**Communications Meeting Minutes**

**January 22, 2021**

1. **Roll (Nan) –** Announce Monica Thornton from NAACCR is joining the group and welcome back Dan Curran.
2. **NAACCR Narrative Winter Issue (Chandrika/Monica)** This issue is currently in development.
   * **Comms SC Corner update -** This has been submitted.
   * **Article on NAACCR Narrative Survey results** – This has been submitted.

**Questions:**

* **Any articles or materials pending?** Monica reported there are a couple of articles pending from NAACCR staff members.
* **Article about NAACCR Forum?**
* **Mentioned on the last call - timeline for future Narrative publications, topic suggestions, calls for articles?** Chandrika was going to submit this.
* **Release date?** By January 31, 2021.

1. **Social Media (All)**

**Questions:**

* **Who is the moderator of NAACCR’s social media (SM)?** Tyler is the officially moderator of NAACCR social media.
* **Use a scheduler for posts?** Buffer has been used, but it currently not needed and Tyler submits when posts are available.
* **Should we consider creating a Social Media Calendar?** Plan ahead as opposed to waiting until things come to us. The calendar could show things that are coming up or expected at a certain time of the year. Contribute any additions to the calendar to Nan and she will add this to future meeting agendas when the calendar can be reviewed monthly. Tyler will look into possible tools to maintain the calendar.
* **“Tweet worthy” news or events? – added to Chairs agenda.**

1. **Mid-Year Report – due February 1, 2021 (see previous report attached)**
   * This report will include the following:
     + Narrative survey
     + Narrative Newsletter
     + Press Release re: JRM special issue
     + SMP renewal of Comms SC goals/objectives
     + Plans to recruit new members for the SC and new WGs
     + Plans to assist SMP Workgroup on marketing release of new SMP
       - updating SMP website
       - updating Steering Committee websites

**Additional items to include:**

* Any social media posts or number of posts we might include in the report? Tyler will give Nan a count of all posts and look at possible metrics to share in the report.
* Is ListServ apart of communications and should this be included in the report? The NAACCR office manages the ListServ, but it would be good to include some metrics from that. Monica will gather the ListServ metrics.
* Forums get approved by Tyler, but he reports there is not much activity on the forums currently, other than the XML Workgroup. Need investigate the use of the forum as it is an underutilized tool that we should inform others about. Need to try and implement activities around the forum plant seed questions and then highlight in the NAACCR Narrative. The NAACCR Narrative would be a good place to highlight the Forum. Communications Committee could plant some seed questions. Tyler will write up something regarding the social media handles in the NAACCR Narrative.

1. **Growing our “Communications Corps” (testing this out)**
   * **New Steering Committee Members (All)**

Need to consider possible new members.

* + **NAACCR Narrative Editorial Board (Chandrika/Susan/Lynne)**

Chandrika, Susan and Lynne have volunteered to work through who might participate on the NAACCR Narrative Editorial Board as soon as approval is received from the board.

* + **NAACCR Marketing Work Group** 
    - Still need chairs for this committee.
    - Nan has a list of names from the narrative survey that are willing to participate on the Marketing Work Group. Any participant would need to be a NAACCR member, although some exceptions are made for advisory members. Nan will be following up on this list of possible workgroup members.
    - Nan will send draft of SMP to committee members and have Tyler post to the committee share site.
  + **Follow-up with Nan on status of tasks below**
    - Suggestions for new steering committee members.
    - Splitting listserv into different constituencies (Tyler)
    - Data query in MyNAACCR for members who selected Priority Area Interests (Angela)
    - Email to registry directors

1. **SMP Update 2021-2024**

* No official Board feedback – revisit goals/objectives before Feb. 17, 2021 Board-Chair meeting
* The SMP Committee and NAACCR Board have met with Ann Marie Hill regarding the SMP.
  + Nan will use the tools Ann Marie provided and use on the current draft of the SMP
  + All objectives do not need to be smart objectives.
  + The SMP is being divided into strategic (provided by the board) and management (provided by steering committees).
  + Separate management goals and objectives from tasks.
  + Look at verbs in goals and objectives to identify strategic or management.
  + Ideally in the future, a management plan template with detailed work plans and timelines could be used.
* Consider dependencies and resources needed to carry out the Management Plan
  + NAACCR office support, Tyler
  + Tools to carry out objectives/tasks
  + Tools to measure progress – tracking systems like downloads from the Web
  + Budget 2021-2022 due to March 1, 2021
    - Budget items: Software? Programming tools? Books? Training courses? Travel?

1. **Action Items**

Chandrika

* + - Submit this timeline for future Narrative publications, topic suggestions, calls for articles.

Tyler

* + - Look into possible tools to maintain a social media calendar.
    - Give Nan a count of all posts and look at possible metrics to share in the report.
    - Write up something regarding the social media handles in the NAACCR Narrative.
    - Split listserv into different constituencies

All

* + - Consider dependencies and resources needed to carry out the Management Plan
    - Consider possible new Communication members.

Monica

* + - Gather the ListServ metrics.

Nan

* + - Follow up on this list of possible workgroup members for the Marketing Work Group.
    - Send draft of SMP to committee members and have Tyler post to the committee share site.

Angela

* + - Data query in MyNAACCR for members who selected Priority Area Interests

1. **Next Meeting – Monday, February 8, 2021**

Key dates

* + - Mid-year Steering Committee Report due Monday, 2/1/2021
    - Board-Chair meeting Wednesday, 2/17/2021
    - Chairs meeting Wednesday, 2/17/2021
    - SMP WG Thursday, 2/18/2021
    - SC FY22 Budget due, 3/1/2021

1. **New Area – Parking Lot of Ideas**

* Adding a link or form for volunteering for SCs, WGs, TFs via the Steering Committee Websites
* Special recruitment section in NAACCR Narrative
* Add more info about Comms SC on website
* Coordination of NAACCR surveys – added to Chair-Only Meeting agenda