

**Meeting name: Communications Steering Committee**

**Minutes**

Date: May 17, 2016

**1. Welcome – Laura**

**2. Roll Call – Annette**

<b>Present</b>	<b>Excused</b>
Laura Ruppert, Indiana State Cancer Registry	Carol DeSantis, ACS
Annette Hurlbut, Elekta	Chandrika Rao, North Carolina Cancer Registry
Becky Cassady, LLUCC	Dan Curran, C/Net Solutions
Kim Vriends, Prince Edward Island Cancer Registry, Board Liaison	Mignon Dryden, Cancer Registry of Greater California
Winnie Roshala, Cancer Registry of Greater California	Robin Malicki, Population Registries of Wisconsin
Dustin Dennison, NAACCR staff	Susan Gershman, Massachusetts Cancer Registry
	Charlie Blackburn, NAACCR staff

**3. Minutes/Outstanding action items – Laura**

- Any changes to the April minutes as posted on Causeway – none heard
- Status of Communications Plan - Best Practices sections – **Dustin** – soliciting for review from Board – scheduled call tomorrow
  - **Action Item:** Winnie will follow-up on the Board call tomorrow
- Strategic Management Update (based on the Board/Chair meeting discussion)

**4. Communications Working Groups**

- Social Media WG lead, update – **Dustin reporting for Robin/Dan**
  - Dan and Robin have re-tweeted out items from the Spring issue Narrative
  - Dustin shared with Dan, Robin, Laura, Annette re social media postings during the annual conference
- NAACCR Review Blog Site Status – **Becky**
  - Last blog posting article 4/20 – nothing in the works at the moment.
  - Dustin reviewed 5/1-5/16/2016 has over 170 page views. Being accessed. Need more content.
- NAACCR Narrative update – **Annette for Chandrika/Dustin**
  - Spring 2016 issue posted 4/19
  - Summer issue 'Post Conference' theme material
    - Eyes/ears re AJCC 8<sup>th</sup> edition – follow-up with AJCC
    - NAACCR v16 metafile release
      - **Action Item:** Team will follow-up with standard setters in follow-up for these article ideas.

**5. Web and reporting capabilities – Dustin**

- **Google Analytics - link for the analytics for on-demand viewing:**  
<https://www.dropbox.com/sh/bcp31l8nnrnrxbw/AABJcpZsCvCtRaK5Rns20owma?dl=0>
- **NAACCR website updates**

- Status of Redesign Task Force-**Dustin** – Reported giving recommendation to the Board on preferred vendor. Will be discussed at the Board meeting.

#### **6. Other Items of Interest to Committee**

- **NCRA Annual Conference**
  - Laura pinged Jim for any input gathered from the conference in addition to the non-smoking venue concern.
- **NAACCR Annual Conference Giveaways/Booth** - all set. Monitor/equipment was reviewed by Dustin. What to use the monitor for during the conference? Final decisions while there. Twitter/social media showcase.
- **NAACCR Conference** – Committee meeting period Mon 6/13 12-1pm CT.
- **Periscope** – Dustin provided review of what Periscope is and how it could work on trial basis while at the conference.

#### **7. Closing remarks**

- Start thinking about if there is value in a forum for concerns, updates, etc by members
  - This will be discussed at tomorrow's Board Meeting
  - Winny presented an idea more along the FAQ scenario
  - Potential discussion at the June meeting at the NAACCR annual meeting

**Adjournment 11:14 am EST**

#### **8. Next Call – 6/13, 12 noon-1:00pm CT during NAACCR conference for onsite meeting**