

Meeting name: Communications Steering Committee

Minutes

Date: April 19, 2016

1. Welcome – Laura Ruppert

2. Roll Call – Annette Hurlbut

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	Ashley Yannello, AJCC
Annette Hurlbut, Elekta	Becky Cassady, LLUCC
Carol DeSantis, ACS	David Sampson, ACS
Chandrika Rao, North Carolina Cancer Registry	Joe Schramm, CAP
Dan Curran, C/Net Solutions	Mignon Dryden, Cancer Registry of Greater California
Kim Vriends, Prince Edward Island Cancer Registry, Board Liaison	Robin Malicki, Population Registries of Wisconsin
Winnie Roshala, Cancer Registry of Greater California	Susan Gershman, Massachusetts Cancer Registry
Charlie Blackburn, NAACCR staff	
Dustin Dennison, NAACCR staff	

3. Minutes/Outstanding action items – Laura Ruppert

- Any changes to the March minutes as posted on Causeway – none heard
- Status of Communications Plan - Best Practices sections - **Charlie** – Chuck/Lori Swain reviewing; Lori completed her review; Chuck will review over the next couple of weeks and return. There may be more of an update after tomorrow’s Board/Chair meeting
- Strategic Management Update (based on the Board/Chair meeting discussion) – **Charlie** – Revisions have been coming in for SMP. Consolidation of updates has been sent to Betsy/Ann Marie. Tomorrow’s Board Chair call will include this item for discussion. Mid-May anticipated open call for input. Back to Ann Marie. Final version due annual conference time.

4. Communications Working Groups

- Social Media WG lead, update - **Dan Curran reporting for Robin**
 - Dan reported Twitter Digest in Spring 2016 Narrative. Look forward to annual conference presence – impromptu gathering at NAACCR’s annual conference booth - social media tutorial provision. Discussed Social Media contest – prizes covered by NAACCR office.
- NAACCR Review Blog Site Status – **Becky Cassady** – not available on call. Per Becky: There were two blog postings since our last meeting in March. Recinda and Frank are working on another possible blog entry regarding the change in coding of Thyroid Cancer cases.
- NAACCR Narrative update - **Chandrika Rao/Dustin Dennison**
 - Spring 2016 issue posted 4/19
 - Charlie/Dustin noted that stats indicate that ListServ is very effective. Take home message is that membership
 - Dropbox has made the review process much more efficient

5. Web and reporting capabilities – Dustin Dennison

- **Google Analytics - link for the analytics for on-demand viewing:**
<https://www.dropbox.com/sh/bcp318nnrnrxbw/AABJcpZsCvCtRaK5Rns20owma?dl=0>
- **NAACCR website updates**
 - Status of Redesign Task Force-**David Sampson/Dustin Dennison** – Dustin reported that the Task Force targeted those that could ‘handle the job’ – 3 of the proposals have come back.

6. Other Items of Interest to Committee

- **NCRA Annual Conference**
 - **Action Item:** Laura will ping Jim for any input gathered from the conference
- **NAACCR Annual Conference Giveaways**-all finalized and will be at St. Louis location
- **NAACCR Conference** – Committee meeting period Mon 6/13 12-1pm CT.
- **Press Release update** – CINA update – link to the NAACCR CINA Publication (2008-2012) page reviewed
- **Follow-up for members’ input on CSC involvement - Laura**
 - Ashley Yanello, AJCC; David Sampson, ACS; and Joe Schramm, CAP have decided to join meetings on an as needed basis. We will remove them from the member list and add as guests as needed.
 - **Action Item:** Causeway updates if needed based on status change

7. Closing remarks

- Start thinking about if there is value in a forum for concerns, updates, etc by members
 - Think about how it would be monitored
 - Who responds with answers and/or messages that it may not be in NAACCR’s oversight
 - Group did agree that we do not want a forum that focuses on complaints, rather challenges, barriers, and possible solution.
 - We will discuss in May

Adjournment 11:14 am EST

8. Next Call – 5/17/2016