



Federal Laboratory Consortium
for Technology Transfer

Promote Committee Charter as of October 2020

Promote

PROMOTE COMMITTEE CHARTER- DRAFT

Last Updated: 11/30/2020

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)

2021 Operational Tactics: **Tactic 1:** Develop a communications plan by the January 2021 Board Meeting and begin implementing plan with all FLC communication products (e.g. Lab Tech In Your Life, Planner, Newsletters, etc.) (Promote: Communications Subcommittee)

Tactic 2: Assess and recommend next iteration of the FLC website and embedded resources (e.g., FLC Business Search) by January 2021 Board Meeting and begin development work. (Promote: Website Subcommittee)

Tactic 3: Enhance the recognition and prestige of the Awards Program and the Success Story database. Streamline the awards submission process and criteria development to appeal to a broader federal lab population, which will result in increased National and Regional submissions over time. (Promote: Awards Subcommittee)

Promote Committee Chair: Whitney Hastings

- Members:**
- Awards Subcommittee Chair
 - Sara Langdon, Communications Subcommittee Chair



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	<ul style="list-style-type: none">• Website Subcommittee Chair
Subcommittees under this Committee (if any):	<ul style="list-style-type: none">• 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:	<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 (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



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- 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:

- 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)
- 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: \$1,183,700

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 (11/1/20 – 10/31/21)

Promote Budget

Website Redevelopment (only 2021) <ul style="list-style-type: none"> • Build and maintenance • Design and digital strategy • Annual Hosting fees& Open Water hosting 	\$410,800
FLC Business Redevelopment (<i>requires grant modification</i>)	\$582,500
Marketing & Communications <ul style="list-style-type: none"> • LTIYL • Paid media/Social media • Newsletters • Video 	\$117,000
Publications <ul style="list-style-type: none"> • Creative • Printing • Fulfillment • Design • Copy Editing 	\$45,100
Awards <ul style="list-style-type: none"> • Trophies • Supplies/Shipping 	\$28,300
Total Promote Budget	\$1,183,700
All Staff & Administration	\$765,430
TOTAL	\$1,949,130



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Appendix B

Template Timeline

Date	General	Tactic 1: Develop a communications plan and begin implementing with all FLC communication products	Tactic 2: Assess and recommend next iteration of the FLC website and begin development work.	Tactic 3: Enhance the recognition and prestige of the Awards Program and the Success Story database. Streamline the awards submission process and criteria development to appeal to a broader federal lab population.
October 2020	Conference Call Email sent to rolling off members	Summary Communications Plan presented to EB LTIYL FLC Planner	Website assessment and recommendations in progress Work with consultant on next steps for website and other platforms FLC Business RFP review	Personal outreach and social media outreach for 2021 National Awards Regional award presentations at regional meetings
November 2020	Conference Call	LTIYL filming (rescheduled due to COVID-19 lockdown) FLC Planner distributed	Website platforms selected FLC Business RFP review/budget discussion	Regional Award presentations at regional meetings



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December 2020	<p>Conference call</p> <p>New Committee Members Identified</p> <p>Overview of responsibilities and Charter provided to all members</p>	<p>Communications Plan final in Board Book</p>	<p>Website scope of work for Phase 2</p>	<p>Awards Subcommittee selection process for 2021 National Awards in progress</p>
January 2021	<p>Conference call</p> <p>Recap of past year w/exit Interview of retiring Committee Members</p> <p>Board meeting</p>	<p>Communications Plan presented at Board meeting</p> <p>LTIYL DHS & airport filming</p>	<p>Platforms and timeline presented at Board Meeting</p> <p>Website vendors selected to begin digital strategy, design and implementation</p> <p>FLC Business Platform selected (budget grant modification approved)</p>	<p>2021 National Award Winners selection process finalized</p> <p>National Awards Publication development in progress</p>
February 2021	<p>Conference Call</p>	<p>Marketing Collateral review</p>	<p>Website digital Strategy and Discovery commences.</p> <p>Launch FLC Business data audit with vendor</p>	<p>Announcement of 2021 National Award Winners and promotion via press releases</p> <p>Awards ceremony planning for the National Meeting and review of 2021 National Awards Book</p>
March 2021	<p>Conference Call</p>	<p>LTIYL final review and approval</p>	<p>Website Digital Strategy</p>	<p>National Meeting Awards Ceremony planning</p>



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				Success story database redesign and editorial guideline review
April 2021	Conference Call National Meeting	LTIYL launched at National Meeting and promotional campaign developed	Digital Strategy completed and design of site commences Annual Report to Congress data collection	Awards ceremony at the National Meeting Regional awards discussion and planning
May 2021	Conference Call	Annual Report to Congress compilation and design LTIYL follow up and next step planning	Website design in progress	
June 2021	Conference Call	Final Annual Report to Congress review and approval		
July 2021	Conference Call	2022 Planner call for technologies	Website design review and testing	
August 2021	Conference Call	FLC Planner review of submissions and selections.	Website integration among platforms	
September 2021	Conference Call	FLC Planner compilation and design		Launch 2022 National Awards request for submissions
October 2021	Conference Call	Review plan and make annual adjustments	Implement AMS/CMS/EMS platforms and begin	



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			testing phase in fourth quarter	
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