

**Meeting name: Communications Steering Committee**

**Minutes**

Date: November 15, 2016

Join WebEx Meeting number: 805 894 706

Join by phone Toll free number: 1-877-953-0411 Passcode: 9206148

**1. Welcome – Annette**

**2. Roll Call – Charlie**

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	Chandrika Rao, North Carolina Cancer Registry
Annette Hurlbut, Elekta	Dan Curran, C/Net Solutions
Becky Cassidy, LLUCC	Mignon Dryden, Cancer Registry of Greater California
Carol DeSantis, ACS	
Lori Swain, NCRA, primary Liaison to NAACCR Board	
Robin Malicki, Population Registries of Wisconsin	
Susan Gershman, Massachusetts Cancer Registry	
Winnie Roshala, Cancer Registry of Greater California. Secondary Liaison to NAACCR Board	
Charlie Blackburn, NAACCR staff	
Dustin Dennison, NAACCR staff	

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

- Any changes to the October minutes as posted on Causeway – No changes, **APPROVED**
- Status of Strategic Management Update – Charlie started out to put on our radar the SMP (approved in June 2016); put the document into a more digestible PDF. Board members had some text change – as it sits as of 6/2016 it’s a ‘living’ document. Board wants to post to the website whether it be social media or listserv – that we can find strategic times during the year as a reminder of the SMP – that it exists. Part of our work going forward. Winnie agreed with that report – SMP WG and Board wants to defer the distribution, highlight certain sections – over the next few months so that it’s kept on NAACCR member radar. Maybe a little “Did you know?” Lori added for the direction of the Committee – perhaps a schedule of the year for the SMP and aspects of communicating out.
  - **Action Item:** December meeting to address plans for SMP spotlighting in 2017 beginning with January coordination of Comm tools (social media and NAACCR Narrative)

**4. Communications Working Groups**

- Social Media WG lead, update – Robin w/SM WG met and discussed strategy to build momentum. Reviewed current activity in the membership and sharing bi-monthly social media posting – ie AJCC Implementation; CDC Vital Signs.
- NAACCR Review Blog Site Status – No pending articles
- NAACCR Narrative update – Chandrika/Dustin
  - Will talk through possible theme in December for after the first of the year.
  - The Data Exchange article will be re-submitted
  - Possible a Re-start section in regards to upcoming dates or potential outlet sources

- ListServ-track to ensure it is working-Dustin
  - There has been an issue this week with the database connection-software updates.
- News Releases
  - Charlie can send out monthly reminders about the Call for Abstract due dates.
- 5. Forum for concerns/update/etc-Dustin**
  - a. No new updates
- 6. 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
- 7. Status of Redesign Task Force-Dustin**
  - a. Beta site will be provided to NAACCR by December 2. On December 5 staff will work through revisions. Next, a Beta Group will be established for testing and feedback.
- 8. Annual Conference Communications-ALL**
  - a. No updates
- 9. NAACCR Causeway-track to ensure it is working-Dustin**
  - a. Working properly
- 10. Other Items of Interest to Committee**
  - a. None
- 11. Closing remarks / Adjournment**
- 12. Next Call – 12/20, 10:30 ET**