

**Meeting name: Communications Steering Committee
Minutes**

Date: June 13, 2016

1. **Welcome – Laura** provided a welcome to the group to the CSC meeting which was held onsite of NAACCR Annual Conference location.
2. **Roll Call – Annette** took roll and circulated an attendance sheet.

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	Kim Vriends, Prince Edward Island Cancer Registry, Board Liaison (outgoing)
Annette Hurlbut, Elekta	
Becky Cassady, LLUCC	Guests
Carol DeSantis, ACS	David Stinchcomb, Westat
Chandrika Rao, North Carolina Cancer Registry	Justin Denisco
Dan Curran, C/Net Solutions	Mary Mesnard, Westat
Lori Swain, NCRA, Board Liaison (incoming – primary liaison to NAACCR Board)	Sandra Gamber, Elekta
Mignon Dryden, Cancer Registry of Greater California	Serban Negoita, Westat
Robin Malicki, Population Registries of Wisconsin	
Susan Gershman, Massachusetts Cancer Registry	
Winnie Roshala, Cancer Registry of Greater California (secondary liaison to NAACCR Board)	
Chuck Wiggins, NAACCR President	
Charlie Blackburn, NAACCR staff	
Dustin Dennison, NAACCR staff	

3. Minutes/Outstanding action items – Laura

- Any changes to the May minutes as posted on Causeway – none heard
- Status of Communications Plan - Best Practices sections – Lori reported on the status of the Plan.
 - **Action Item:** Lori will share recommendations for updates and Appendix.
- Strategic Management Update (based on the Board/Chair meeting discussion) provided to those present. Activities underway were reviewed.

4. Communications Working Groups

- Social Media WG lead, update provided by Dan
 - Review of social media posting plan including NAACCR conference contest
 - Dustin shared with audience Periscope application.
 - Robin will be visiting each Committee meeting for encouragement of the use of NAACCR’s social media tools.
- NAACCR Review Blog Site Status – **Becky**
 - 18 articles have been posted this year.

- NAACCR Narrative update – **Chandrika/Dustin**
 - Summer issue 'Post Conference' theme material suggestions being collected.

Action Items:
Team will follow-up with standard setters in follow-up for these article ideas.
Annette to prepare a workdraft of past Summer (post Annual Conference) issue content for consideration.
NAACCR Editorial Review team will be disbanded as it is primarily being addressed by Chair, NAACCR Narrative and NAACCR support staff, Dustin and Monica.

5. Forum for concerns/update/etc

- Committee discussed plans for NAACCR forum/discussion board which is in prototype now.

6. Web and reporting capabilities – Dustin

- **Google Analytics - link for the analytics for on-demand viewing:**
<https://www.dropbox.com/sh/bcp318nnrnrxbw/AABJcpZsCvCtRaK5Rns20owma?dl=0>
- **NAACCR website updates**
 - Status of Redesign Task Force-**Dustin** provided status report – including rapid reporting capabilities, standards page updates. Happy with the vendor selection.

7. Other Items of Interest to Committee

- What to use the monitor for during the conference? Final decisions to be made at meeting. Twitter/social media showcase. Traditionally showcase NAACCR Home page, twitter feed, NAACCR Narrative. Any photos that Dan takes to be shown as available – ie during Annual luncheon.
- Calum Muir/Constance Percy award selections were to be given to Annette for distribution to Robin/Dan for tweets post announcement at the Annual Recognition Luncheon on Wed.

8. Closing remarks / Adjournment

- Though she was not able to attend NAACCR conference, recognition was made to give thanks for service to Kim Vriends as this Committee's outgoing Board liaison.
- Thanks was given to the NAACCR staff support that this Committee receives from Charlie and Dustin.

9. Next Call – 7/19, 10:30