

Communications Steering Committee Minutes

Date: January 10, 2018

1. Welcome – Laura

2. Roll Call – Laura

Laura Ruppert, Indiana State Cancer Registry - Present	Carol DeSantis, ACS - Present
Lori Swain, NCRA, primary Liaison to NAACCR Board - Present	Susan Gershman, Massachusetts Cancer Registry – Present
Becky Cassady, LLUCC - Present	Mignon Dryden, Cancer Registry of Greater California - Absent
Francis Boscoe, New York. Secondary Liaison to NAACCR Board - Present	
Chandrika Rao, North Carolina Cancer Registry - Present	
Dan Curran, C/Net Solutions - Present	
Charlie Blackburn, NAACCR staff - Present	
Dustin Dennison, NAACCR staff - Present	

3. Minutes – Approval of December Minutes

The December 2017 minutes were approved.

4. Group review of Communications Plan- Dustin, Charlie

- The Board would like the Communications SC to periodically review the Communications Plan.
- The group was asked to review the plan and bring up ideas, areas of execution, areas of improvement, and new items needed to add to the plan.
- The Plan must be fully reviewed by February
 - i. Reminder to review the Communications Plan and be ready by January to see what we need to improve on and what we are executing well.
 - ii. What communication plan item or initiative stands out to you that we have executed well or accomplished over the past calendar year?
 - iii. What stands out as something that did we not execute effectively or completely?
 - iv. Is there anything we should revise or add to the plan, based on how the committee’s initiatives and calls have evolved?

The group reviewed the Communications Plan. One the call several suggestions were made which are noted below. Dustin and Charlie will go over these changes, make them, and provide an updated plan to the group by the February meeting.

- Page 7 Update web site redesign.
- Activity 7, 8 and 9 Update

Communications Working Groups

- Social Media WG lead, update – **Dan/Dustin**
 - How to move forward with leadership

There were discussions with Robin about a potential role moving forward. Dustin has not heard back from Robin since the last time he followed up. Dan and Dustin will work with Chandrika on work Robin was doing.

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

The last blog was in December and there has been no new activity. It was noted that 2017 was slower in general. Dustin said that the resource is there but currently there is limited activity for whatever reason.

- NAACCR Narrative – **Chandrika/Dustin**
 - The deadline for the next Narrative is **January 10th**

The Narrative deadline was Monday. More submissions are coming in. Dustin will start to work on the file late this week and early next week. This will be the second time we have used the new version. There should be between 6-8 articles. This is better than most winter articles.

5. Job Postings

- Due to Call for Data, this was moved out a bit.

Lori said that the Board wanted this committee to provide some guidance and direction. There was some work being done by the Professional Development SC which may overlap on this. There was an idea to have this discussed at the March in-person Board/Chair meeting.

6. XML Roll-out – Dustin

- Update

Dan and Dustin have been working with the XML group. They have not met much since December. More updates will be provided at the February meeting once more action has been done.

7. Hackathon – Dustin

- The Hackathon workgroup is asking the help of the Communications Steering Committee in coming up with a catchy name for the Hackathon.

Dustin reminded everyone who was on the committee. Our group is being charged with helping the group with promotion, themes, and other PR related items. It will be held at the

University of Pittsburgh Saturday and Sunday prior to the conference. Presentations by the groups will take place on Monday prior to the conference. The presentations will be given at the annual conference hotels.

8. Closing remarks / Adjournment

There were no closing remarks.

9. Next Call – 2/14/2018 at 10:30 am EST

The meeting concluded at 11 AM Central. The next call is on February 14, 2018.