**Communications Steering Committee**

Meeting Minutes

**February 14, 2022**

1. **Roll (Nan)** Antoinette Stroup, Lynn Gilijahn, Charlie Blackburn, Tyler Scott, Stephanie Hill, Angela Meisner, Dan Curran, Susan Gershman, Melanie Williams, Lori Swain, Chandrika Rao, Ann Marie Hill
   * Jennifer Kachajian from Vermont will be joining this committee starting next month.
2. **Steering Committee Charter** Nan shared a draft of the charter and thought the objective was too narrow.
   * Ann Marie discussed results from the Communications report that Matt developed. She has reservations about an all-volunteer committee taking on all communications.
     + The target audience is the members
     + Considered a high priority was:
       - The NAACCR Narrative
       - Working well with steering committees to get the information organized and out to members, especially products and tools.
       - Pulling content rather than pushing. Proactively work with Steering Committees regarding information for tweets, post or blogs.
     + Melanie felt the role in the past should continue and that is for the Communications Committee to fill in the gaps of whatever is needed. It is a supplemental role to do whatever is helpful to the NAACCR Board, staff, and members.
     + Need clarification/guidance from the NAACCR office what roles/tasks are expected of the Communications Steering Committee.
     + This committee needs to understand the members wants and needs around communication.
     + **Ann Marie suggested before developing a charter, lay the groundwork by focusing on:** 
       - **Getting subgroups up and running**
       - **Start pulling more content**
       - **Build volunteers**
       - **Establish a system**
3. **Subgroup Descriptions (Role, purpose, objectives for each group) and Membership Updates**
   * **Website/Social Media WG (Dan)**

Dan gave an overview of the committee survey results.

* + - Six responses
    - Decision was split whether to hold meetings monthly or not.
    - Could use Buffer to gather statistics on social media use
    - Social media is not important to our members currently.
    - Use Narrative to promote social media
    - Most thought a communications consultant could help us establish initial policies and procedures
    - Lori Swain shared the NCRA approach to social media and member communications
  + **NAACCR Narrative Editorial Board (Chandrika/Susan/Lynn)**
  + **Profession Development SC – TBA revival of NAACCR Membership Program**
    - Suggested adding website orientation for new members.
    - Lynn said NACDD also has a mentorship program.

1. **Other Tasks**
   * **Steering Committee Report (done)**
   * **Nan/Lynn in-person Board/Chair meeting March 2-3, 2022**
   * **Recruit via networking, M.A.P. – seek creative, writing, SM presence/influencers, bulletin board**
   * **Update on what is needed for Listserv WG?**
   * **Communication Plan**
   * **Role of NAACCR communications coordinator in main office**
2. **Actions:**
   * Monica will generate a report with registry managers/directors who are part of steering committees or leading other projects to try and engage them.
   * Lynn will look for the CDC lists that has education/trainers identified for each CDC registry.
   * Ann Marie Will provide a copy of the report to all members before the in-person meeting on March 2-3.
   * Dan Send link to survey responses
   * Nan Send information to the group that Chandrika shared with her and Lynn
   * ALL Review the Communication Plan Melanie updated.
3. **Next meeting and topics:** 
   * Monday, March 14, 2022
     + Lynn & Nan will share the report from the Board/Chair in-person meeting
     + Review the report from Ann Marie that Matt created
     + NAACCR Narrative Editorial Board - Chandrika/Susan