

Meeting name: Communications Steering Committee

Minutes

Date: September 13, 2017

1. Welcome – Laura

Laura and Robin welcomed everyone on the call.

2. Roll Call – Robin

Laura Ruppert, Indiana State Cancer Registry	Carol DeSantis, ACS - Absent
Robin Malicki, Population Registries of Wisconsin	Chandrika Rao, North Carolina Cancer Registry - Excused
Becky Cassady, 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 –Laura

- Any changes to the August 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.

Charlie said that all changes were made to the brochure and it is ready for print. He thanked everyone for their input.

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.
- Announcing opportunity in the Narrative and social media outlets?

No current update worthy to mention.

6. Group review of Communications Plan-Laura

- It has been suggested that we, as a group, review the plan to make sure we are doing the activities as it states as best we can with current resources.
 - My suggestion: Look it over between Oct-Nov. and then discuss in December, due to the Call for Data-Open to other suggestions.

The Board would like the Communications SC to periodically review the Communications Plan (not specifically the Communications Strategic Management Plan). Robin asked the members to review the plan and be ready by December to see what we need to improve on and what we are executing well.

Additionally, it was noted that the Communications SC portion of the Strategic Management Plan needs to be updated prior to the next Board/Chair meeting. This meeting was cancelled for the September 20th date and will be rescheduled in October.

7. Communications Working Groups

- Social Media WG lead, update – **Robin/Dan/Dustin**

The SM workgroup has been relatively quiet in recent months. There have been a few updates sent out though. Nan asked to have her headshot updated on the web site. This has been completed. NAACR will participate in World Cancer Day. Robin would like to hear ideas on how promote this special day. This will be discussed at the October meeting.

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

No immediate activity to report.

- NAACCR Narrative -**Chandrika/Dustin**
 - New NAACCR Narrative Prototype

Dustin has received approval from the Communications SC and Betsy Kohler to move forward with the new format of the newsletter. The first edition will take place in the fall edition.

8. Job Postings

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

Lori Swain recalled that the last meeting decided to come to a recommendation as to how the Job Posting would work. Prior discussions asked if NAACCR should charge per use for non-members, charge for everyone, keep it as a benefit to membership, featured ad, etc. Laura asked members to consider suggestions on how to proceed by the October meeting.

9. Causeway Tutorial- Dustin

Dustin has completed the recording of the Causeway Tutorial. After input from a focus group of the Communications SC, the video was updated. The new video is shorter and a little more informative. Charlie complimented Dustin on his work with this video.

10. Certification Press Release- Dustin

Dustin said that we received 168,000 headline impressions. We received 1055 actual reads for the certification press release.

11. AJCC 8th edition Errata-Dustin

- 2018 Implementation “what you need to know” NAACCR website page.

The 2018 Implementation informational web page has been operational for a few weeks now. There are over 1000 views. This is a good statistic for NAACCR. The average site read time is higher than our normal average also.

12. Closing remarks / Adjournment

Laura asked Lori and Frank if there were any updated or direction from the Board of Directors. There were none.

13. Next Call – 10/11/2017 at 10:30 am EST

The meeting adjourned at 11:00 AM Eastern.