

Meeting name: Communications Steering Committee

Agenda

Date: October 18, 2016

Join WebEx Meeting number: 805 894 706

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

1. Welcome – Charlie

2. Roll Call – Charlie

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

3. Minutes/Outstanding action items – Charlie

- Any changes to the September minutes as posted on Causeway – No changes, **APPROVED**
- Status of Strategic Management Update – Charlie asked for input as to whether the document should be shared in the CSC Steering committee area on the NAACCR main website. The group thinks that is a good idea.

4. Communications Working Groups

- Social Media WG lead, update –Robin reported the use of a tool that showed us spikes in activity, particularly in April. Robin has scheduled a meeting with SM group to develop a strategy to build momentum.
- NAACCR Review Blog Site Status – No pending articles. Last post 8/22.
- NAACCR Narrative update –Chandrika/Dustin
 - Fall issue ‘Standards 2016/2017’ theme Follow-up:
 - We are still waiting on a few outstanding articles. Plan is to launch next week (10/24)
 - Plan is to move forward with theme development for future releases.
- ListServ-track to ensure it is working-Laura
 - Dustin mentioned that it is working properly.
- News Releases
 - Dustin – No news release since last meeting.

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. Dustin mentioned that the NAACCR staff met to develop a sitemap and homepage design. Content is being populated for a beta site release on December 2nd. Visuals will be provided

to the CSC group for feedback hopefully by the November meeting. Goal is to have a new website by mid-January.

8. Annual Conference Communications-ALL

- a. Charlie spoke about changes being made to the call for abstracts, preliminary program etc. to be transitioned to a webpage as opposed to PDF format. This helps to loosen the restrictions on abstract deadlines.

9. NAACCR Causeway-track to ensure it is working-Dustin

- a. Dustin mentioned that it is working properly.

10. Other Items of Interest to Committee

- a. Charlie brought up conversation with Randi Rycroft on Board/Chair call on how to efficiently get materials to CSC for sharing. Robin will send out a reminder about the use of the social media Causeway account for submitting content. Laura suggested that we encourage the use of that hyperlinked address within all Committee Agendas. The group agree that is the best plan of action.

11. Closing remarks / Adjournment

- a. Winny expressed the appreciation of the board for everyone who was involved in the Communications plan.

12. Next Call – 11/15, 10:30 ET