**Communications Steering Committee**

Meeting Minutes

***November 7, 2022***

1. **Roll (Nan)** Antoinette Stroup, Ann Marie Hill, Carol McClure, Lori Swain, Lihua Liu, Chandrika Rao, Tyler Scott, Susan Gershman, Stephanie Hill, Dan Curran, Jennifer Kachajian,

1. **NAACCR Communications Consultant**

Tyler updated the group the consultants are still working on personas which are operations, analysts/data utilization, directors of management, external partners (vendors and third parties) and international registries. Tyler will know after the next meeting with them tomorrow. The consultant agreement with GLC will end on November 30th.

Lihua asked about how the listserv can be utilized and what is the process? The communications consultant may be addressing this.

1. **Work Group Updates**
   * **Website/Social Media WG (Dan)**
     + **Communications Schedule/Calendar**
       - November Awareness messages were submitted and there are no December Awareness messages.
       - It was decided only cancer related Awareness months will be posted.
   * **NAACCR Narrative Newsletter Editorial Board (Nan, Chandrika, Monica)**
     + The last meeting was canceled due to scheduling conflicts and is yet to be rescheduled.
     + The next newsletter was reviewed by Stephanie and Monica should post this week some time.
     + Pose questions to stimulate content for the newsletter.
2. **SMP Metrics**

Tyler informed the group he will provide metrics to SMP at their requests but will not track metrics year around. Nan was under the impression it was the Communications Steering Committee’s responsibility to track metrics monthly. Ann Marie asked Tyler what the best timeline for metrics would be and asked if a baseline could be provided. Ann Marie added the Communication Steering Committee metrics for SMP will also be used by Communications to help guide the committee regarding areas needing improvement. Tyler commented he could provide metrics quarterly to SMP and the Communications Steering Committee: visits to NAACCR Narrative website, social media metrics and Narrative links hit from Listserv.

1. **ACTIONS:**

* Ask Monica for next NAACCR Narrative Newsletter Editorial Board meeting date.
* Tyler will ask Monica to send a short update on the status of the newsletter before each Communication meeting and include on every agenda.
* Nan will add to December agenda preparation for board-chair meeting.
* Nan will send drafted workplan to the group for review next month.

1. **Next call (1st Monday each month): Monday, Dec. 5, 2022 11:00am-12:00pm**
   * Chair-only Call, Monday, Dec. 19, 2022
   * Board-Chair Call, Wednesday, Dec. 21, 2022