**Communications Meeting Minutes**

**February 8, 2021**

1. **NAACCR Management Plan Goals & Objectives** Need to make them sound more like management activities utilizing the management action verbs. Things we have to do not to achieve the strategic goals. Nan reviewed the goals/objectives.
	* **Goal 1 Develop an effective and efficient process for the systematic, timely review and publication of material submitted for the NAACCR Narrative Newsletter.**
		+ **Objective 1 –** Explore and recommend potential process models to improve the collection, review and editing of material submitted or requested for the NAACCR Narrative Newsletter.
			1. Consider an email dedicated to submitting articles.
			2. Possibly use the SHARE site.
		+ **Objective 2 –** Implement the recommended process model.~~Develop an online tool to streamline the article submission process to achieve a 100% on-time publication of the Narrative Newsletter.~~
	* **Goal 2 Identify opportunities to enhance the content and broaden the distribution of the NAACR Narrative Newsletter to expand readership.**
		+ **Objective 1 –** Explore and recommend new content to address member interests and needs.
		+ **Objective 2 –** Explore and recommend potential special features targeting specific audiences such as CTRs, researchers, and cancer surveillance partners.
		+ **Objective 3 –** Explore, recommend, and implement new strategies to disseminate content from the NAACCR Narrative Newsletter.
	* **Goal 3 Improve member utilization of NAACCR online Forums for sharing best practices and obtaining member views and insights on specific cancer surveillance issues.**
		+ **Objective 1 –** Assess member needs and evaluate current use of NAACCR online Forums.
		+ **Objective 2 –** Assess the feasibility of expanding Forum topics.
		+ **Objective 3 –** Implement a strategy to cultivate discussions and keep content fresh and relevant.
	* **Goal 4 Improve the ability of NAACCR and its member registries to promote member engagement opportunities and accomplishments, products, and registry services.**
		+ **Objective 1 –** Explore and develop strategies and resources to share content through multiple media outlets, including but not limited to the NAACCR Listserv, NAACCReview Blog, NAACCR online Forums, and social media.
		+ **Objective 2 –** Develop an efficient and sustainable process to share promotion content on a routine basis, taking advantage of existing tools such as NAACCR online Forums, NAACCReview Blog, NAACCR online Forums, and social media.
		+ **Objective 3 –** Develop and implement strategies to promote and publicize emmber engagement opportunities and committee products, accomplishments, and services.
2. **Objective Tasks/Action Steps**

When this are final we need to begin creating the tasks and action steps to meet the objectives. She presented a draft table of what these tasks and objectives might look like for Goal 1 – Objective 2 and 3. The table would include the following columns: Tasks/Action Steps, Responsibility, Timelines, Deliverables and Monitoring/Evaluation. This document would be a living document.

1. **Next Meeting – Monday, March 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. **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