promote Budget (2023)

Website Maintenance & FLC Business	\$309,000
Marketing & Communications <ul style="list-style-type: none"> • LTIYL • Paid media/Social media • Newsletters • Video • Publications • Copy Editing 	\$57,000
Awards <ul style="list-style-type: none"> • Trophies • Supplies/Shipping 	\$39,600
Staffing and Administration	\$895,400
Total Promote Budget	\$1,301,000



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Appendix B

Date	Subcommittee Chair meetings	Communications subcommittee Tactic 1: Continue progress through the five-year goals of the FLC Communications plan	Website subcommittee Tactic 2: Website innovations	Awards Subcommittee Tactic 3: Complete implementation of unified Awards plan
Q1 2023	<p>Recap of past year and outline goals for 2023</p> <p>Board meeting prep</p>	<p>LTIYL – Begin development of next phase of program - call for technologies and location selection (new platform?).</p> <p>Add LIA stories and develop promo campaign with videos.</p> <p>Subcommittee brainstorming session for FLC National Meeting communication opportunities (e.g., LTIYL, LIA, Planner).</p> <p>National Meeting marketing promotions</p> <p>LTIYL (call for technologies/selection of technologies)</p>	<p>Launch FLC Business</p> <p>Promote FLC Business. Contact press for media push/ press release.</p> <p>Subcommittee review and feedback on launched FLC Business.</p> <p>Subcommittee's external testers to review and provide feedback on the user experience of FLC Business.</p> <p>FLC Business platform fixes</p> <p>National Meeting prep to promote new website and FLC Business Subcommittee</p>	<p>Public Announcement of 2023 Award Winners and Best in Region – Selection of LIA stories for Comm Subcommittee</p> <p>Plan and identify awards for video development – create at least four award videos for marketing throughout the year.</p> <p>Subcommittee brainstorming session on “beyond the ceremony” awards recognition at National Meeting.</p> <p>National Meeting - Awards Ceremony prep/ Banquet seating – MC</p> <p>Legislative outreach for award winners</p>



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			brainstorming session.	Awards 2024 - Discussion of establishing new categories/criteria updates to open at NM Selection of LIA stories for Comm Subcommittee
Q2 2023	Subcommittee Chair updates National Meeting recap	LTIYL – New technologies reviewed for selection to site Adding LIA stories gallery / marketing and video promotions FLC Planner discussion to update criteria and solicit judges, as well as expand outreach of lab representation; LTIYL filming FLC Planner Open call for submissions Monitor newsletter metrics	Review of FLC Business – highlight areas to refine and improve. Promote FLCB and website Since both builds complete – redefine goals of website subcommittee	Open call for 2024 Awards Submissions Reflect on National Meeting Awards and discuss ideas for next year. Call for 2024 Awards Open timeline Discuss award video program Determine award video development focus – labs/awards/interview suggestions
Q3 2023	Subcommittee Chair updates	FLC Planner Open call for submissions/ LTIYL launch Planner judging and submission selections LTIYL marketing and video promotions Planner final review layout	Define next steps for website subcommittee and begin implementation process (possible merge subcommittee with communications)	Video program development Video program development Monitor number of award submissions Close of Award submissions/



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		Draft subcommittee charter tactics	Draft subcommittee charter tactics, if applicable	preparation for judging Draft subcommittee charter tactics
Q4 2023	Subcommittee Chair updates	<p>LTIYL Feedback / paid media-social media & video promotions – review and next steps</p> <p>LIA story review/ marketing and video ideas & promo</p> <p>Review milestones</p> <p>Communications product planning and EB Report for 2024</p>	Review milestones	<p>Judging</p> <p>Selections and informing regions</p> <p>Review milestones</p>