

Meeting name: Communications Steering Committee

Minutes

Date: August 9, 2017

1. Welcome – Robin

2. Roll Call – Robin

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

3. Minutes – Robin

- Any changes to the July minutes -**Approved**

4. NAACCR Brochure 2017 update– Charlie

- Review comments Charlie has received from the 2013 brochure posted in July. Charlie received comments from Susan and no other comments were received. The group asked Charlie to forward the suggestions to Betsy and incorporate the suggestions. Charlie will do this and then forward the final draft to the committee when it is completed in late summer.

5. CEO Cancer Gold Standard Re-Accreditation – Robin

- CEO Gold Standard Employers are as seen in the link; we will discuss process and interest in publicizing. <https://www.cancergoldstandard.org/gold-standard-employers> Discuss the five pillars and the interest in promoting member employer efforts to become accredited. Robin reviewed the requirements for accreditation. She looked into her particular state (Wisconsin) and there is a possibility they could start this. The group suggested announcing this opportunity in the Narrative as well as some of NAACCR’s social media outlets. The group is supportive of seeing if this accreditation may be of interest to NAACCR members.

6. Communications Working Groups

- Social Media WG lead, update – **Robin/Dan/Dustin** – Review efforts for CDC Conference. The CDC conference is next week. Robin’s intern will assist with promoting the conference among the group. Susan wondered if promoting cancer surveillance in general as many states have received grant cuts and Susan thinks it is worthy to promote the need of registries and funding. Robin will look more into this and discuss among the group.

- NAACCR Review Blog Site Status – **Becky**

The group will connect with Nan Stroup to see if they can congratulate her on the marriage. Betsy will do this for the group.

- NAACCR Narrative Summer issue release **Chandrika/Dustin** – Chandrika will review status of the article collection. Also, Dustin will discuss the new NAACCR Narrative Prototype and results of the banner poll.

The Narrative was sent last week. There were slightly fewer articles than past editions. The group asked Chandrika to look into various ways to gain more content. Chandrika will do this. Articles are due September 4th and Chandrika will keep this in mind.

Dustin said that most people liked option B. He will take this option to Betsy for an OK and then implement.

7. Forum for concerns/update/etc-Dustin

No updates at this time. Robin asked if this needed to remain a standing item. The group thought that this did not need to be on the agenda each month.

8. Job Postings

- Job postings will be brought to the Board via our Board Liaison.

Winnie was discussing this at a previous meeting. This was not brought up at a BOD meeting as of yet. Lori recalls that the Board would like specific recommendations rather than ideas from the Board. Lori recommended that the committee bring this up next month to discuss and then decide if they have a specific recommendation on the job bulletin.

9. Annual Conference Communications-ALL

- Survey Results - We will discuss the survey results Dustin coalesced from the hard copy communications survey conducted at the annual meeting.

Dustin summarized the results of the survey from the Annual Conference. We received very few surveys (11). Dustin thought that an electronic method may be a more effective way to go. Charlie mentioned that there were discussions among staff on how many surveys, suggestions, and other pieces of communication we ask of conference attendees. The group will table this and consider a survey separate from the conference most likely do this electronically.

- Pictures uploaded – Dustin will identify if all pictures are now available on Flickr.

Pictures have been uploaded and are now available to the public. Charlie proceeded with arranging photos to be seen on webinars as a promotion of the conference and visual background for the webinar.

10. Causeway Tutorial- Dustin

- Dan Curran/Susan Gershman with Charlie/Dustin) discuss Causeway tutorial updates. Charlie, Dustin, Dan, and Susan met to obtain feedback on the Causeway tutorial. Dustin met with Jim to incorporate the suggestions received and a draft will be completed this week by Jim. We hope to have this completed by the end of August.

11. Certification Press Release- Dustin

- Dustin will discuss the release of cert press release, which was reviewed beginning of July by Betsy and CSC.

Dustin is completing the press release and it should be announced in a few days. Dustin will share on the next call which news agencies reblogged and reviewed the cert press release.

We will make this available via listserv closer to the annual conference next year, in order to increase visibility.

12. AJCC 8th edition Errata

- If Board Meeting occurred, discuss the idea for a 2018 Implementation “what you need to know” NAACCR website page.

NAACR staff are working with Dustin to mock up a draft web site. The goal was to have the content completed as soon as possible. Dustin will follow up the office staff in charge of the content to provide an ETA of this page.

13. Closing remarks / Adjournment

14. Next Call – 9/13/2017 at 10:30 am EST