**Communications Steering Committee**

Meeting Minutes

***October 10, 2022***

1. **Roll (Nan)** Antoinette Stroup, Ann Marie Hill, Carol McClure, Lori Swain, Chandrika Rao, Tyler Scott, Janet Celosia, Stephanie Hill, Dan Curran

1. **NAACCR Communications Consultant**
   * **GLC – Janet Celosia (presentation) –** Janet is the NAACCR Communications Consultant. She will present on the goals and objectives of her involvement with NAACCR.
   * **Discussion – Next Steps with Communications SC?**
     + **What is an editorial calendar?** This includes all channels not just the NAACCR Narrative. This can be monthly or quarterly.
     + **With a volunteer organization, members have limited understanding of communications and very little marketing. What about training?** Janet says they have suggestions for basic workshops and informational webinars.
2. **Work Group Updates**
   * **Website/Social Media WG (Dan)**
     + **Communications Schedule/Calendar**
       - Cancer Awareness social media post were submitted to Tyler.
       - Janet commended the team on the Awareness media and suggested tying it back to a NAACCR landing page or piece of data.
   * **NAACCR Narrative Newsletter Editorial Board (Nan, Chandrika, Monica)**
     + New member: Annette Hurlburt
     + Met a couple times re: Fall Narrative and Ed. Board organization and plans
     + October Fall Issue on schedule?
3. **SMP Metrics – SMP Work Group requested to reduce to 3**

An email was received from Karen Knight and the Strategic Management Plan workgroup would like the metrics paired down to three.

* NAACCR Narrative views
* Links overall via website
* Janet will share the audit and analysis they have done for the NAACCR Narrative.

1. **Other Steering Committee work**
   * **Targeted email lists from Monica and Tyler, ETC list from CDC, list of registry directors and managers (after summer forum)**

Tyler said the new AMS can facilitate this.

* + **Collaboration with other Steering Committees – Nan, Lynn, Karen Knight coordinate with SC Chairs for now (comms consultant will help later).**

1. **ACTIONS:**

* Lori S. Offered to demonstrate to Nan regarding the calendar the National Cancer Registrars Association uses.
* Janet Will attend the next 2 Communications meetings to provide updates and solicit feedback.
* Chandrika Will follow up with Recinda and Monica regarding the status of articles/NAACCR Narrative.
* Nan
  + Reply to Karen regarding the 3 metrics.
  + Nan will invite Janet to the next NAACCR Editorial Board meeting.
* Tyler Review at the next meeting the available targeted lists with the new AMS.

1. **Next call:** November 7, 2022