

Meeting name: Communications Steering Committee

Agenda

Date: July 12, 2017

- **Welcome – Laura**
- **Roll Call – Robin**

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| Laura Ruppert, Indiana State Cancer Registry | Carol DeSantis, ACS |
| Robin Malicki, Population Registries of Wisconsin | Chandrika Rao, North Carolina Cancer Registry |
| Becky Cassidy, LLUCC | Dan Curran, C/Net Solutions |
| Susan Gershman, Massachusetts Cancer Registry | Lori Swain, NCRA, primary Liaison to NAACCR Board |
| Francis Boscoe, New York. Secondary Liaison to NAACCR Board | Mignon Dryden, Cancer Registry of Greater California |
| Charlie Blackburn, NAACCR staff | |
| Dustin Dennison, NAACCR staff | |
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- **Minutes – Laura**
 - Any changes to the June minutes – No changes, **Approved**
- **Volunteer to take notes at meetings**
 - No takers during the call to replace Annette. A second request will be announced offline by Laura before the next meeting via email, however Robin will take minutes until the new person is in place.
- **NAACCR Brochure 2013 update (due 7/2017) – Charlie**

Action Item: Charlie has posted a draft to the Committee via Causeway for review/comment in July to have comments back by the end of July.
- **CEO Cancer Gold Standard Re-Accreditation – Robin**

Action Item: The CEO Cancer Gold Standard Re-Accreditation was announced via SM last month. Robin will verify if State, National and local agencies may qualify to receive accreditation, and what organizations are currently accredited. This information collected will direct how we will promote accreditation to other States and organizations.
- **Communications Working Groups**
 - Social Media WG lead, update – **Robin/Dan/Dustin –**

Action Item: Periscope of live main conference events, SM posts for pre, during and post conference announcements/promotion were successful. Conference Photos, SM contest posts, and NCI’s tweets about their presentations at NAACCR were the most popular. It may pay to react to more of NCI’s posts in an attempt to leverage some of their followers.

The CDC conference posts will continue until and during the conference.

For NAACCR 2018:

Discussed having a social media onboarding breakfast with Nan Stroup. This breakfast will be for setting up accounts, answering SM questions, posting for the SM contest, etc.

Discussed having Nan tweet out her opening remarks/presentation for 2018.

- **Social Media Platforms** Laura knows how to use Instagram, and we may consider expanding platforms once we improve our current presence.
- **NAACCR Review Blog Site Status – Becky**
Action Item: Dustin emailed on July 10th the Google analytics link to CSC members, which confirms there is positive support and interest in the blog and forum. Within the first three months of our new website, the forum and blog ranked within the top 20 most visited pages!
- **NAACCR Narrative Summer issue release Chandrika/Dustin**
Given both the uncertainties with delayed CDC NOAs, as well as with time spent catching up after NAACCR, we are currently low on narrative content.
- **Forum for concerns/update/etc-Dustin**
- **Job Postings**
 - **Action Item:** This is still to be brought to the Board via our Board Liaison.
- **Annual Conference Communications-ALL**
Action Item: For those who did not complete the survey, you still may; the link emailed to NAACCR attendees is still active. Link to evaluations was sent out on 7.10 for the final time. Feedback about conference discussed: 1) We missed not having the keynote speakers, who are meaningful for motivating and setting the tone for the conference 2) The Percy and Muir awards were at an awkward time, therefore proper attention wasn't afforded 3) The state certs ceremony was too late in the evening.
- **Social Media contest – Dustin/Robin**
The three gift card recipients had high quality posts. However, we still had very low participation, with under five posts to choose from. 2018 tactics to improve participation will be considered; please see above for account set-up breakfast "SM with the President."
- **Pictures**
Action Item: Dustin has uploaded some of the conf pictures to SM. The remaining Pictures will be posted on Flickr. We discussed in-person about sharing pictures before the NAACCR Webinars begin, etc.
- **Action Item:** The hard copy completed surveys re social media and communications utilization were collected. Dustin will manually review the hard copy surveys, coalesce the responses, and will share for review by CSC in the next few weeks.
- **Causeway Tutorial-Charlie**
 - Causeway tutorial was reviewed on 7/13 conference call (Dan Curran/Susan Gershman with Charlie/Dustin) and updates are to be applied to the Causeway tutorial.
- **Certification Press Release-Laura**
 - Press release has been reviewed and is ready to be released by Charlie.
- **AJCC 8th edition Errata-Laura**
 - In preparation for the 2018 Data Changes, an idea came up to dedicate a page on the NAACCR web site as a central repository for "What You Need to Know for 2018." This idea received positive feedback and interest by CSC; the page idea will be presented by the Board Liaison at the next Board meeting.

- **Closing remarks / Adjournment**
- **Next Call – 8/9/2017 at 10:30 am EST**