

**Meeting name: Communications Steering Committee
Minutes**

Date: March 21, 2017

Join WebEx Meeting number: 805 894 706

Join by phone Toll free number: 1-877-953-0411 Passcode: 9206148

1. Welcome – Laura

2. Roll Call – Laura

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	
Becky Cassidy, LLUCC	Robin Malicki, Population Registries of Wisconsin
Carol DeSantis, ACS	Winnie Roshala, Cancer Registry of Greater California. Secondary Liaison to NAACCR Board
Chandrika Rao, North Carolina Cancer Registry	Annette Hurlbut, Elekta
Dan Curran, C/Net Solutions	Mignon Dryden, Cancer Registry of Greater California
Susan Gershman, Massachusetts Cancer Registry	
Charlie Blackburn, NAACCR staff	
Dustin Dennison, NAACCR staff	
Lori Swain, NCRA, primary Liaison to NAACCR Board	

3. Minutes/Outstanding action items – Laura/Charlie

- Any changes to the February minutes as posted on Causeway – No changes, **APPROVED**
- Status of Strategic Management Update – **Charlie**
 - **Action Item:** Continued effort to promote SMP work plan/documents spotlighting in 2017 beginning with January coordination of Comm tools (social media and NAACCR Narrative). The committee will start to implement the action plan beginning this month. This topic will be a regular item on the agenda for coming months. **Draft SMP Highlights via Comms Plan tools - Laura/Annette**

4. World Cancer Day event 2/4 Follow-up – Dustin – Analytics were covered. WCD landing on a Saturday caused numbers to drop compared to last year. Report uploaded to Causeway.

- **Action Item: Topic Closed.**

5. NAACCR Brochure 2013 update (due 7/2017) – Laura/Charlie – Brochure was shared with the group. Positive comments about the new look. Charlie asked for feedback from the group in the next two weeks.

- **Action Item: Topic will remain on April agenda for update from Charlie on suggestions received then then removes from agenda.**

6. Communications Working Groups

- Social Media WG lead, update – **Dustin**. WCD campaign saw slightly better performance than last year with the exception of the day itself, which was on a Saturday. Two new NAACCR Review articles shared with SM followers

- NAACCR Review Blog Site Status – **Becky**. Two new blogs since last meeting. No additional posts planned at the time being. Posts were unsolicited rather than sought out – positive sign.
 - NAACCR Narrative update due date and article needs– Spring issue **Chandrika/Dustin**
 - Status: ePoll to be designed to solicit re the NAACCR Forum
- Reminder has been sent out but no articles submitted just yet
- **Action Item:** Chandrika to send out ListServ reminder for the Narrative.

7. Forum for concerns/update/etc-Dustin

- **Action Item:** ePoll to be designed for Narrative issue to solicit input on the Forum
- Dustin shared with the group the idea for the Narrative poll. The group did not have any initial input. Dustin will send out a draft once the Narrative preparation process is underway.

8. Annual Conference Communications-ALL

- Charlie noted that there were no significant items to report. He asked the group for any social media suggestions, promotional suggestions, and attendee / member communications that should be shared with delegated.
 - **Action Item:** Members will forward any annual conference communications suggestions to Charlie.
- Communications Steering Committee meeting to be held on Wednesday, June 21 from 7-8 am at the Annual Conference.

9. Closing remarks / Adjournment

- The Causeway tutorial update was brought up as a topic discussed at the Board/Chair in person meeting.
 - **ACTION:** Laura, Chandrika and Susan will work with Dustin and Charlie on updating the video.
- Robin Malicki has agreed to serve as Co-Chair of the Communications Steering Committee with Laura Ruppert next year (after the Annual Meeting).

10. Next Call – 4/18/2017