

Meeting name: Communications Steering Committee

Minutes

Date: December 20, 2016

Join WebEx Meeting number: 805 894 706

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

- **Welcome – Laura**
- **Roll Call – Annette**

Present	Excused
Laura Ruppert, Indiana State Cancer Registry	Carol DeSantis, ACS
Annette Hurlbut, Elekta	Lori Swain, NCRA, primary Liaison to NAACCR Board
Becky Cassady, LLUCC	Mignon Dryden, Cancer Registry of Greater California
Chandrika Rao, North Carolina Cancer Registry	
Dan Curran, C/Net Solutions	
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	

- **Minutes/Outstanding action items – Laura/Charlie**
 - Any changes to the November minutes as posted on Causeway – No changes, **APPROVED**
 - Status of Communications Plan - Best Practices sections – **APPROVED!!**
 - Status of Strategic Management Update – Charlie/Winnie
 - Promotion to carry forward in 2017; Schedule postings of ListServ and website
 - **Action Item:** Continued effort to promote SMP work plan/documents spotlighting in 2017 beginning with January coordination of Comm tools (social media and NAACCR Narrative)
- **Communications Working Groups**
 - Social Media WG lead, update – **Robin/Dan/Dustin** Robin sent out reminder for Social Media, WG to send as reminder any social media material to NAACCR Social Media WG. Robin has been increasing – by “liking”, reposting – other organizational content. There has been no increase post her interaction. Following or Liking will be in a reader’s news feed. Individuals not followed/liked but can see us via their ‘connections’. Like a page and don’t interact with it – could potentially only see 5-10% posts. Most common to see content: A) Visit our page directly B) Interaction with ‘connections’.
 - NAACCR Review Blog Site Status – **Becky**. Becky shared that 11/21/2016 posted Hannah Weir article. 12/19 Recinda Sherman posted.
 - NAACCR Narrative update – **Chandrika/Dustin**
 - Mike Bykowski will be producing – 1st reminder has been received.

- 2017 Implementation document (What you need to know for 2017) – Winny end of month then add introduction to the issue.
 - The Data Exchange article will be re-submitted
 - Possible a Re-start section in regards to upcoming dates or potential outlet sources
 - Website Re-design article in from Charlie/Dustin to wet the whistle of our readers to ‘watch’
 - ePoll to be designed to solicit re the NAACCR Forum
- ListServ-track to ensure it is working-Dustin Dustin shared up and active.
- News Releases-ALL No updates.
- **Forum for concerns/update/etc-Dustin** Jim (NAACCR staff) primarily using the Forum for CTR Prep and Edits. Is this useful and for whom? How is it being used? Annette suggested an ePoll for collection of analysis on the use of the Forum. Laura/Winny/Charlie supported this suggestion with desire to obtain feedback even from a small percentage.
 - **Action Item:** ePoll to be designed for January issue to solicit input on the Forum
- **Web and reporting capabilities – Dustin.**
 - **Google Analytics - link for the analytics for on-demand viewing:**
<https://www.dropbox.com/sh/bcp31l8nnrnrxbw/AABJcpZsCvCtRaK5Rns2Oowma?dl=0>
 - **NAACCR website updates** - Dustin shared posting on Call for Abstracts opened. SMP material posted.
- **Status of Website Redesign Task Force-Dustin**
 - Follow-up on: Beta site was given to NAACCR staff by December 4. Reviewed ongoing with NAACCR staff. 2nd week of January 2017 input will be gathered from the CSC and Website Redesign Task Force.
- **Annual Conference Communications-ALL** (status of giveaways) Charlie has addressed via email exchange working with Annual Program Committee. Ordered and deliverable at the Conference. Dan asked re the budget for social media contest – 1st-2nd-3rd prize awards. Charlie confirmed prize \$ available.
- **NAACCR Causeway-track to ensure it is working-Dustin.** Dustin reported that there would be a color change to be consistent with the website re-designs in 2017.
- **Other Items of Interest to Committee** – Annette asked for retrospection as end of 2016. Winny shared success in implementation in the Forum, continued use of the NAACCRReview blog. We need to promote the new elements as much as we can in 2017. Best Practices document had much effort – we need to implement as a ‘working’ document. Annette gave kudos to Charlie for Giveaways decision making with Program Committee – efficiency. Charlie shared that this Committee’s input always appreciated.
- **Closing remarks / Adjournment** – Winny will not be able to attend 12/21/16 NAACCR Board meeting so asked for input. Laura and Annette spoke to only remind the Board of our request for articles and in timely manner. Laura closed the meeting with thanks for all the SC members have done in 2016.
- **Next Call – 1/17, 10:30 ET – Adjourned 11:18 am EST with salutations for Christmas / New Year.**