

**Meeting name: Communications Steering Committee  
Minutes**

Date: November 8, 2017

**1. Welcome – Laura**

**2. Roll Call – Robin**

Laura Ruppert, Indiana State Cancer Registry	Carol DeSantis, ACS
Robin Malicki, Population Registries of Wisconsin	Chandrika Rao, North Carolina Cancer Registry
Becky Cassady, 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	

**3. Minutes – Laura**

- There were no changes to the October Minutes. The October minutes were approved.

**4. Group review of Communications Plan- Laura & Robin**

- The Board would like the Communications SC to periodically review the Communications Plan.
- Reminder to review the Communications Plan and be ready by December to see what we need to improve on and what we are executing well.

This will be discussed further next month.

Robin asked everyone to chime in on input on the communications plan. The committee is responsible for reviewing the execution and content of the plan during the year. She asked us to tell us what went well and please identify challenges in execution. She would like this prior to the December meeting.

## **5. Communications Working Groups**

- Social Media WG lead, update – **Robin/Dan/Dustin**

Robin will work on re-tweets. They have been focusing on Breast Cancer Awareness Month. November is Lung Cancer Awareness months and Dustin posted social media mentions on this.

- NAACCR Review Blog Site Status – **Becky**

There have been no new entries. Frank Boscoe put an article in the last Narrative so hopefully it will spur some ideas.

- NAACCR Narrative -**Chandrika/Dustin**

The Narrative was sent out last week. The statistics look good. Feedback has been positive. We had 1000 hits on the first new addition. It actually outperformed the web site for that day which was just over 900 hits.

## **6. Job Postings**

Due to Call for Data, we will move this out a bit. Robin, Dustin and Laura will discuss off line.

## **7. XML Roll-out - Robin and Dustin**

- Review 10/6/17 XML workgroup meeting and their request for communications involvement.

Dustin and Robin have met with the XML group to assist in promoting the changes. They are generating the content for future posts at this time. Dustin and Robin are mainly acting as helpers in this process. They will use our various methods of communication, social media, and listserv. There is a very specific timeline that will have to be executed. Vendors, NAACCR members, and the general cancer surveillance community are the intended audience. Dan is attending the next XML meeting and asked if there is anything he needs to communicate. Dustin asked him to see if they needed assistance disseminating the content they have drafted.

## **8. Closing remarks / Adjournment**

## **9. Next Call – 12/13/2017 at 10:30 am EST**