Communication Steering Committee SMP2 Minutes

10/20/2020

* Really
* 00:00:03Well, the meeting is being recorded, thanks. Tyler
* 00:00:07Um,
* 00:00:10You know, Lynn and Chandrika are pretty critical in our because they're like
* 00:00:18**bona fide like members instead of**
* 00:00:23Board liaison or
* 00:00:27Kyle is also a member. So I'm really hoping that they're going to be able to chime in. But why don't we go ahead and at least kind of just start
* 00:00:39Refreshing our memory of
* 00:00:44The notes from last time. So I'm just going to share my desktop. I'm going to share, um,
* 00:00:58I'm going to share the agenda and let me know when you guys see it.
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**Tyler Scott**

00:01:07We can see it in

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**Antoinette Stroup**

00:01:09Okay, great. Okay, so I'm just going to scroll to the top. So, um, let's see. So

* 00:01:18I know that Dan Curran is on leave, so he's really not able to make it at all.
* 00:01:26Alright, so I'm just going to give a quick overview. A much like the rest of our the other two SMP meetings I built in some reading and reflection time just to kind of get make sure everybody is
* 00:01:43Able to read and digest the material in order to
* 00:01:49You know elicit like responses and feedback from everyone. I think that that's been working really well for us. And I've really enjoyed actually hearing everyone's feedback on on all the different
* 00:02:01Things that we've been doing the last couple of meetings and some ground rules again new your yourself if you're not talking
* 00:02:13And for a lot of us, myself included.
* 00:02:18Where we can get distracted, so I
* 00:02:21very kindly asked that all of you close your other apps so that you can focus on the task at hand.
* 00:02:30Participation is key to reaching you know our goals for this meeting, of course, I encourage everyone to comment, you know, ask questions if there's an idea that you have certainly share it because everyone's input is important and
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**Unknown Speaker**

00:02:51You know, it's

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**Antoinette Stroup**

00:02:53The goal is really to get you know feedback from a lot of different perspectives, which I think is one of the strengths of our of our

* 00:03:02Steering Committee.
* 00:03:04If you know don't talk over each other if there's something that you want to say. And you want to make sure you get it out. And don't forget, put it in the chat function and zoom and Tyler is going to be monitoring the chat while we're while we're on the call.
* 00:03:23respect each other's opinions and comments I think everyone has been respectful and then, um, is there anything else that anyone wants to add in terms of ground rules.
* 00:03:42Okay, so we're just going to jump right into the SMP I'm going to remind everyone of the charge that we have to get things back to Lori by November 1 which is just in a couple weeks.
* 00:03:54Um, but there have been a couple of developments since we last met. The first is that the s&p workgroup is is now looking into establishing
* 00:04:07A three year goal plan instead of a five year goal plan. And that's, you know, mainly the strategy behind that is to really make it kind of more
* 00:04:22Time relevant, I guess, and achievable. Um, I think it works in our advantage. As I mentioned in in my email to everyone that
* 00:04:32You know, it's really hard for us, I think, to anticipate kind of where everyone's going to be both social culturally and where we will be technology wise in like five years and
* 00:04:44I think just kind of thinking about our goals and objectives for the next three years can make it a little bit more manageable for us.
* 00:04:54That that's kind of my, my take.
* 00:04:58And the other new development is that, you know, we discussed the SNP work group discuss how to make or frame the goals or or objective sort of using the smart approach, um,
* 00:05:15Are there people on this call that are not familiar with how to a not familiar with like the smart approach to generating objectives or goals.
* 00:05:36Okay, I'll take the silence as as an everybody sort of familiar. I think we've been working a lot with Smart goals, I think, is part of, like, the CDC and PCR program. I think there's quite a bit of a few people who are familiar
* 00:05:49But, um, you know, making our objectives. Specific, Measurable, Achievable relevant and time based so or time bound
* 00:06:01Anyways, anyway. So you'll see in the draft goals and objectives that I that I pulled together for everyone's consideration today. I took this into account, but we will be checking on that. So does anybody have any questions right now.
* 00:06:21Hi. Oh. Has anybody else joined the call.
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**Susan Gershman**

00:06:33I joined Susan

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**Antoinette Stroup**

00:06:34Hi Susan

* 00:06:37So Susan, just to let you know Chandrika land and Kyle are going to be running a little late today.
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**Tyler Scott**

00:06:45Mainly just joined in.

* 00:06:46Oh, awesome.
* 

**Antoinette Stroup**

00:06:52Now, Melanie is on to announce that

* 00:06:56Do you guys need me to go back to where we were before or kind of review.
* 00:07:03These
* 00:07:05These new developments here.
* 00:07:13Feel free to speak up.
* 

**Melanie Williams - Texas Cancer Registry**

00:07:16Finance Melanie, I just joined Sorry I'm late. Okay.

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**Antoinette Stroup**

00:07:20Did you hear the part of Melanie about the SNP being three years instead of five.

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**Melanie Williams - Texas Cancer Registry**

00:07:26No, that's a good idea.

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**Antoinette Stroup**

00:07:29Yeah yeah so

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**Melanie Williams - Texas Cancer Registry**

00:07:31For anything to stay fresh for five years.

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**Antoinette Stroup**

00:07:33Right. Yeah. And I just, I was saying that it's hard to plan like communication Washington technology, you know,

* 00:07:39Yeah what like knew that Facebook was going to blow up the way it did back into, you know,
* 

**Melanie Williams - Texas Cancer Registry**

00:07:47Yeah. Well, good.

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**Antoinette Stroup**

00:07:50But I thought it was really good. And then also changing sort of the approach to try to implement some smart goals or objectives into the plan as well. So those were two development since our last meeting.

* 00:08:06Okay.
* 00:08:07So Next on the agenda is just to revisit our rationale. We had reviewed our original rationale last time and I included here, all of the comments that
* 00:08:20Everyone gave the last time. And what I did. This is for this is our first read and reflect exercise is I'd like everybody to kind of read through the original with the comments.
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**Lynn Giljahn**

00:08:32And then read through the new um you know

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**Antoinette Stroup**

00:08:36The new rationale, I guess. And think about whether or not we need to make any changes, what's here in the Texas. The only thing that was added. But you'll notice that I deleted this this last part here about setting policy, because that's kind of

* 00:09:00Or crafting policy, because that's not the that's not the goal of this steering committee that's really a born bowl so
* 00:09:08It is 311 and I'll give everyone a couple of minutes, just until 313 to read
* 00:09:17Read and reflect
* 00:10:58Okay everyone, um, does anyone have any
* 00:11:03Recommendations or reactions to the
* 00:11:08Updated
* 

**Unknown Speaker**

00:11:10Rationale

* 

**Lynn Giljahn**

00:11:16Man, this one definitely I have

* 

**Stephanie Hill**

00:11:18Just two typos.

* 00:11:21Okay um 12345 fifth line right in the middle of the paragraph and providing opportunities.
* 

**Unknown Speaker**

00:11:31From should be for

* 

**Stephanie Hill**

00:11:34Opportunities for Member input.

* 00:11:36I think from reading that right
* 00:11:40And then the next lot
* 00:11:42The next line down steps necessary to assure
* 

**Unknown Speaker**

00:11:46Ashore should be ensure

* 

**Unknown Speaker**

00:11:54That

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**Lynn Giljahn**

00:11:59There's a great catches, this is Lynn from Ohio and I think something I wondered about the last time I read this, but I do. I think this is very good.

* 00:12:09I, I didn't realize that nice or had a role with the general public. And I guess. Can somebody help me understand what that role is
* 

**Antoinette Stroup**

00:12:22Well, nice. Sir, is an Oregon. Why I mean I could take a stab at it. Anyone's welcome to also answer but you know naysayers membership is is registries and

* 00:12:36To the extent that
* 00:12:40No Member registries.
* 00:12:45Would like to
* 

**Unknown Speaker**

00:12:52Know,

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**Antoinette Stroup**

00:12:53Communicate with the public and bye bye I you know I don't know what you mean by general public, but I'm for public in general, but it's like it's just, you know, regular people who might be interested in. For example,

* 00:13:13Cancer statistics you know and and may sir provides certainly provides that public facing um
* 00:13:23You know, in information through the cancer rates info portal.
* 00:13:33There's also
* 00:13:36You know, maybe some other public facing
* 00:13:46Other public facing sort of
* 00:13:52Opportunities, I guess that nature sometimes takes advantage. So if, if there is a cancer conference somewhere or
* 00:14:05Some other like a venue where
* 00:14:08May search tools or may, sir.
* 00:14:11Statistical products can be
* 00:14:15You know displayed showcased or marketed in some way. Then they, sir.
* 00:14:21Will have that opportunity.
* 

**Unknown Speaker**

00:14:24In terms of public facing

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**Lynn Giljahn**

00:14:27Okay I think helpful.

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**Maria Schymura, NY State Cancer Registry**

00:14:30I think if you look at the original and the new. I think there's something Lost in Translation with the public in general because really the the thought above was that is in support of

* 00:14:47The cancer surveillance community and and Nate's our members, which is the
* 00:14:54registries, and the blog or public they
* 00:14:57Serve so I interpret that to me more that as registries. Who are the members of nature. We serve the public and therefore we might have initiative aimed at the public's such as cancer control and stuff. And I think by rewarding it this way that meaning the last
* 

**Lynn Giljahn**

00:15:19Marine Maria, this is Lynn I'd like that to the general public. We serve. I think that's, you know, targeted.

* 

**Maria Schymura, NY State Cancer Registry**

00:15:26And I guess the thing that I

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**Lynn Giljahn**

00:15:27See missing here. I guess they could be considered stakeholders, but

* 00:15:33I don't see the researcher community in
* 00:15:35Here and so I would suggest that in addition to Members outside stakeholders, the research community and the general public. We serve up in that first sentence, but
* 00:15:50I guess I just see them as a very close
* 00:15:54Group that I think all of us work with
* 00:15:57And they're not general public.
* 00:16:00Yes, I agree.
* 

**Maria Schymura, NY State Cancer Registry**

00:16:11Yeah, can you scroll down a little man so we can see the top of the eventual

* 00:16:36Yeah, I mean, so, so, yeah. So generally, the public was in the top 10 as a thought. And they had, like, and the broader public. They serve
* 00:16:46So I was picking up on that last distinction that public within the beginning to. I really don't think we, you know, we really directly interact that much with the public.
* 

**Antoinette Stroup**

00:17:09So would you suggest that we take this out, then

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**Maria Schymura, NY State Cancer Registry**

00:17:31Me maybe another is just

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**Lynn Giljahn**

00:17:33Putting in something a little more generic and other interested parties.

* 00:17:38Which could include the public and I don't know students and
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**Maria Schymura, NY State Cancer Registry**

00:17:53Kind of

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**Lynn Giljahn**

00:17:53wakening this to our state cancer Registered Nurses Association. I mean, they exist for others. Other others that do work, similar to them and not to say they don't you know there isn't a bigger purpose that we all serve, but

* 00:18:10But I do think what you mentioned about the data that's available.
* 00:18:17You know that that's something I really hadn't thought about
* 00:18:23And I'm wondering if maybe since its effect, it said in the first sentence, I wonder if adolescence can say at the same time a platform for sharing information and promoting these two products and activities.
* 00:18:35Is essential to bringing the greater awareness of nature member interest to wider audiences and get rid of with the broader cancer surveillance community in general.
* 00:18:51And again before you do that, I guess, you know, just check the people
* 00:18:56Did we lose anything with that.
* 00:19:18Except maybe now that I'm reading it, it does make sense.
* 00:19:23Because I think the sentence prior to that talks about communication with members.
* 00:19:31I take that back.
* 

**Unknown Speaker**

00:19:38Because I see how it's different now.

* 

**Antoinette Stroup**

00:19:50Anyone have any

* 00:19:53Opinion either way.
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**Kyle Ziegler**

00:20:07Hi, I'm here.

* 00:20:11I'm thinking
* 

**Lynn Giljahn**

00:20:20Well, this is Lynn. And I said, I can see now what it

* 00:20:24Does it talks about bringing a general awareness to wider audiences, so
* 00:20:31Perhaps it should stay in
* 

**Antoinette Stroup**

00:20:35Okay, I'm gonna, I'm just gonna highlight this. So if I'm

* 00:20:42If anyone later on, has any you know work or going to draw something to give to Lori Haven or to take it back to the SMP work rope and I'm going to send it out to everyone to review and everything. So if you have any, you know, strong feelings about about whether to keep this in
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**Maria Schymura, NY State Cancer Registry**

00:21:01Or

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**Antoinette Stroup**

00:21:02No change language. You can let me know.

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**Unknown Speaker**

00:21:08Okay.

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**Antoinette Stroup**

00:21:10Then, is that okay

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**Lynn Giljahn**

00:21:13Yeah, that's a great idea. Thank you.

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**Antoinette Stroup**

00:21:19Okay, so I'm gonna save that.

* 00:21:24So then, um, that the other thing that we did last week and I did provide an opportunity for some
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**Maria Schymura, NY State Cancer Registry**

00:21:31For some people who

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**Antoinette Stroup**

00:21:33Did not contribute to think

* 00:21:34About it and contribute and I
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**Maria Schymura, NY State Cancer Registry**

00:21:35Put your

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**Antoinette Stroup**

00:21:37If you email me your SWOT analysis for the communication steering committee or this communications priority area I incorporated in here, but it's in your agenda for all of you who, you know, want to see sort of like where we landed in terms of the SWOT analysis, um,

* 00:21:59I think that overall
* 00:22:01There are quite a few things. And I think that a lot of us kind of thought of some of this very similar things.
* 00:22:11In terms of, you know, especially in terms of weaknesses, this idea of not having dedicated full time, you know, communications professionals and staff and us being all volunteer base is a weakness that was shared amongst everyone, um, you know,
* 00:22:32They're the other the other really humongous take on point for me is that we have so many opportunities at this time to take advantage of different things in terms of technology, our ability to to rework the SMP is another opportunity.
* 00:22:50And, you know, taking advantage and leveraging what we have, you know, going on with the listserv and and how much
* 00:23:00How how saturated. It is in our, in our maicer
* 00:23:05Community in terms of like people, you know, reading the listserv. And then also the narrative as well. So, um, you know, I considered all of these in relation to
* 00:23:18The priorities that we list that were listed and just want and just wanted to make sure that they
* 00:23:26That there was a chance for us to address some of these in our goals and objectives and
* 00:23:34Which is why
* 00:23:37The draft goals and objectives are written
* 00:23:40Um,
* 00:23:43Does anyone have any, um, you know, additional
* 00:23:52You know items that you want to add
* 00:23:55To the strengths, weaknesses threats and opportunities.
* 

**Chandrika Rao, NC CCR**

00:24:02I thought I'll allow one addition to the communications opportunities.

* 00:24:06Okay, maybe standardize the baby.
* 00:24:14Receive articles.
* 00:24:17On standardized
* 

**Unknown Speaker**

00:24:22Right.

* 

**Antoinette Stroup**

00:24:25I think I know what you're getting at Chandrika you'll see it in my, in my notes for the goals and objectives.

* 

**Chandrika Rao, NC CCR**

00:24:31Okay, yeah.

* 

**Unknown Speaker**

00:24:33Thank you. Yeah.

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**Antoinette Stroup**

00:24:36Was there anything else.

* 

**Chandrika Rao, NC CCR**

00:24:38No, that's. Oh, okay.

* 

**Antoinette Stroup**

00:24:41Hi. Oh, do you have any

* 00:24:43Um,
* 

**Kyle Ziegler**

00:24:46No, no, man.

* 

**Maria Schymura, NY State Cancer Registry**

00:24:48Um,

* 00:24:49I do not
* 

**Kyle Ziegler**

00:24:50I was in part of the conversation during the call.

* 00:24:53Yeah, I'm a couple weeks ago.
* 00:24:58I do not, but there is a, you have to agree there is a huge list of opportunities here, right. More than I realized
* 00:25:07Until I
* 00:25:08saw this when you email that to me. I was like, there's an awful lot here that I had never really drawn
* 

**Maria Schymura, NY State Cancer Registry**

00:25:17On so

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**Kyle Ziegler**

00:25:19I think this was a very good exercise and and I've got a question, where is this going to live. Are we going to use it to develop the goals or is this a something that's going to be a part of our

* 00:25:31Plan updated routinely
* 

**Antoinette Stroup**

00:25:35Yeah, I think it's gonna be a part of our toolkit for the communication steering committee when we start to implement the goals and objectives that we have

* 00:25:47It's going to be important for us to go back to this.
* 00:25:55So Laurie Hager is Lori still on. Okay, didn't jump off.
* 

**Maria Schymura, NY State Cancer Registry**

00:26:01I think she had to get off.

* 

**Tyler Scott**

00:26:03Of Yes she did. Right and chat and say she had to jump off, man.

* 

**Antoinette Stroup**

00:26:06Alright, so I actually maybe I'll make a note to ask Lori. If the SNP works with his car SWOT analysis and not. I don't know if it would they will incorporate it into the SMP right up or not, it might end up there but

* 00:26:23I know from my perspective, a lot of this stuff is going to have to be, you know, part of our
* 00:26:31Like a resource for the steering committee as we move forward. So
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**Unknown Speaker**

00:26:38That's a good question. Kyle.

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**Maria Schymura, NY State Cancer Registry**

00:26:40Right. So then the next thing that we did is

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**Antoinette Stroup**

00:26:43We looked for common themes and threads based on

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**Maria Schymura, NY State Cancer Registry**

00:26:46The objective of the

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**Antoinette Stroup**

00:26:47Current objectives in any

* 00:26:49Kind of like
* 

**Maria Schymura, NY State Cancer Registry**

00:26:52You know comments that we

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**Antoinette Stroup**

00:26:53Had about

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**Maria Schymura, NY State Cancer Registry**

00:26:55Subjective

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**Unknown Speaker**

00:26:56And some of

* 

**Maria Schymura, NY State Cancer Registry**

00:26:58The stuff plan.

* 

**Antoinette Stroup**

00:27:00And that lives here in this in this

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**Maria Schymura, NY State Cancer Registry**

00:27:03Agenda here.

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**Antoinette Stroup**

00:27:04And

* 00:27:05This is just a reminder of
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**Maria Schymura, NY State Cancer Registry**

00:27:07What those common

* 

**Antoinette Stroup**

00:27:09You know, the things. And obviously you know they're there was a lot of overlap.

* 00:27:15Stuff on what
* 00:27:18You know on what all of these
* 00:27:22Know proposed objectives or proposed strategies.
* 00:27:28And proposed work kind of
* 00:27:32Describes um and what I did was I ended up considering all of these like like these themes and try to fit it into a set of goals and objectives.
* 00:27:49That we could that we could propose. Um, so, um, before we go into that, I just wanted to kind of give you guys a little bit of like, I'm just as a refresher on what like SMART objectives are supposed to, you know,
* 00:28:11Help us do when we create
* 00:28:15Create our SMART objectives.
* 00:28:18And then, and then also kind of, you know, I felt like this back to basics in terms of how we think about, you know, goals, objectives, strategies, tactics metrics and stuff like how they work together to make sure that we come up with some sort of cohesive
* 00:28:41Like plan or plan for the SMP and
* 00:28:46I use these what I was thinking about like how what you know how a goal might be phrased, or how an objective might be phrase and then like
* 00:28:54You know, and then I thought to myself, Well, how are we going to meet those objectives, you know, and so, um, you know, we have to kind of think about strategies and so I drafted, some of those as well.
* 00:29:05I think our, our assignment or very specific assignment from Lori is to submit goals and objectives, we do not have to submit strategies. It's just a way that
* 00:29:20I just drafted them as a way of guiding kind of how I think about
* 00:29:27How I was thinking about accomplishing those objectives, you know,
* 00:29:32On so that
* 00:29:36We can go ahead and start kind of talking about the goals and objectives. So these are. And let me reiterate that they are drafts. Um, and I, I'm very, very open to
* 00:29:53Suggestions edits, if you want to. If you want to pitch it and just say, this is really not going to work, then you know you can tell me that, too.
* 00:30:03And let me know how you propose to move forward. So, um, the first goal actually combines two and two elements from our initial goals and objectives for from the last SMP
* 00:30:21But both of them speak to our internal internal as an internal to maicer communication strategies. So all one is to
* 00:30:34Is to strengthen naysayers ability to capture and share member views, opinions and perspectives on important registry issues.
* 00:30:43And to promote the sharing of expertise, knowledge, procedures and best practices among Mason members. So I'm, you know, that's how I sort of combined um to, you know, really important.
* 00:31:02You know communications.
* 00:31:06Goals and put them into one because they they both cover internal communications and I'm
* 00:31:18Rather than
* 00:31:21Having an objective that talked about, you know, something specific about the narrative or something specific about
* 00:31:32You know best practices, you know, expanding the use of the list, sir, or talking about, you know, you know, improving agility or timeliness of communication content, um,
* 00:31:48I felt like we needed something that was more of a communications plan basically, um, that would be the roadmap for the communications priority area to develop over the next three year period.
* 00:32:05Um, so, Objective Number one under goal number one is to revise the naysayer communications plan by October 2021 now why October 2021 because the new SMP does not actually become effective until June of 2021
* 00:32:27And you know the time the timeline has to actually start, we can certainly start before that. But, you know, the goal is to accomplish that plan by October.
* 00:32:40Prior to
* 00:32:43You know, when the steering committee has to report to the Board and hopefully maybe the board will have reviewed or approved or provided comment by October 2021
* 00:32:57Um, the
* 00:33:00The first strategy to meet that goal is to consult with the professional communications experts who can provide feedback on naysayers current communications plan.
* 00:33:13And suggest ways to improve it and ensure that we meet our goals. So this is really about getting professional experts in to talk to us about what needs to be in our plan.
* 00:33:26You know how we can
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**Unknown Speaker**

00:33:27Frame

* 

**Antoinette Stroup**

00:33:29The plan to me, you know, a lot of these things that we had already identified as what we need in terms of, you know, strengths, weaknesses, opportunities and putting them into this plan.

* 00:33:43And the second strategy to meet this goal of of draft or revising the communications plan this, actually, you know, hire someone who works full time, um, you know,
* 00:33:58Good that can serve as a communications coordinator who can assist and drafting the plan and also assist in implementing the new communications plan.
* 00:34:10Um, you know, this I think is something that is a really critical piece and any plan going back to what Melanie had mentioned a couple meetings ago is unsustainable. If we don't have the requisite resources to carry out that plan. So that's why that's here as a strategy.
* 00:34:32And then Objective Number two.
* 

**Lynn Giljahn**

00:34:35More for tonight. Can I ask a question. Sure. I'm

* 00:34:40Just speaking way when I do objectives and strategies for my own things. I actually indicate who's going to do this when I look at this about hiring a full time communications coordinator. I'm shipping assuming that's for an Acer to hire
* 00:34:56Yeah, a full time. So I would, in my mind, I was made that very clear of whose job that is. And I guess the other previous one on one consulting with professional communications expert bail money for that. And he's going to do that.
* 

**Antoinette Stroup**

00:35:10So as the steering committee, we would have to request.

* 00:35:14Money from the board to do that. Um, and, um, you know, we have to put, you know, whatever our proposal is in this plan so that we can get that money.
* 

**Lynn Giljahn**

00:35:30Okay, so like when we were voting on the new bylaws for nature. This past year, we talked about adding additional positions to the board to help with special projects like perhaps the legal system was needed.

* 00:35:45Right. Would that be an opportunity that a communications person could be added to the nature board.
* 00:35:52Without funding or is that not what that was meant to do.
* 00:35:56So,
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**Antoinette Stroup**

00:35:57So our SMP is is supposed to be our plan for the next three years. Our plan is in the community. It's a plan that the steering committee is going to oversee and report to the Board. So the steering committee will request.

* 00:36:18Resources aka funding to hire a professional communication expert to advise us on, you know, doing this communication plan and
* 00:36:31Also, we would go to the board and ask and you know let them know that in order to implement it, we would need this full time person this consultant will not serve on the board. If this consultant will will assist the steering committee in meeting this goal.
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**Lynn Giljahn**

00:36:53Okay, thank you. Sure.

* 00:36:56And then to
* 

**Maria Schymura, NY State Cancer Registry**

00:36:57Me or

* 00:36:59Is it just a consultant, but then also a full time communications coordinator
* 

**Unknown Speaker**

00:37:06Yes.

* 

**Antoinette Stroup**

00:37:25Now this Liz I'm suggestion or like

* 00:37:31Comments about making sure that we identify the who, um,
* 00:37:39How do how do people feel about that. Should we put that in.
* 00:37:44I was just thinking that it was
* 00:37:47It was kind of inferred, I guess. But I think it's important that if it's not clear. We should put that in.
* 

**Katie Dahlquist**

00:37:55I think if you want to be specific, you should specify who's relatives, especially if it's a role. That's not the communication steering committees role, but if it's a role by someone that's not the steering committee, then it should be in there.

* 

**Antoinette Stroup**

00:38:15Okay, so

* 00:38:19So we can add like
* 

**Lynn Giljahn**

00:38:29And this is Lynn again. I mean, I guess I'm coming, where Maria is I would think the first thing to do is nature would establish and hire a full time communications coordinator and part of that person's job.

* 00:38:40Would be consulting with professional communications experts as opposed to the steering committee and whether or not that that communications coordinator needs to actually contract or, you know, can do something
* 00:38:56But I think it's a matter of, you know, they're one that comes before the other right
* 00:39:08And it could be that that communications coordinator has extensive experience of their own as well so
* 00:39:18Maybe we shouldn't get mired down in that. I don't know.
* 00:39:23Maybe that's for the next past if he can get through everything. Maybe that's something we could look at yeah yeah we only have another 20 minutes
* 

**Antoinette Stroup**

00:39:32Yeah so. So again, these are strategies. So we can we can restructure them, you know, based on maybe what kind of feedback we get back from like Charlie or Betsy about resources.

* 00:39:46Um, so what that's, I mean, these, these were just kind of like the initial
* 00:39:54Hi. No, no, my, my thoughts about how that how
* 00:40:00Um, alright, so the second objective is actually, um, you know, implementing that you know strategies that are outlined in in the communications plan by 2024 and you know i mean 75% of the strategies, it's arbitrary. You know, I, you know,
* 00:40:25I'm not even sure if 70 to 75% achievable.
* 00:40:31Right. It depends on what it what is in the plan, right.
* 00:40:36Are we expecting to implement 100% of all the strategies do you think
* 00:40:43What are people's thoughts.
* 

**Katie Dahlquist**

00:40:50I

* 00:40:50Want to put together a plan that I thought I could only achieve 75% of it.
* 

**Lynn Giljahn**

00:40:58I agree. I think if you put it in there. The expectation is that you do it all.

* 

**Antoinette Stroup**

00:41:08Hi. Oh.

* 

**Kyle Ziegler**

00:41:12Well with the smart theory.

* 00:41:16Is it achievable. And I think that's really becomes the, the question you put 75 in there there. You're right. You're going to be expected to it.
* 00:41:27You're going to put 100% you're going to be, you know, that's going to be
* 00:41:31You know, you're going to be held accountable to that. So we, you know, part of me wants to be careful. But then the other end, you know, we have to be productive, you know, you have to be able to meet your, your strategies that you say you're going to be so.
* 00:41:48I just like a little bit of you kind of need to be a little bit careful with that a percentage like that.
* 

**Maria Schymura, NY State Cancer Registry**

00:41:54And I mean, I think.

* 

**Stephanie Hill**

00:41:56There is an argument to be made for shooting for less than 100% as much as most of us are probably overachievers and and don't like to shoot

* 00:42:07You know, short but you know unexpected things do happen.
* 00:42:13So you have to allow for that that
* 00:42:18It may be a plan, a three year plan, but things there are barriers that we will encounter that will prevent us from
* 00:42:27You know unanticipated things that will will come up that will prevent us from achieving 100%
* 

**Katie Dahlquist**

00:42:34I, I agree with that. There are things

* 

**Unknown Speaker**

00:42:37That

* 

**Katie Dahlquist**

00:42:39Mean, sometimes you can say we're going to put out for newsletters this year and something happens and you end up combining two issues.

* 00:42:48And and that's understandable. I also think it's hard to write an objective for something that doesn't exist.
* 

**Maria Schymura, NY State Cancer Registry**

00:42:55Yeah, I sort of find this objective, a little strange, because to me strategies are a way of getting to an objective. There are ways

* 00:43:06Of meeting and I've checked it. Okay, so to have an objective that says we're going to implement 75% of our strategies to seem like an odd objective.
* 00:43:20Because you might have 10 strategy so mountain objectives and you find that you can meet your objectives using, you know, two or three strategies as opposed to all side.
* 00:43:33But it does. So I just think that's an strategies are meant to get you to an objective. I don't think an objective should relate to how many strategies, you're going to implement
* 

**Antoinette Stroup**

00:43:50What I'm saying

* 00:43:51Now I do and
* 00:43:52Maybe it's because I use the word strategies that's confusing here what what this objective is meant to convey is that we would implement 75% of whatever strategies are outlined in the communications plan that we draft.
* 00:44:10So,
* 

**Lynn Giljahn**

00:44:13This is Lynn I if I were writing this, I would say successfully implement

* 00:44:19And they are communications plan.
* 00:44:23Because the and if you need to include June 2024 fine. But in my mind. Yeah, I mean I shoot for when I write an objective. My expectation for myself for our program, we're going to get the job done and yeah
* 00:44:41I mean,
* 00:44:42I
* 00:44:45Think it
* 

**Katie Dahlquist**

00:44:46Then I think you have to define what

* 00:44:49Successfully means right the successfully 100% 70%
* 

**Chandrika Rao, NC CCR**

00:44:58Maybe prioritize some of the

* 

**Unknown Speaker**

00:45:05Sorry, say that again.

* 

**Chandrika Rao, NC CCR**

00:45:09When we say 75% or me give a number like

* 00:45:15How do you know
* 00:45:17What we are trying to implement
* 00:45:21At least
* 00:45:23We should prioritize
* 00:45:28Based on the priorities or something like that.
* 00:45:32successfully implement the mesa communications plan.
* 00:45:41Implement the priorities of the nice Lisa communications plan.
* 00:45:57We will, we would want to implement
* 00:46:02Everything but it may not pay not be possible.
* 

**Susan Gershman**

00:46:11Only the things that you hope you can achieve.

* 00:46:17And set priorities now.
* 

**Lynn Giljahn**

00:46:19Why it's it's it's

* 00:46:21I agree.
* 

**Antoinette Stroup**

00:46:22With the comment that it's hard to put an objective on something that we don't have yeah you know

* 00:46:51Okay, so, um,
* 00:46:56Some of the kind of strategies that I was thinking about like what whatever we decide to put in as far as like implementing their communications plan.
* 00:47:08I'm here like some strategies that I thought about, like, on how to do it. And this is where, you know, identifying and forming new workloads and tasks.
* 

**Maria Schymura, NY State Cancer Registry**

00:47:17Or services.

* 

**Antoinette Stroup**

00:47:20That will be responsible for

* 

**Maria Schymura, NY State Cancer Registry**

00:47:23communications plan.

* 

**Antoinette Stroup**

00:47:26You know this this member coordinator. So Tyler. I don't know if you know that much about what that's your maybe Stephanie might know because I think that Betsy had assigned a nation under to be the member coordinator, and I thought this would be a good opportunity for

* 00:47:46For you know this steering committee, along with like whoever you hire the communications coordinator to work with that network coordinator
* 00:47:54And not sure it was something that that I've been mentioned, when I was on the board. Last year, what I thought. I thought about that, and maybe working together to identify recruit members to the
* 00:48:09You know, to serve on their work with some task forces and then developing a monitoring plan.
* 00:48:15To track the progress and that's kind of a strategy. I think that we should keep in mind. But again, these are strategies and they're not they're not
* 

**Unknown Speaker**

00:48:25set in stone.

* 

**Antoinette Stroup**

00:48:37Okay, so then the next goal. So there's only two goals and I and to object to objectives purple. So the second goal is more

* 

**Maria Schymura, NY State Cancer Registry**

00:48:47external facing

* 

**Antoinette Stroup**

00:48:49And again, it's

* 00:48:50It's based off of
* 00:48:53You know what we had discussed before, along with what was existing prior to this.
* 00:49:02So goal number two is to strengthen Mason's ability to promote its value to the cancer surveillance community through Mesa products, services and accomplishments and expand content to attract water all
* 

**Maria Schymura, NY State Cancer Registry**

00:49:16I'm

* 

**Antoinette Stroup**

00:49:17Kind of worthy, I think. So really open for life was nothing more nothing on the first objective for this goal number two would be to draft a marketing plan for the mesa board, I guess you probably don't need this or, um,

* 00:49:42But
* 00:49:44Right now, you know, a lot of like how we promote any kind of nice or products or services are all ad hoc like everything is just sort of opportunistic. There's no real life.
* 

**Unknown Speaker**

00:50:03System process. This goes back

* 

**Antoinette Stroup**

00:50:06To what we talked about in terms of like being ready to, like, you know, market on products that are developed by, like, you know,

* 00:50:18Professional development or research and data, you know, that kind of thing. But we need to need to need to plan ahead for being able to do that. And to do that consistently on a larger scale, and that is sustainable, but um
* 

**Unknown Speaker**

00:50:40You know,

* 

**Antoinette Stroup**

00:50:42I i'm not a marketing know person. I don't think anybody on you know our registries have most of our registries are able to do that. So we have to we have to kind of come up with a plan for that something that's really going to set you know me sir up for the future.

* 00:51:02So,
* 

**Unknown Speaker**

00:51:04Um,

* 

**Antoinette Stroup**

00:51:07Let's see. So, um, so that would be for the first objective, I'm

* 00:51:14Like coming up with that. And then the second that least two strategies are similar to the other one with regard to the communications plan.
* 00:51:26Where we you know obviously have to consult with a professional marketing expert to figure out how to improve Mason's brand.
* 00:51:37Notes know there's, you know, other other words in here like enhancing our growing or
* 

**Unknown Speaker**

00:51:44Transform as a light work on

* 

**Antoinette Stroup**

00:51:49Improving the brand in the cancer surveillance community.

* 

**Unknown Speaker**

00:51:53Including the registrar's researchers analysis.

* 

**Antoinette Stroup**

00:51:59Engine and agencies in public health clinical and the policy states.

* 00:52:05Know in my mind that our marketing plan could address a lot of the enhancements that we talked about in terms of social media and other mediums.
* 00:52:17You know, I think that we need also a plan to help us.
* 

**Maria Schymura, NY State Cancer Registry**

00:52:21Select content. Content.

* 

**Antoinette Stroup**

00:52:24And then like develop a process and get some tools that we need in order to do that, so

* 

**Unknown Speaker**

00:52:32You know those were kind of my thoughts on how a lot of what we've discussed in the last two calls can kind of enter into this more outward facing

* 

**Unknown Speaker**

00:52:43Marketing

* 

**Antoinette Stroup**

00:52:46And then Objective Number two is also similar in terms of like, you know, implementing the plan.

* 

**Unknown Speaker**

00:52:55You know, obviously, with the same with the same comments that you are shared so far about you know what to be put a percentage and not on and

* 

**Antoinette Stroup**

00:53:09And these are the strategies that

* 

**Unknown Speaker**

00:53:13That I put on there are good at marketing plan.

* 

**Antoinette Stroup**

00:53:20So,

* 

**Unknown Speaker**

00:53:23Thoughts

* 

**Lynn Giljahn**

00:53:28So this is bloom again I get I guess I'm a little concerned that our plan is to write a plan that then gets implemented as opposed to just writing objectives to say these are things we're going to do.

* 00:53:43And and put that out there now.
* 00:53:47So it almost seems like it's another layer and i i don't know if that's typically how these things are done or not, but I guess that's my initial reaction is
* 00:54:01It's another. Yeah, yeah. So my response to
* 

**Antoinette Stroup**

00:54:04That is, you know, as so I'm just speaking personally my own personal experience is that without having the requisite expertise in communications and marketing.

* 

**Maria Schymura, NY State Cancer Registry**

00:54:20I cannot implement anything

* 00:54:25I don't know what I'm doing.
* 

**Antoinette Stroup**

00:54:27Right. So what I'd like to to do is, you know, create a plan so that we could learn from experts on what we can do to build

* 00:54:38An effective communication strategy and marketing strategy for the mesa organization and if
* 

**Unknown Speaker**

00:54:49Yeah.

* 

**Unknown Speaker**

00:54:52If, if

* 

**Antoinette Stroup**

00:54:55You know, if, if it's if if we don't, if we don't have a you know a plan.

* 

**Maria Schymura, NY State Cancer Registry**

00:55:00In that regard, then I don't know how successful. We're going to be implementing and

* 

**Unknown Speaker**

00:55:07Moving forward.

* 

**Antoinette Stroup**

00:55:12At least, not anything that will be

* 

**Unknown Speaker**

00:55:14System.

* 

**Maria Schymura, NY State Cancer Registry**

00:55:17Okay, this is a naive question and, but do we have this but communications committee have a current plan or not we do

* 

**Antoinette Stroup**

00:55:27And it needs to be revised.

* 00:55:31And I don't know to what extent it covers model as opposed to internal communications.
* 

**Maria Schymura, NY State Cancer Registry**

00:55:44Okay, thank you.

* 

**Lynn Giljahn**

00:55:50That on the website name so we get access to it there.

* 00:55:54I think it
* 

**Melanie Williams - Texas Cancer Registry**

00:55:56Should be it smell it should be in the

* 00:55:58Communications in our
* 

**Maria Schymura, NY State Cancer Registry**

00:56:00Workspace. Um,

* 00:56:04And I
* 00:56:04It's a
* 

**Melanie Williams - Texas Cancer Registry**

00:56:05It's just a very different approach. And you know I had started our revisions. We've reviewed it. I didn't

* 

**Maria Schymura, NY State Cancer Registry**

00:56:11Complete it

* 

**Melanie Williams - Texas Cancer Registry**

00:56:13When it's very different than this. I mean,

* 

**Unknown Speaker**

00:56:16I

* 

**Melanie Williams - Texas Cancer Registry**

00:56:18You know, a Nan's chair now i i think that I had in the previous I'm not the previous chair, but the one before that the one in the middle was very short and I couldn't tell what she had done, but it was just a very different approach.

* 00:56:34Our focus was really on thing the tangible things that we currently do. I mean, I would, I would argue that we do have a marketing strategy that we do communicate and there is expertise, um, you know, I mean we do the narrative, we
* 00:56:51Know that people like the listserv. We've done surveys and things. It was just a
* 00:56:56Different approach in terms of, you know, how we reached out to members. I mean, the communications committee.
* 00:57:05Does stuff with
* 00:57:08You know, contacting and working with the committee's, it was, it was focused and then it was it was much more now by request, you know, we would get requests from nominations for example, or we would do the World Cancer day or NCR a day we had certain events that nature would have us promote
* 00:57:27So it was a much more. It was just a very scrambling for the words.
* 00:57:35pragmatics, not the right term, but just very applied tangible things that the committee does and within the existing resources.
* 00:57:44And so, I mean, it's fine. Taking this higher level or different approach and wanting to hire people or have this plan or the marketing strategy, but that that's at least what was done during the time that I was chair and what looked like had been done previously when there was
* 

**Maria Schymura, NY State Cancer Registry**

00:58:00A chair that that

* 

**Melanie Williams - Texas Cancer Registry**

00:58:01Function for a period of time.

* 

**Antoinette Stroup**

00:58:17What about the rest of the committee that that most of the members that have been on a committee for a while.

* 

**Susan Gershman**

00:58:29Sorry.

* 00:58:32Could you repeat. I was a trend email.
* 

**Melanie Williams - Texas Cancer Registry**

00:58:37Other things that we had done on the committee.

* 00:58:41Yeah, I can give you one more tangible example, like for example on us priority like nam you, as the President had one of the priority for social media you let me know when I became the chair so
* 00:58:54Our Social Committee media people had fallen off. So we got reenergized on that Katie worked with nature to get that going again and Tyler. So again, it was just, it was very
* 00:59:07It was really on very Tangible, actionable doable things that we could do ourselves, essentially, and with the existing nice resource. Yeah.
* 

**Susan Gershman**

00:59:16I was thinking about training more. I mean, there were a couple of meetings. I don't know if you can do it online. Well,

* 00:59:25Someone would do. I think it was Josh would do training.
* 00:59:31For Twitter and whatever. Social media was most relevant at the time.
* 

**Melanie Williams - Texas Cancer Registry**

00:59:40Yeah, and we had revisited that and Dan had

* 00:59:42Shared the, I think it was actually it was Dan
* 00:59:45Qur'an had done it and he had shared the materials that have been done but then after we had done the
* 00:59:54Survey, you know, the member said that that really wasn't
* 01:00:01An area that was that was actually that desirable for them so that that lowered in my priority, but that would still be probably a good example of something that the committee could or would want it to do.
* 01:00:15But we weren't, you know, admittedly, we were not. I wasn't looking for or focusing on like the naysayer marketing strategy. It was it was
* 01:00:25Really focused on the things that we needed to do and accomplish each month, which was social media promotion by at least commit. You know, we had goals like, you know, we would promote social media.
* 01:00:39Social media, the work of the committee at least once per month or things like that.
* 

**Antoinette Stroup**

01:00:46Yeah, and the thing, the way I guess the way I think about it, Melanie is the stuff that you're describing to me like is something that should be going in a marketing plan, you know, um,

* 

**Unknown Speaker**

01:01:02And, and, I guess, I guess, to a certain extent, the communications plan.

* 

**Melanie Williams - Texas Cancer Registry**

01:01:15That helps. Thanks, man.

* 

**Antoinette Stroup**

01:01:24I guess it just depends, you know how how the okay so so here's the thing, as well.

* 01:01:33Is, you know, Melanie did mention you know that that
* 01:01:38The steering committee quite successfully, um, you know, really implemented a plot, you know, apply
* 01:01:46Some key.
* 01:01:49You know strategies to like an email and have social media presence and another, another thing.
* 01:01:55I think the you know the communication of what's happening. The steering committees is actually getting out to the to the
* 01:02:02Major membership, a whole lot better now that there's that community corner and then some narrative. I think that works well too. So a lot of those applied things on, you know, was done really successfully.
* 01:02:20What what Melanie also mentioned that all of those things were done within the resources that the committee and I guess.
* 

**Unknown Speaker**

01:02:31Know the committee padded

* 

**Antoinette Stroup**

01:02:34And my approach is is to me, you know, the same sort of global goals but enhancing those resources for us. You know, I'm really need to get i think you know a lot more people involved in the communications.

* 01:02:57Work of me, sir, as an organization, a way to do that is to get people involved in the work groups and task forces. But I think more people involved.
* 01:03:09And. And then also, more people involved in the steering conditions do because we get recruitment number, it's gonna be hard to share. Um, but I think that that's part of my
* 01:03:23Rationale for I'm
* 01:03:29Thinking about like more of a about a roadmap and a plan for us so that we could expand on those resources in order to
* 01:03:41You know, really kind of create something that's that's sustainable over a long, long time.
* 01:03:49Kind of regardless of who serves as chair or who serves up
* 01:03:59Kind of my big my big picture. You know my big vision.
* 01:04:05If I have my video soon like
* 

**Unknown Speaker**

01:04:07But

* 

**Antoinette Stroup**

01:04:09That's kind of my approach.

* 01:04:38Stephanie, what do you think
* 

**Stephanie Hill**

01:04:50I am have to admit that I'm very guilty of multitasking.

* 

**Melanie Williams - Texas Cancer Registry**

01:05:02Man, what do you need from us to get this done for

* 01:05:04You
* 

**Antoinette Stroup**

01:05:05Do you have a deadline.

* 01:05:06I do have a deadline, um, you know, I guess maybe what i'd like is for you guys to kind of
* 01:05:15Think about this and
* 01:05:17You know,
* 01:05:18Give me some feedback on in terms of the direction that you that you want to take this to
* 01:05:27Um, you know, maybe, you know,
* 01:05:32To address some of the concerns that you all have of having you know that the plan is to grab a plan, um, you know, suggest some alternate objectives, you know, where
* 01:05:46Perhaps to use Melanie's term. It's more applied or more concrete that will
* 01:05:57Be a little bit more on
* 

**Unknown Speaker**

01:06:03Like

* 

**Antoinette Stroup**

01:06:04Of course, be achievable, but be more direct I guess is the word I'm

* 01:06:10Struggling with, but the more direct I'm know we have we have a couple of weeks. I'm hoping that that
* 01:06:19That maybe I could get some feedback from you guys by
* 01:06:29Today, the 20th
* 01:06:36So,
* 01:06:39Maybe
* 

**Maria Schymura, NY State Cancer Registry**

01:06:39Maybe just get comments to me.

* 

**Antoinette Stroup**

01:06:42Well, um,

* 01:06:46Will you guys be okay with a week or maybe a little bit longer than that.
* 01:06:52For the 27th or the 29th.
* 

**Unknown Speaker**

01:06:59Will that work for you guys, or do you need more time.

* 

**Kyle Ziegler**

01:07:04Man, what about what about the 30th that Friday. Yeah.

* 

**Unknown Speaker**

01:07:10That's fine.

* 

**Maria Schymura, NY State Cancer Registry**

01:07:12You need to have it to Lori by the first. I do.

* 

**Kyle Ziegler**

01:07:17Oh. Oh, nevermind.

* 01:07:24A week is fine for me.
* 

**Unknown Speaker**

01:07:26You guys

* 

**Antoinette Stroup**

01:07:28Yeah, let me ask you this. Do you guys want another round of reviews before I turn it into the worry

* 

**Lynn Giljahn**

01:07:41This is Glenn, I would say, we don't have time for that. And if we could review and provide you feedback I would be okay with your synthesizing and

* 01:07:51You know, only if you need to get back with us on on anything.
* 

**Maria Schymura, NY State Cancer Registry**

01:07:57Yeah.

* 

**Chandrika Rao, NC CCR**

01:07:59That is fine with me.

* 

**Kyle Ziegler**

01:08:03And we're talking about the objectives. Right. Correct.

* 

**Antoinette Stroup**

01:08:07Yes, the goals and objectives.

* 

**Maria Schymura, NY State Cancer Registry**

01:08:25Keep in mind is that this is three years. So it's a

* 

**Antoinette Stroup**

01:08:29shorter time frame and

* 01:08:35Um,
* 01:08:39And if you do change objectives.
* 

**Maria Schymura, NY State Cancer Registry**

01:08:41Try to make them smart, right. The other thing.

* 

**Stephanie Hill**

01:08:58I think it would be helpful.

* 01:09:01For all of us, you know when when we look at these
* 

**Maria Schymura, NY State Cancer Registry**

01:09:04These goals.

* 

**Stephanie Hill**

01:09:05Is to think about

* 01:09:07What what measure, you know, the goal is to promote
* 01:09:13Value and and how do you measure value.
* 01:09:19Right, so I think I'm
* 01:09:26Trying to keep that in mind as we come up with our objectives, what, what is it that actually promotes value because what is value.
* 01:09:51You know, if you said, you know, promote value by
* 01:10:00Me. I know we say through product services accomplishments
* 01:10:05But promote value by providing members with a toolkit or by, you know, I think.
* 01:10:15There needs to be more definition, maybe
* 

**Kyle Ziegler**

01:10:19You actually touch on a really good point because value is basically assigned by the consumer, rather than the

* 01:10:29The other direction. So one of the things you learn in business school. Is that you, you have a perceived value, but the next person next to you has a different perceived value.
* 01:10:43So we all have a value on what we're trying to
* 01:10:47Do, but it depends on the person and the audience that we're giving it to. So maybe
* 01:10:55As you say, clarifying
* 01:10:56That a little bit more or fleshing it out.
* 

**Lynn Giljahn**

01:11:02That way, I mean, I think that leads into a laboratory objective should

* 01:11:06Be is survey membership to determine value of all of these different things that may sir does
* 01:11:14And then that's the baseline that can be measured again to evaluate if it's gotten any better. So
* 01:11:21I I sometimes think, you don't have to put all that in a goal that's what your objective can do is your objectives, need to be smart. I'm not sure that goals are supposed to be smart. I think its objective. Sure. So I think that
* 01:11:35Exactly into an objective to me that for me would resonate more is to actually have more of these. No more delineated, you know, this is how we're going to be able to measure this, because we're going to survey, whoever it is that we're trying to reach
* 

**Stephanie Hill**

01:11:58Yes, I'm and when I think

* 01:11:59It's a
* 01:12:00It's a great approach to
* 01:12:04Survey for some kind of baseline measure of value, you know, do our objectives and our strategies are great. They're there. They're great things. And I think that they they would serve me, sir, but
* 01:12:18Will they promote value and
* 01:12:21How do we know that they've promoted value.
* 

**Charlie Blackburn**

01:12:27This is Charlie and I just like to add that there in lies part of the trick is

* 01:12:34If you ask for value you you have to know how to how to how to, how to quantify that value upon the survey.
* 01:12:43So there's some elements of this, like you mentioned, Kyle at the business side is
* 01:12:51needing assistance to actually do that.
* 01:12:56Anytime. So we can send out a survey.
* 01:13:00But being able to quantify whatever measurement. We're getting in that survey is going to be really important
* 

**Lynn Giljahn**

01:13:10And so this is Lynn again. I used to be on professional development and we did exactly that. I mean, that was a piece of it is doing surveys, making sure that the survey is measurable and

* 01:13:24You know, we didn't necessarily, I mean, we used our own group to help figure that out. So, you know,
* 01:13:33I think, you know, certainly, you know, maybe that's even a way to extend their membership is, you know, who are these folks that are out there that are researchers and epidemiologists that are part of the nature community that perhaps could be a member of this group to help so
* 01:13:52I think, yeah, I don't know that we always have to go to an outside consultant, because every one of our registries has people like that.
* 01:14:04They probably find it fun.
* 

**Stephanie Hill**

01:14:08len you bring up an interesting point that a number of the steering committees and subcommittees and work groups have done surveys or have

* 01:14:19expressed interest in doing surveys. And it might be that. And I think a lot of those surveys are getting at the same thing, this idea of value what products are value. What do the members want to see. So maybe a role of this committee could be
* 

**Maria Schymura, NY State Cancer Registry**

01:14:37Developing

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**Unknown Speaker**

01:14:38An

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**Stephanie Hill**

01:14:40ongoing process or tool for

* 01:14:45Getting feedback from the membership, rather than these.
* 01:14:50All these different surveys, maybe there could be some way of getting a
* 01:14:57Implementing a feedback mechanism.
* 01:15:00For all steering committees.
* 

**Unknown Speaker**

01:15:40Those are really good.

* 

**Antoinette Stroup**

01:15:42Um,

* 01:15:49I don't know if I hope you can see what I wrote here, Stephanie, but a moment captured it
* 01:15:55I'm definitely I'm thinking about things like that, um, that, you know,
* 01:16:04They might want to recommend, um, you know, the sooner that you get them to me, the better. I can consolidate everyone's comments and suggestions and then and then, you know, I'll probably just
* 01:16:20Try to get
* 01:16:23The feedback from you all.
* 01:16:28Consolidated and and some allies and try to get that back to you guys. As soon as soon as I can. I hear back so I'm I appreciate everyone's time. I know that we're over. It's like 420 right now.
* 01:16:47I'm around so if if you guys, you know, want to reach out to me via email for any other
* 

**Unknown Speaker**

01:16:57You know input, feel free to do so. Does anybody have any other

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**Unknown Speaker**

01:17:02comments or suggestions.

* 

**Antoinette Stroup**

01:17:05This committee is not going to meet again until

* 

**Unknown Speaker**

01:17:10second Tuesday of November.

* 

**Unknown Speaker**

01:17:15November.

* 

**Unknown Speaker**

01:17:20If I'm not mistaken.

* 

**Tyler Scott**

01:17:23It is actually that Monday, man.

* 01:17:26Okay.
* 

**Antoinette Stroup**

01:17:31So that's going to be like a week after these are do but that's going to be our next regular

* 01:17:46All right. Thank you, guys. Thanks everyone.
* 

**Maria Schymura, NY State Cancer Registry**

01:17:49Thank you.