**Communications Steering Committee**

Meeting Minutes

***May 9, 2022***

1. **Roll (Nan)** Antoinette Stroup, Lynn Gilijahn, Monica Thornton, Dan Curran, Lori Swain, Ann Marie Hill, Melanie Williams, Chandrika Rao, Angela Meisner, Susan Gershman, Jennifer Kachajian **Guest:** Recinda Sherman

1. **Updates from NAACCR Board re: requested budget, comms training, and possible communications consultant**

The NAACCR Board has reviewed our budget request for a communication trainer and is looking into the possibility of hiring a communications consultant. This is a positive outcome and this committee’s work will continue in the meantime. Lori S. gave some detail on the conversation that was had at the board meeting.

1. **Status of charters and recruitment plan for Website/SM WG and NAACCR Narrative Editorial Board**

Lynn reviewed the draft charters and made some updates. Nan will be sending excerpts from the charters as an announcement through the listserv and MAP program to recruit more members.

1. **NAACCR Summer Forum**

* What can the Communications Steering Committee do for the NAACCR Summer Forum?
* Charlie shared with the group most communications in the past and currently are handled within the NAACCR office. A detailed timeline is adhered to. This group could brainstorm ideas to reach outside the normal communications. Is social media used to tweet brief updates during the annual conference each day. Dan recalled there being a contest for the best tweet and the winner received a gift card. Charlie said this could be done but need to consider who will manage this as the office staff will be busy with other Summer Forum duties the week of the meeting. Gift cards can be provided and sent out by the office. Lynn suggested a message inviting members to tweet and share on Facebook to get them more engaged. Dan pointed out this can be done but will not be as visually interesting due to the virtual nature of the conference. Tyler shared we do occasionally use Buffer to build out series of social media messages. Buffer is a scheduler that sends out automatic messages (Twitter, Facebook and LinkedIn) scheduled for a certain date.
* Plan for NAACCR Narrative after Summer Forum.

Chandrika informed the group the date will be in July. The content will include some of the most interesting presentations and will reach out to authors to submit an article. The July issue will also include incoming NAACCR Board members and committee highlights from the past year.

1. **Options/Ideas for communications calendar and process**

Lynn gave an update on what she has found that may be useful in creating a communications calendar. Tyler suggested Microsoft or Google Drive. Lynn sent the group a list of awareness months. Ann Marie mentioned some government and hospital systems will not allow Google Drive due to security concerns. Tyler pointed out this calendar would be for internal use among the Communications group. The NAACCR office does not currently use TEAMS. Stephanie suggested using Asana but Tyler would rather use a cloud application. Whatever route we take this could also be used by other steering committees in the future.

Recinda described what the RDU committee is currently doing which is to post at least three tweets a month regarding cancer awareness months. They are working in advance of the month the tweets will be sent out. Tyler has set up a feature in sauna for RDU to communicate with him when the tweets should go out. The group is working with a graduate student to help create the posts and infographics. To include updates on the NAACCR website banner/slider Tyler would need sufficient lead time, preferably a month, to implement. Recinda pointed out the slider is intended to be clicked on and go elsewhere with more information.

1. **Communications plan with other SCs?**
2. **Comms SC annual report due June 1st**
3. **ACTIONS:**

* Nan will distribute finished charters to the group.
* Dan will work with Chandrika on messages to schedule for Buffer to send out during the NAACCR Summer Forum.
* Tyler will investigate the possibility of using a NAACCR created calendar in Outlook.
* Tyler will send out an updated meeting invitation for the June 6th date.
* All review and send any suggestions to Dan regarding the contest rules he sent to the group.
* Discuss calendar options at the next meeting.

1. **Next call:** June 6, 2022