



Federal Laboratory Consortium
for Technology Transfer

Promote Committee Charter as of July/2020

Promote

PROMOTE COMMITTEE CHARTER

Last Updated: 7/21/2020

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)

2020 Operational Tactics: **Tactic 1:** Develop a communication strategy with playbook and plan by October 2020 Board Meeting (Promote: Communications Subcommittee)

Tactic 2: Assess and recommend next iteration of the FLC Website and embedded resources (e.g. FLC Business Search or analog, Lab Tech in Your Life, Best Practices) by [End of fiscal year-October 2020]. (Promote: Website Subcommittee)

Tactic 3: Increase awards submissions annually. Provide recommendations to streamline awards submission process and criteria development by October 2020 Board Meeting (Promote: Awards Subcommittee)

Promote Committee Chair: TBD (Chair will be elected in September 2020 and will take office October 1, 2020.)

Members:

- Awards Subcommittee Chair
- Communications Subcommittee Chair
- Website Subcommittee Chair



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Subcommittees under this Committee (if any):	<ul style="list-style-type: none">• Awards Subcommittee• Communications Subcommittee• Website Subcommittee
Number of Members:	Minimum 5; maximum 20
Terms:	Chair elected for two-year term. Subcommittees appointed for two-year terms by Chair
Member Skills:	<ul style="list-style-type: none">• 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.
Type of Meetings:	<ul style="list-style-type: none">• In-person attendance at the National Meeting• Monthly Teleconferences• 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



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**Cooperative Agreement Partner
(CAP) Expectations:**

The CAP is expected to:

- Implement the activities of 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)
- Attend all Committee/Subcommittee conference calls
- Organize the Committee/Subcommittee meeting 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 initially and annually with the Committee Chair

New Member Recruitment:

New Members will be added following Committee formation and after new Committee elections. Transition will occur at October 1 following Committee Chair election

Promote Committee Budget:

Budget Authority: \$1,370,355.97

Timeline:

Appendix B

Lead Staff Liaison:

Carolina Olivieri (FLC Marketing Director)

colivieri@federallabs.org

Other Staff Members:

Jordana Bieze Foster, Marketing Manager

Katherine Segreti, Marketing Coordinator

Appendix A

Template Committee Budget (11/1/19 – 10/31/20)

Promote Expenses	
Marketing (Website, Lab Tech In Your Life, Etc.)	\$ 136,213.00
Communications (Paid Media, Social Media, Etc.)	\$ 76,546.66
Publications (Report to Congress, FLC Planner, Etc.)	\$ 16,782.21
Staff	\$ 765,430.00
Materials (Equipment, Travel, Etc.)	\$ 306,935.00
Awards	\$ 68,449.10
Total	\$ 1,370,355.97



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Appendix B

Template Timeline

<u>Date</u>	<u>General</u>	Tactic 1: Develop a communication strategy with playbook	Tactic 2: Assess and recommend next iteration of the FLC Website and embedded resources	Tactic 3: Increase awards submissions annually
January	Conference Call	-	-	-
February	Conference Call Revise Committee Charter	-	-	-
March	Conference Call Develop Committee agenda for National Meeting	-	-	-
April	Conference Call Provide Committee Update to Executive Board (includes successes to date and plans for 2020-2021)	-	-	-
May	Conference Call [Specific deliverable timeline]	- Outline developed and interviews launched	-	-
June	Conference Call	- Interviews in progress and	Meeting to develop	Utilize personal outreach for regional



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	[Specific deliverable timeline]	preparation of draft plan -	roadmap for discovery	submissions (past winners and regional coordinators) Utilize social media Increase touch points about programs Allow for time for extensions in case there are low number of submissions Utilize space in FLC Digest to promote regional programs
July	Conference Call [Specific deliverable timeline]	- Review draft comm plan with committee-address changes/revisions	Demo proposed platforms Develop RFP	Review National Category and Criteria Ongoing deadlines for Regional programs
August	Conference Call [Specific deliverable timeline]	- Review draft plan with committee/addresses changes/revisions	Develop and launch RFP	Media promotion of 2020 National Awards and highlighting career benefits may lead to increase of submissions for 2021 National Awards. Promotion of National Awards Banquet during



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				first virtual meeting
September	Conference Call	- Review and finalize draft plan with committee	Review RFPs	Promotion of 2021 National Awards submissions during 2020 National Meeting
October	Conference Call New Committee Members Identified Select new Subcommittee Chair (as needed) Overview of responsibilities and Charter provided to all Members Email sent to rolling off Members Awards Plan Communications Plan	- Final comm plan presented to EB	Report website assessment and recommendations Work with consultant on next steps for website and other platforms RFP Review	Personal outreach and social media outreach for 2021 National Awards
November	Wrap up Conference Call Recap of past year Exit Interview of retiring Committee Members		RFP review and selection	-