04/12/2021

Comm Minutes

* 

**Antoinette Stroup**

00:00:20hey Kyle hi Katie.

* 

**Katie Dahlquist**

00:00:24hello, I think Melanie Melanie is going to be here some point to be wait.

* 

**Antoinette Stroup**

00:00:28yeah she emailed.

* 00:00:29yeah she said that she may she's hoping she's only going to be 15 minutes late but.
* 00:00:35**she's going to try to make it.**
* 00:00:39I know that I’m Chandrika is going to be out, and I think Lynn as well, so we're going to have like a small a small group we're going to do some heavy lifting today for steering committee.
* 

**Melanie Williams - Texas Cancer Registry**

00:01:19I got that sooner than I had thought of with some glass.

* 

**Unknown Speaker**

00:01:22weeks awesome.

* 

**Antoinette Stroup**

00:01:27I didn't receive any other emails from people, so I was just saying to Katie and Kyle that.

* 00:01:37That that Chandrika is unable to attend and.
* 00:01:43Lynn is not able to attend either this morning, so we're out some too big too big committee members, you know.
* 00:01:55charlie's coming on Maria Maria.
* 00:02:32Alright, so um.
* 00:02:36I think, also Tyler is out.
* 00:02:39today.
* 00:02:43anybody else I think Stephanie is also on vacation so she's not correct.
* 

**Charlie Blackburn**

00:02:48that's correct.

* 

**Antoinette Stroup**

00:02:52Does anybody that is joining planning to join.

* 

**Charlie Blackburn**

00:02:56That you will not join.

* 

**Antoinette Stroup**

00:03:05See, who are we waiting on Susan.

* 00:03:11Susan at the last person that will wait on.
* 00:03:16For a second did you guys get all of you get my email from this morning.
* 

**Maria Schymura, NY State Cancer Registry**

00:03:22yeah the draft agenda okay cool.

* 

**Antoinette Stroup**

00:03:33Okay um I think what I’m going to do is I’m going to.

* 00:03:38share my screen.
* 00:03:53let's see where Am I.
* 00:04:00Right, so you guys should see the agenda.
* 

**Angela Meisner**

00:04:03Yes, okay perfect.

* 

**Antoinette Stroup**

00:04:05Alright, so.

* 00:04:09So today we're just waiting on.
* 00:04:14On Susan Gershman I think was the last person and other people are going to be out today, and so the.
* 00:04:23Thank Thank you everybody for making time to join our steering committee, we have a lot to do today, especially around the SNP but first I wanted to make an announcement that I have asked and.
* 00:04:42Lynn has agreed, and has also been appointed by the President of May, Sir, to officially become our co chair of this steering committee so then Gil john is going to start you know, helping with a lot of.
* 00:05:02The planning and the leadership of the Steering Committee, I wanted to make that announcement to you all today.
* 

**Angela Meisner**

00:05:11that's great news man.

* 

**Antoinette Stroup**

00:05:12I know I think that she's been a very.

* 00:05:17You know.
* 00:05:19she's provided very important you know feedback on a lot of our our stuff and.
* 00:05:24very engaged and I.
* 

**Maria Schymura, NY State Cancer Registry**

00:05:25think that she would.

* 

**Antoinette Stroup**

00:05:28be really helpful.

* 00:05:36Okay, and I know that Chandrika is out, but I didn't I wanted to just put a placeholder here just to see if there was anything with regard to the nature narrative that we have to address Monica.
* 

**Monica Thornton**

00:05:50well.

* 

**Antoinette Stroup**

00:05:50let's just point I think we just released the, the most recent one, but yeah.

* 

**Monica Thornton**

00:05:55Man first, can I just point out that.

* 00:05:58My name is spelled wrong.
* 00:06:00Oh, my name my last name and then the email, so the last name should be Th R n to n word yeah OK.
* 00:06:13So the email is.
* 

**Antoinette Stroup**

00:06:14spelled wrong Line two okay all right.

* 00:06:17it's been going to you, though, right.
* 

**Monica Thornton**

00:06:19Well, you know what I don't think so, not all the time, I think that's.

* 00:06:24You know we've had a problem with Articles not getting to me, but there was someone else who had Monica Thornton that nature.org and there were two months in a row that that article didn't come to me.
* 

**Antoinette Stroup**

00:06:37Okay, so.

* 

**Monica Thornton**

00:06:38That may be.

* 00:06:38A problem but anyway, with the narrative yes, it did go out last week, I had been off for about five weeks so.
* 00:06:46Tyler.
* 00:06:46Did the bulk of it 99% of it.
* 00:06:48And all I did was proof it.
* 00:06:50and
* 00:06:51At one article.
* 

**Unknown Speaker**

00:06:52We got it out last week.

* 

**Monica Thornton**

00:06:55And it was it looked really good I think he did what he did I.

* 

**Antoinette Stroup**

00:06:58Go to he did an awesome job.

* 

**Monica Thornton**

00:07:00He did.

* 

**Antoinette Stroup**

00:07:01He also did a really great job like putting all the SMP stuff up on the website, he did a lot of work over the last month for sure so yeah.

* 

**Monica Thornton**

00:07:11And I guess.

* 

**Unknown Speaker**

00:07:11If.

* 

**Monica Thornton**

00:07:13If everyone hasn't heard he got married this last weekend.

* 

**Antoinette Stroup**

00:07:17Well, he never he never mentioned it on any of our call like we should do something, as a committee, you know.

* 

**Angela Meisner**

00:07:24To I think so to.

* 

**Maria Schymura, NY State Cancer Registry**

00:07:25graduate him oh my gosh yeah that's that's great I know.

* 

**Antoinette Stroup**

00:07:32So that's such a.

* 00:07:33that's such a wonderful thing.
* 

**Monica Thornton**

00:07:36To a really nice girl to I’ve known her since she was in first grade.

* 00:07:41yeah me.
* 00:07:43daughter.
* 

**Antoinette Stroup**

00:07:48Okay.

* 

**Monica Thornton**

00:07:52that's.

* 00:07:54It that's all about the narrative it went out last week and everything I think everything was great.
* 

**Antoinette Stroup**

00:08:02So I’m.

* 00:08:05Monica do you know.
* 

**Maria Schymura, NY State Cancer Registry**

00:08:07When the next issue this post.

* 

**Antoinette Stroup**

00:08:09Go out.

* 

**Monica Thornton**

00:08:11what's the April mate.

* 00:08:13and middle of July, I think.
* 00:08:16beginning of July.
* 

**Antoinette Stroup**

00:08:18Okay it's it's going to be late after the nicer for like a month, so you should be thinking about what.

* 00:08:26we're going to put in there, as a result of the forum.
* 

**Monica Thornton**

00:08:29Right yes.

* 

**Antoinette Stroup**

00:08:53Okay does anybody have any questions or anything.

* 00:09:00At this point.
* 00:09:08So quiet okay I’m hoping you guys wake up yet got to go get coffee or something, because we have work to do on our SMP, as it turns out, so I’m.
* 00:09:20As you guys saw like we released, the SNP.
* 00:09:25draft to the Nice or.
* 00:09:26Membership.
* 00:09:26and opened it up to membership comments as of last week, and there were from what I understand very, very few I’m you know responded, I think there was only like four people and um what you see here in the agenda is just an excerpt of.
* 00:09:53The comments, specifically with regard to communications, can you guys see that.
* 

**Angela Meisner**

00:10:00Yes.

* 

**Antoinette Stroup**

00:10:01Yes, okay Okay, so let me know if I need to make it bigger, I just want to take a moment and have.

* 00:10:08Everyone read what the comments were and the feedback and then also.
* 00:10:16The SNP workgroup met last week.
* 00:10:19and sent us some suggestions on how we can address.
* 00:10:25The comments and um I guess improve our SMP goals and objectives.
* 

**Maria Schymura, NY State Cancer Registry**

00:10:33So I’m just going to give.

* 

**Antoinette Stroup**

00:10:36You guys like a minute or two to kind of read through that and then and then we'll open it up for discussion.

* 00:12:31Okay I’m good I.
* 00:12:33need more time or is that good.
* 

**Unknown Speaker**

00:12:38Fine.

* 

**Maria Schymura, NY State Cancer Registry**

00:12:40Okay right.

* 

**Antoinette Stroup**

00:12:41So um you know the the.

* 00:12:46So just kind of maybe open it up to you guys and first see what your initial reactions or to the comments and the suggestions by the.
* 

**Maria Schymura, NY State Cancer Registry**

00:12:55SNP worker.

* 00:13:00Is the work group distilling the comments that were submitted because I mean if only for people submitted comments, I would not necessarily take them as representative of the membership true yes.
* 

**Antoinette Stroup**

00:13:14that's a good question.

* 00:13:15These are the only two comments that we bought.
* 00:13:18So this is.
* 00:13:19Verbatim and then the SNP work group actually reviewed it and in connection with our goals and objectives, and this has kind of their broader suggestions, right here.
* 00:13:31So I will.
* 

**Maria Schymura, NY State Cancer Registry**

00:13:32Let me.

* 

**Antoinette Stroup**

00:13:33focus on these.

* 00:13:34Three things here, obviously, the first one is that a public opinion survey it's just we're just can't afford that.
* 00:13:42So.
* 00:13:42that's kind of out and.
* 

**Angela Meisner**

00:13:46This is Angela I was just going to say one of ours.

* 00:13:48The SNP work groups comments to the chairs was to you know you don't have to take every comment and recognizing what man just said that you know we didn't receive many comments so.
* 

**Maria Schymura, NY State Cancer Registry**

00:13:59it's it's.

* 

**Angela Meisner**

00:14:01As Maria is also saying it's not reflective of the whole membership, obviously, but it's just you know read them see if anything.

* 00:14:11is helpful.
* 00:14:12And if you don't want to incorporate it.
* 00:14:13it's not a requirement.
* 

**Antoinette Stroup**

00:14:30kyle or Dan do you guys have any.

* 00:14:33kind of reactions to.
* 00:14:36The suggestions from the SMP workgroup.
* 

**Kyle Ziegler**

00:14:43This is Kyle.

* 

**Maria Schymura, NY State Cancer Registry**

00:14:45I it, you know.

* 

**Kyle Ziegler**

00:14:48I went through you’re the slides of you know, the responses and I’m looking at this and the third bullet is interesting because this keeps coming back at us and I’m not exactly sure how to interpret this and by.

* 00:15:04To me, when I see something that says how to.
* 

**Maria Schymura, NY State Cancer Registry**

00:15:08expand communications.

* 

**Kyle Ziegler**

00:15:11To the stakeholders in public.

* 00:15:14You know.
* 00:15:15What I’m thinking about is the mechanisms in which we.
* 00:15:19provide the communication there's only so much we can do and we've we've looked at this many times I’ve been involved in the board, for you know about 5434 years now.
* 00:15:34And I’ve heard this over and over and over we've had it in Survey after survey and nobody.
* 00:15:40There is not a.
* 00:15:42Vast support.
* 

**Maria Schymura, NY State Cancer Registry**

00:15:44For.

* 

**Kyle Ziegler**

00:15:45Expanding communications beyond the platforms, we already do it.

* 00:15:49But yet now we're getting this seems to be coming back again.
* 00:15:57Unless if I’m interpreting this differently and incorrectly.
* 00:16:03And maybe you can.
* 00:16:05Your Angela or Maria can.
* 

**Maria Schymura, NY State Cancer Registry**

00:16:08correct my thinking, but that's to me is what this is saying.

* 

**Kyle Ziegler**

00:16:15I just find it interesting that this keeps coming back.

* 00:16:19When surveys say.
* 00:16:21This is what we want the newsletter the listserv.
* 00:16:28And then and that's a because nobody wants to go and do in not do, but I’m sorry need more coffee, but nobody really wants to adopt the other platforms.
* 00:16:41But, yet here we are being told that we have to consider that we should be considered that.
* 

**Maria Schymura, NY State Cancer Registry**

00:16:46Well, I mean the thing too is, if you look under our goal, for I mean we do list as our platforms to says master list, Sir review blog online forums and social media so it's not like it's not there.

* 00:17:04Maybe.
* 

**Kyle Ziegler**

00:17:05I didn't want us to consider expanding man I don't under.

* 

**Unknown Speaker**

00:17:09I can.

* 

**Kyle Ziegler**

00:17:11With this.

* 

**Maria Schymura, NY State Cancer Registry**

00:17:12Yes, actually.

* 

**Antoinette Stroup**

00:17:14I am so glad that you said that Kyle because that's how I felt when I read the suggestions as well and I called and Murray hill this morning.

* 00:17:25So she's the contractor that the Nice or board and Office have been working with you know I think a lot of you have worked with her in the past, just to get kind of better direction on you know um.
* 00:17:39You know how we're supposed to balance um some of these.
* 00:17:46You know activities and future goals and and sort of.
* 00:17:52The management of these communications.
* 00:17:57Communications goals with.
* 00:18:00You know.
* 00:18:03Being being more strategic in thinking about like naysayers.
* 00:18:10You know visibility in the.
* 00:18:12You know, cancer research and.
* 00:18:16You know surveillance community and.
* 00:18:20So you know I actually.
* 00:18:24Was struggling because you know, being able to you know broaden out our communication and sort of like thinking about.
* 00:18:33things to be more strategic both internally and externally.
* 00:18:37Like it was this here that I, you know spoke to and Murray.
* 00:18:44hill about.
* 00:18:45You know what.
* 00:18:47You know how how to best frame our goals and objectives once again revisiting whether or not we are.
* 00:18:56In.
* 00:18:57A management space versus a strategic space, because this says trust strategic and one of the things that um that we discussed was.
* 00:19:11You know she said that our our goals and objectives were definitely.
* 00:19:15In more of a management space, which is, which I think is where.
* 00:19:19We as a group felt really comfortable in.
* 00:19:22And now we're having to.
* 00:19:25Go I guess go back and and think about how we can you know re.
* 00:19:34Re re.
* 00:19:37phrase, I guess, our goals to be more strategic and she she said that even though I’m we may not be able to accomplish me everything in three years.
* 00:19:54On the direction that all the other steering committees are going in and the board and s&p work rope is to move towards more towards a strategic space again, and not just a management space.
* 00:20:08So.
* 00:20:10The the issue I also raised where where things related to resources as well, because if we are going to expand on sort of the overall.
* 00:20:25You know kind of goals for our group, you know, and not just thinking about like you know internal communications.
* 

**Maria Schymura, NY State Cancer Registry**

00:20:34But then also developing.

* 

**Antoinette Stroup**

00:20:35A much more robust external sort.

* 

**Maria Schymura, NY State Cancer Registry**

00:20:38Of.

* 

**Antoinette Stroup**

00:20:38communications with external stakeholders and stuff that you know we needed to make sure that we.

* 00:20:46advocated, for you know more resources on from the board to have someone, and I think that I have been trying to.
* 00:20:58really get this you know.
* 00:21:01get people to understand that it requires somebody who is going to be helping with communications for nature on a day to day basis, not just monthly and not just people that you know quote unquote have time in their other day job you know to do it.
* 00:21:19And she said that you know just given the feedback we've been getting that we should.
* 00:21:25Definitely put you know this sort of like having the external facing communications goal up you know more explicit in our goals and objectives and and.
* 00:21:41You know.
* 00:21:44So.
* 00:21:47So my so here's my here's my idea and I, and I want to see what you guys think so.
* 00:21:55Maria is right that there are.
* 

**Maria Schymura, NY State Cancer Registry**

00:22:02External.

* 

**Antoinette Stroup**

00:22:04There are things that involve.

* 

**Unknown Speaker**

00:22:05External.

* 

**Antoinette Stroup**

00:22:10objectives in our goals and objectives and goal for.

* 00:22:29Okay, so do you guys see our goals and objectives on the screen okay so here's what I was thinking that if if if we now have to take a step back.
* 00:22:42and take these management goals and objectives and turn them into something that is more strategic and emory gave her sort of blessing to the whole thing is to take the goals and objectives.
* 00:22:58and take them up to a higher strategic level where one goal on focuses on.
* 00:23:06internal communications for NAACCR right like the newsletter the.
* 00:23:13You know, expanding the readership of the newsletter the internal for things like that to you know, create a more you know robust sort of internal communications.
* 00:23:28process and then another goal would focus on on external on you know.
* 00:23:36Communications to external.
* 00:23:39stakeholders and raising awareness of nature, nature and also, you know how to.
* 00:23:49improve sort of outreach and visibility of NAACCR in in the larger cancer surveillance and research community, so those in my mind would be like you know very top level high level.
* 00:24:05goals that are strategic and then these goals that we have right now with then drop to objective, so we don't we don't you know we don't really know you know diverged from what we've already developed and.
* 00:24:25want you know think that we can accomplish for the next three years, they just become objectives of larger goals and then the current objectives with them become you know what might be strategies or tactics, you know, to help.
* 00:24:43But that's kind of like where emery and I kind of landed in terms of like re-structuring this so that it it had some strategic you know elements that were more arm visionary and then like you know management that were that's more sort of.
* 00:25:06Like sort of mission I guess driven.
* 00:25:09And if that makes sense Angela can you maybe I mean with your SNP sort of like word chair had on what do you think.
* 

**Angela Meisner**

00:25:21I really like that I.

* 00:25:25You know I I feel like what you had you know it was what we have is good, and you know.
* 00:25:32i'm really glad you reached out to Anne Marie because I feel like you know, this is not my expertise at all and I she did a I’m glad you reached out to her, I think that those suggestions are really great in order to.
* 00:25:47I don't know way you described it look, I think that would work.
* 00:25:52And then it would fit in with the others.
* 

**Antoinette Stroup**

00:25:57With the other Steering Committee.

* 00:25:58yeah cuz emery did tell me that the other steering committees ended up taking a more strategic path, rather than a management bath you know.
* 

**Angela Meisner**

00:26:08mm hmm.

* 00:26:12So I think that I think that's a good idea I don't know.
* 00:26:20Is it wouldn't involve a lot of.
* 00:26:24Work on your you know, on the groups that have to get this in that place.
* 

**Antoinette Stroup**

00:26:31You know I don't.

* 00:26:32know.
* 00:26:33Like at first I.
* 00:26:34was like in a panic guy was like oh no, you know what are you going to do, going to be hard you know just.
* 00:26:41To kind of get this right, but um but in thinking about making these existing goals.
* 00:26:48into more objectives rather than.
* 00:26:50goals and then like level letting level it leveling level it up more, you know that doesn't make any sense.
* 

**Angela Meisner**

00:26:59Why don't turn.

* 

**Antoinette Stroup**

00:27:00It on yeah taking.

* 

**Maria Schymura, NY State Cancer Registry**

00:27:03I don't think it'll be hard but.

* 

**Antoinette Stroup**

00:27:05I.

* 00:27:05Also, took a look at what we had drafted before you know um and some of the language, because if If you recall, like we went from.
* 00:27:20We when we did this, you know when we went through this exercise month ago we had something that sounded more strategic before.
* 00:27:29And then we were asked, well, we have to think about this more management and maybe think about a three-year timeline so we change some of the language and shifted it to something that was more management focused, so we you know.
* 00:27:43We could go back to what.
* 00:27:45We had before.
* 00:27:46And just reincorporate those strategic ideas.
* 

**Kyle Ziegler**

00:27:53I have to agree, I think we already have it, or some form of it.

* 00:27:57It just want formatted correctly, the way that they're looking for it.
* 00:28:03So I have to I mean at first you're right or I agree with you.
* 00:28:09That when I when you first listening to this, I was like oh my God, here we go again.
* 

**Antoinette Stroup**

00:28:13But I know right.

* 

**Kyle Ziegler**

00:28:15yeah but then, yet at the same time as you're talking it's like yeah you know what we did this, we it's already there.

* 00:28:21might need to be brushed up a little bit, but and then obviously reformatted and re constructed, basically, so I think that maybe it's not as a you can lay and task as we might think in the offset so right.
* 

**Angela Meisner**

00:28:38yeah maybe it's more of an it's it's more of a tweaking you're not rewriting anything you have it all there in some form or another it's just a tweak and tweak and rearrange.

* 

**Kyle Ziegler**

00:28:49I don't think that sounds too.

* 

**Unknown Speaker**

00:28:50Bad.

* 

**Dan Curran**

00:28:52Dan.

* 

**Unknown Speaker**

00:28:54What point does the actual tactics get.

* 

**Unknown Speaker**

00:28:58populated in here is that coming up or is that something that we that we ever do.

* 

**Antoinette Stroup**

00:29:05Like I actually want to get started, you know, to try to get to implement this all the ideas that we've had and to try to get structure in terms of work groups and task forces situated, because we have to start recruiting people you know to to help with that, but.

* 00:29:26I think, to answer your question, Dan I think it's we could we could technically start at any time, you know but um I I I.
* 00:29:39I think the the.
* 00:29:43The actual SMP you know.
* 00:29:48You know work plan can get started as soon as.
* 

**Maria Schymura, NY State Cancer Registry**

00:29:51As soon as this gets.

* 

**Antoinette Stroup**

00:29:55approved by the board.

* 00:29:57You know, like formally you know, but we could start anytime on the stuff that we know we want to move forward with you know.
* 

**Dan Curran**

00:30:07Regarding the outward facing stuff.

* 

**Unknown Speaker**

00:30:10Years ago there's a concept that you know we could use, especially Twitter to reach out more to journalists and news organizations and and maybe even.

* 

**Dan Curran**

00:30:23journals like that might be interested in our content and.

* 

**Antoinette Stroup**

00:30:29That will take more probably about professional communications person or at least a consultant in that area to to show us the way how to get people I mean it's fine to.

* 

**Unknown Speaker**

00:30:39put out.

* 

**Antoinette Stroup**

00:30:41Content it's just like a stream that goes by, unless you know someone's actually fishing and if you know what I mean right.

* 00:30:48We have to raise our awareness, I think, with these kind of organizations and individuals who.
* 

**Dan Curran**

00:30:54might be interested in what we have to offer, and we have to give them some not you know, a drop or something to.

* 

**Antoinette Stroup**

00:31:02we've got a lot of good stuff you know, was the initial report to the nation that kind of thing we could.

* 

**Dan Curran**

00:31:08Get spin off like you know how many hundreds of tweets on that right just keep it going, but we need you know content providers and then.

* 

**Antoinette Stroup**

00:31:17Just the direction to get that into the before the eyes of people that can help expand our reach, in that area yeah.

* 00:31:39Okay, so um would would you guys be okay, if I took a stab at I’m kind of.
* 00:31:50Re re formatting some of us and coming up with a higher level strategic goal if there's going to probably end up being.
* 00:32:00Two high level strategic goals one focusing on internal communications and another one focusing on external.
* 00:32:08communications and then these goals are going to fit somewhere, you know, in some way, shape or form on on either of them were both of them and then I’ll send that out out to you guys I think I’m Angela witnesses do back to the SMP.
* 

**Angela Meisner**

00:32:26end of the day, Thursday.

* 

**Unknown Speaker**

00:32:29Okay.

* 

**Angela Meisner**

00:32:33Because we're going to have Charlie send it to the board on that Friday.

* 00:32:39This Friday.
* 

**Unknown Speaker**

00:32:40Okay.

* 

**Antoinette Stroup**

00:32:42All right, so if I were to send something out to you guys tomorrow, which is Tuesday.

* 00:32:47Will you guys, be able to get feedback.
* 00:32:49Back to me by.
* 

**Maria Schymura, NY State Cancer Registry**

00:32:52Like Thursday morning.

* 

**Katie Dahlquist**

00:32:56yeah.

* 

**Angela Meisner**

00:33:11If you need that extra little extra time like Friday morning, let me know okay.

* 

**Antoinette Stroup**

00:33:21Okay, it looks like Susan joined hi Susan.

* 

**Susan Gershman, QC**

00:33:28Sorry I’ve been here.

* 

**Antoinette Stroup**

00:33:30Okay, good did you did you did you hear all our discussion about that SMP.

* 

**Susan Gershman, QC**

00:33:37Oh yes.

* 

**Antoinette Stroup**

00:33:39Do you have any thoughts comments.

* 

**Susan Gershman, QC**

00:33:45not really I mean mostly that seems like an awful lot of time is being spent on it so.

* 00:33:52yeah like sacrificing other.
* 00:33:55Other things, but it is what it is.
* 

**Antoinette Stroup**

00:33:59yeah.

* 00:34:08Just taking a few notes.
* 00:34:14Okay.
* 00:34:17Alright, so um alright.
* 00:34:22Next, on the agenda is um I wanted to kind of give you guys a little update on like this idea that we had to do a communication schedule Tyler and I took it out for a test drive a few weeks ago when we were rolling out the.
* 00:34:41The.
* 00:34:44The SMP.
* 00:34:47Member feedback on the, what do you call it.
* 00:34:52comment period, and we were just kind of really trying to figure out like a new like something that would work for now, in terms of process and format and stuff and.
* 00:35:06He and I went back and forth about like you know what what we would want to document as far as what would be needed to implement a communication um I don't know what to call it a communications.
* 00:35:23Would you call it schedule for any like any given piece of activity and.
* 00:35:31That way Tyler would have all the information he needed so that he could implement.
* 00:35:40The buffer program which.
* 00:35:43You know, he put stuff in advance to do scheduling and things like that, and then also working for.
* 00:35:51or not working for, but working with steering committees in.
* 

**Maria Schymura, NY State Cancer Registry**

00:35:55This.

* 

**Antoinette Stroup**

00:35:56You know what I’m about to show you, is something that.

* 00:35:59We kind of drafted it obviously needs, you know work and we have to keep brainstorming on how to make things work better, especially once we start to populate more and more communications products in advance.
* 00:36:17So let me just show it to you that way you guys can have a sense of like what we're kind of looking at now we're still going to be looking for things like.
* 00:36:30Like tools that can that that can be more efficient, you know and do it better, but for now we you know, the best thing that we, we could do for now is.
* 00:36:43Is do an excel spreadsheet because you know we kind of at the time.
* 00:36:49We had to think about.
* 00:36:51Something that we could document and that could be scalable and you know, putting things in word we can't really do that, but at least an excel we could you know add as many columns and rows we wanted, you know and and stop so I don't know it's just a just a pilot so.
* 00:37:10Let me share my screen, so what we decided was on he and I, and now that I’m Lynn is our co-chair she's also going to get access to this.
* 00:37:24And at some point I guess the entire steering committee would also get access but for now we just kept it at the three of us, because we were just sort of testing this this concept and that's all this is a concept, so can you guys see my screen.
* 

**Monica Thornton**

00:37:43Yes, yes.

* 

**Antoinette Stroup**

00:37:44Yes, okay okay good so on in this excel workbook we have a cat what a calendar schedule, which is a spreadsheet here and then.

* 00:37:58We have other spreadsheets that are supporting of of each of the the tasks so so, for example, you know, we had um you know just some just some note notations up here about.
* 00:38:16stuff like twitter's less than 282 characters you know tfp stands for Twitter and Facebook anything is blue is communications tasks.
* 00:38:27And each activity is here labeled in this first column column an and then across the board, our dates, you know for like a schedule and you know Tyler was able to take this schedule and.
* 00:38:47You know use it to schedule any kind of.
* 00:38:51You know either a listserv announcement or.
* 00:38:56shoot I forgot that.
* 00:38:58You know, and like also plan for when things needed to be deployed, you know, like the the survey gizmo that went out for the comments that are coming back to the SNP but um you know along here would be dates.
* 00:39:16and obviously you guys can't see it, but you know we could go as far as far as we want.
* 00:39:25We could break it up in months or whatever, or in in years, depending on how far in advance, we want to schedule things and then.
* 00:39:34Each so if there is an activity here like the SNP 2021 to 2024 details about the communication, like the message, or the language that, for example, we could put in a Facebook post or a Twitter post or.
* 00:39:54an email or even as as you'll see for the SMP on the website so it's all these pieces of information that Tyler was going to need in order to deploy a lot of this stuff so.
* 00:40:08So what we ended up doing was creating a spreadsheet specifically for each each task so like there's an ACER talks here and then there's the SMP information here, so a lot of this is all like language that we developed you'll see Angela that some of it we use with.
* 00:40:32When we went back and forth, you know about messaging about the SNP.
* 

**Angela Meisner**

00:40:37mm hmm.

* 

**Antoinette Stroup**

00:40:38And then, so it has like you know just kind of like a title and then like the date that it's meant to go out and then over here, we had like language for a Twitter poll or Facebook post and what we were going to do.

* 00:40:58And then here's just a formula that we use to count the number of characters and obviously it's over the character limit here but.
* 00:41:07Anyway, so in this document Tyler I made like changes and then Tyler was able to go in and then you know use this as a guide to then.
* 00:41:18schedule, all of the things that he needed to do on his end to to deploy everything.
* 00:41:24You know it's it may not work for everything but.
* 00:41:30it's something that I thought we could try; you know in in lieu of the fact that we don't really have anything in terms of a communications tool for us to kind of.
* 00:41:43You know.
* 00:41:44plan things in advance, one of the things that we did notice was that.
* 00:41:53One thing that this thing is lacking is, you know that that extra sort of communication with the people who actually are in charge of the content, you know so like, for example, you know.
* 00:42:07We had drafted like language that will go out into an email, but in a separate email, I had to go back and forth with Angela and Sarah on like different things, so there was still this disconnect.
* 00:42:20Between you know this sort of scheduling process and US communicating with the content people.
* 00:42:27In this case it was Angela and Sarah who were the chairs of the SNP work group and that didn't work as well, I thought, like it wasn't as efficient as I, as I thought it would be and we're going to need to find a better way to do that, to make it more seamless because.
* 00:42:46There were.
* 00:42:46As you can imagine, there were a lot of emails getting crisscross through.
* 00:42:50The wires you know.
* 

**Angela Meisner**

00:42:52I was going to say man, if I could just add really quick, I think this is a perfect example, especially because you know, usually we have Lori haven or That was our kind of us in between, for everything.

* 00:43:04On the s&p workgroup and this you know she was out so it was hard to know who was our contact and then like you said, we had a million emails going to you know different people and things were getting.
* 00:43:17crossed, and like you said we're having to go through the threads to see what did we decide to do, and a lot a lot got lost.
* 00:43:27So definitely what I thought was going to be a little more seamless it didn't happen that way.
* 

**Antoinette Stroup**

00:43:34Right right and it just seemed like there needed to be a better sort of coordination and and while you know, while while we can we, as the communication steering committee can strategize on a plan.

* 00:43:49Getting down the right language and the content and making sure that there were you know things that.
* 00:43:59Tyler needed needed to be coordinated, a lot better.
* 

**Angela Meisner**

00:44:03You know the other thing man to that that I think it was also knowing to when to.

* 00:44:10You know, get certain information, for example, for the SNP thing in the town hall, we had to get in contact with Angela Martin so that she could get her stuff ready and.
* 00:44:21So sometimes you know even emails would leave her out, you know unintentionally or didn't know she needed to be in the loop and but she needed to in order to give you guys information is there, like.
* 00:44:35You know, a point of contact for everything so that it doesn't get lost through all the Nice or office.
* 00:44:44I think that was my biggest thing is, you know I guess the user of this is wanting to know, is there a one person like I could contact to have it.
* 00:44:55All done, I guess that makes sense.
* 00:44:59so that you know you're not leaving people out of the emails that should be on the emails or assuming that people have talked to each other when they haven't.
* 

**Antoinette Stroup**

00:45:06Right right, and I think this was we were challenged right because Monica without and then Lori was out.

* 

**Angela Meisner**

00:45:13Right.

* 

**Antoinette Stroup**

00:45:14You know so that's actually a good question and a lot of times, at least for our committee we rely a lot on Tyler but sometimes he's not you know, like he's working on other stuff you know.

* 

**Angela Meisner**

00:45:33yeah.

* 

**Antoinette Stroup**

00:45:34carly or or Monica do you guys have any.

* 00:45:38thoughts about that.
* 

**Charlie Blackburn**

00:45:40yeah I was thinking about that as you guys were talking.

* 00:45:46Not at this time um and the main reason is, I think it just depends, you know one one person doesn't really do everything and I don't know to what extent.
* 00:45:58You know, because I’m not in those meetings lori's role with the SMP is you know she has been sort of like the they've used this term, the sort of wrangler.
* 

**Antoinette Stroup**

00:46:07On that in.

* 

**Charlie Blackburn**

00:46:08In an in an in a perfect world, maybe, she is really the one and makes everything so right, you know is is the one.

* 00:46:17And that could be you know said Tyler do this or here's this here's the here's how the group wants it um.
* 00:46:24I don't know I’m just talking out loud, I really don't know at this point in time, or have a have a clear stream of thought for you on that one it's a good it's a good point it's probably a.
* 00:46:34A you know what are the needs, what are the issues and then just coming to a decision and what's the most efficient way to go about it.
* 

**Antoinette Stroup**

00:46:41That probably didn't help much that's what.

* 

**Charlie Blackburn**

00:46:42that's cut off top of my mind.

* 

**Unknown Speaker**

00:46:44yeah.

* 

**Antoinette Stroup**

00:46:47yeah and then the the other The other thing that is something that is maybe, on the other end of the spectrum is related to the nature talk so you know you guys might recall that last month we talked about how resend up was saying that there was an ACER talk coming up and.

* 00:47:08It was Chris Johnson’s nice her talk and you know we put it on the schedule, we thought Okay, you know what do we need to do this and you know, do we want to do a social media post and yada yada.
* 00:47:22But then when I communicated with Angela um it turns out that Angela had already had a plan for all of it, and she didn't need anything from us so that's, like the other end of the spectrum where there's some things that you know.
* 00:47:41That you know.
* 00:47:44Angela and other people in the nature office already had under control and I, and I thought that we were going to have to play a role, and maybe advertising more than a search talk, but then it turns out, we they you know they didn't need us for anything so.
* 00:48:03So not so not much was done there you know um.
* 00:48:14So that's the other that's that's what happened on the other end of the spectrum when it comes to the schedule just kind of scheduling and coordinating.
* 00:48:34Dan you've been you've been around for a while; I think that for a while you were kind of leading a lot of like.
* 00:48:44You know, social media posts and like that, I mean this.
* 00:48:47Do you have any thoughts about like Is this something that you have encountered in the past, or you know where there are strategies that you at you guys ended up using.
* 

**Dan Curran**

00:49:00will turn around.

* 00:49:02Events like world cancer day or something like that we would come up with extensive plan for social media posts, and that would be you know loaded up into the software and then the various posts would be released at the appropriate date and time that will be decided.
* 

**Unknown Speaker**

00:49:22And so it does take a lot of planning and then the biggest problem is getting content, I mean world cancer it's pretty straightforward but.

* 

**Unknown Speaker**

00:49:32terms of content, because there's just a lot of.

* 

**Unknown Speaker**

00:49:36messages of encouragement that don't they're kind of provided to us, you know by different organizations, but in terms of other.

* 

**Unknown Speaker**

00:49:45Content that's a little.

* 

**Unknown Speaker**

00:49:48more challenging and they go, we do now is is good, but it could be a lot more, I think.

* 

**Unknown Speaker**

00:49:54We Scott drag more content out of different things that we do.

* 

**Antoinette Stroup**

00:49:59Both work with people who are.

* 

**Unknown Speaker**

00:50:02subject matter experts.

* 

**Antoinette Stroup**

00:50:06Right.

* 

**Unknown Speaker**

00:50:09But certainly.

* 

**Unknown Speaker**

00:50:11You know more volunteerism in the air social media would be helpful, I think.

* 

**Antoinette Stroup**

00:50:16We would actually have volunteers running the social media accounts, you know it will be approved by my staff, whatever whatever tweets that went out or other messages.

* 00:50:28So it was like we were going rogue and I kind of want to volunteer also look for content from our sponsoring organizations and retweet that so just kept things active.
* 

**Unknown Speaker**

00:50:42So that's what every call.

* 

**Unknown Speaker**

00:50:46and getting the content, I think, and certainly couldn't hurt more volunteers to help out with publishing stuff.

* 

**Antoinette Stroup**

00:51:03So did you guys do a lot of that via email, how did you guys handle sort of the day to day.

* 00:51:11coordination.
* 

**Unknown Speaker**

00:51:18email, and then it would go into a plan similar to you know.

* 

**Unknown Speaker**

00:51:23sell things here, but it would be a.

* 

**Unknown Speaker**

00:51:28rows and columns would be you know different social media accounts, we have, and then dates and times.

* 

**Unknown Speaker**

00:51:37The other.

* 

**Unknown Speaker**

00:51:39The other access kind of thing.

* 

**Antoinette Stroup**

00:51:42On the message in the cells that would go out.

* 

**Unknown Speaker**

00:51:46So they'd be a you know just the general place for.

* 

**Dan Curran**

00:51:50Planning when things would go.

* 

**Antoinette Stroup**

00:51:59Okay.

* 00:52:04Anyway, so um.
* 00:52:09So this, so this is what what we ended up you know developing.
* 00:52:17You know, we.
* 00:52:19You know, one of the things that I want to start doing.
* 00:52:23You know, once we can kind of can get over this whole SMP and just kind of move on with our life is.
* 00:52:30is to is to start actually populating you know and working on some of these.
* 00:52:38You know opportunities to kind of engage more you know through different things and and promotions and stuff like that so.
* 00:52:50You know; I think that I think that you know we're going to end up.
* 00:52:54Being.
* 00:52:57playing a support role to the SMP work group and the board when the SMP is on approved and rolled out so we're going to have to come up with a plan for that again and then also some other activities that are that are coming up as well.
* 00:53:15So.
* 00:53:20Does anybody else have any thoughts or ideas or comments on this.
* 

**Angela Meisner**

00:53:31I do have a comment about constant contact and using that but I can email you I don't know because I know you have other things you probably want to cover.

* 

**Antoinette Stroup**

00:53:42yeah and maybe for those that that don't know the emails that were just were for the SMP.

* 00:53:54rollout or the comment period rollout went through did not go through the list, Sir, you went through something called constant contact and.
* 00:54:05I think Monica was the one that developed an email chain in constant contact that only included members.
* 00:54:16Of maicer the list serve as you know, includes everybody, you know that signs up for the listserv not.
* 00:54:25beyond just Member, so we wanted to make sure that we targeted members only, and so this constant contact was the tool that was used.
* 

**Angela Meisner**

00:54:43Did you do you want me to say anything on that or just email you guys.

* 

**Antoinette Stroup**

00:54:48You could share it, I think.

* 

**Angela Meisner**

00:54:50Okay um I was really excited about it because it was you know targeted to just the Members, I wonder how much of those emails from constant contact went into spam or I think Sarah said her the email that we sent out one to her.

* 00:55:09Marketing folder so maybe not junk necessarily but uh you know, this is a marketing email, you should be aware of.
* 00:55:18So I’m just.
* 00:55:19It was a little nervous about that and that's why the last email, we sent with zilla serve.
* 00:55:25And then just if you're the one that email is attached to that constant contact, so my email was account was used to send the email just for the person.
* 00:55:39If they're in that situation to to know that you will get everybody's out of office greeting, so I think I got what right after we sent the constant contact.
* 00:55:50email about the SNP I think I got 150 out of office auto replies from Members so luckily they come all at once, so I was able to delete them right away, but that was that was a big surprise.
* 

**Melanie Williams - Texas Cancer Registry**

00:56:06To see you Angela it's Melanie that's that's that's.

* 00:56:10No bueno it.
* 

**Angela Meisner**

00:56:13was an it was a bit of a shock.

* 

**Unknown Speaker**

00:56:15and

* 

**Angela Meisner**

00:56:18yeah, so I would say, you know if there's a way to not have that happen or give the person, a warning or something, but I was afraid in me the leading all of these, am I going to delete something of my work email.

* 00:56:32So something to be aware of.
* 

**Monica Thornton**

00:56:34This is Monica we used to use kind of constant contact for listserv and when I send them out to the 6000 or so people on the listserv I get six or 700 of those out of.

* 

**Angela Meisner**

00:56:48Hundreds not too bad.

* 

**Dan Curran**

00:56:51And you can create the inbox rules.

* 

**Monica Thornton**

00:56:54yeah I do, I did but they'd all go into one folder here.

* 

**Angela Meisner**

00:56:59And I was not aware of that so.

* 00:57:02It was a shock.
* 

**Monica Thornton**

00:57:03yeah the first one goes ahead, I was just going to say the first time I sent it out, I was like oh shoot I.

* 00:57:11forgot that I forgot that rule.
* 00:57:14It was.
* 

**Dan Curran**

00:57:15Regarding constant contact we use that to for company and your customers are playing they don't get the emails and then you know, did you check your spam, yes, but then sometimes intercepted before it gets there and that's because.

* 00:57:29Some of the links that constant contact uses to let you get.
* 

**Unknown Speaker**

00:57:34metrics on who opens what does this man that that can look like spam an organization and then there'll be blocked and so.

* 

**Unknown Speaker**

00:57:43constant contact does provide some documentation about how to whitelist their messages or your witnesses from constant contact and that can be shared but it's it's a bit of a job to get that.

* 

**Dan Curran**

00:57:57Word out there, but if you can get a new job complaint that's the way to handle it, but of course it's kind of hard to tell some second that they don't know they're supposed to get it right so.

* 

**Charlie Blackburn**

00:58:07yeah, this is a Charlie um you know and each of you could go back and speak with your your it.

* 00:58:18group there um it's it is something that we always need to keep moving towards but.
* 00:58:24Those that know more about it than I do actually post coven.
* 00:58:30email two things changed one is the amount of spam and marketing related email skyrocketed.
* 00:58:39On a variety of levels out in the world and, and secondly.
* 00:58:45best practices for how whatever whatever whatever organization, it is I can't remember the name of it at this point in time, started to in.
* 00:58:57In more enforce I’m emails to have that have to have three digital digital signatures that are on the back end of emails that that happened to be in the code, at any rate um this spam piece if it's been long an issue and it's gotten worse in the last 12 to 16 months.
* 00:59:19i'm glad that I do to coven.
* 00:59:21um I guess the the part here is that, yes, it is you know whether we use constant contact or not our new we're changing our association management system in somewhere in the next six months to a new system.
* 00:59:37In theory that that will work these your shirts to send emails not use constant contact, but some of these issues will still come about because.
* 00:59:44The truth is Federal and State governments are the most restrictive of organizations, when it comes to spamming emails, and that makes total sense I get it so.
* 00:59:54Well, we should probably talk about that as we move forward, but there are some things going out there in the world that that really aren't under our control and we need to make sure that we still get through to our Members so so we have to continue to figure that out.
* 

**Antoinette Stroup**

01:00:14And, in the meantime, is there a way that we can um.

* 01:00:21You know, have like like have Member like teach Members how to white list I think that's the term you use Dan the constant contact email like is there some something we can send out to the Members so that they don't miss announcements.
* 

**Charlie Blackburn**

01:00:39yeah I mean safe settings pretty pretty common I mean everyone's going to be a little bit different I don't know Dan, what do you think, by the way, I do have to go in a minute for another phone call so I’m sorry.

* 

**Antoinette Stroup**

01:00:49Okay, no problem.

* 

**Dan Curran**

01:00:52yeah I’m not aware of all the technologies that can.

* 

**Unknown Speaker**

01:00:55help with this, but certainly there.

* 

**Dan Curran**

01:00:59can provide instruction about weightlifting that's about as far as.

* 

**Monica Thornton**

01:01:09Our next go ahead.

* 01:01:13I was just going to say on our website when people.
* 01:01:16are looking at signing up for the narrative it does ask them to whitelist.
* 01:01:24The the address that the narrative comes from.
* 01:01:31Which is something at Community Community calm I forget what it is right now.
* 

**Antoinette Stroup**

01:01:40Okay.

* 01:01:43Okay, our next our next meeting is May.
* 

**Unknown Speaker**

01:01:49See.

* 

**Antoinette Stroup**

01:01:53May 10 same time.

* 01:01:57And shortly after that I think in June we're going to have the summer forum and.
* 01:02:08i'm thinking that on our next call a we will know more about our SMP and if that was approved and then be.
* 01:02:16I think we're going to need to talk about if there's anything that we need to do as far as communications for the summer forum, I think that would be probably on us on our list to do.
* 01:02:31Thank you everyone.
* 

**Monica Thornton**

01:02:33Thank you.

* 

**Angela Meisner**

01:02:34Thanks man.

* 

**Kyle Ziegler**

01:02:36Thanks man.

* 

**Unknown Speaker**

01:02:38Thanks.