

**Meeting name: Communications Steering Committee**

**Minutes**

Date: May 16, 2017

Join WebEx Meeting number: 805 894 706

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

**1. Welcome – Laura**

**2. Roll Call – Laura**

| 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   | Robin Malicki, Population Registries of Wisconsin    |
| Dan Curran, C/Net Solutions   | Susan Gershman, Massachusetts Cancer Registry        |
| Winnie Roshala, Cancer Registry of Greater California.<br>Secondary Liaison to NAACCR Board |  |
| Charlie Blackburn, NAACCR staff   |  |
| Dustin Dennison, NAACCR staff   |  |

**3. Minutes – Laura**

- Any changes to the April minutes - No changes, **APPROVED**

**4. NAACCR Brochure 2013 update (due 7/2017) – Charlie**

- (Follow-up on listing dates of conferences since the brochures became outdated and need to be updated frequently.) Charlie had nothing new to report, currently in okay state. Edits were provided. Re-visit later in the summer.

**5. CEO Cancer Gold Standard Re-Accreditation – Charlie**

- Charlie background on the CEO Cancer Gold Standard provided in corporate America. Employers endorsing activities. Cancer being one of the main focus. Many years ago NAACCR made the designation and each year it has been re-awarded. Buried in their website. NAACCR wants to share on social media, website and push it out. Promotes the CEO accreditation. Poster will be placed near or at NAACCR’s annual conference registration table.  
**Action Item:** Laura will share with Robin for social media; Dustin will place on NAACCR website – announcements section.

**6. Communications Working Groups**

- Social Media WG lead, update – **Robin/Dan/Dustin** - Dustin provided summary of 5/15 conference call w/Robin/Dan. Robin will speak at the opening session to promote social media contest. Periscope to be used to livestream. Dan will re-tweet materials during the conference. Robin asked for volunteers to help with content and schedule – for posts scheduling. Reach out to Robin or Dustin.
- NAACCR Review Blog Site Status – **Becky** - NAACCR Review up-to-date – no articles pending – nothing in queue. Two articles since April meeting.

- New online form for submitting content for inclusion in NAACCRReview. Dustin shared location of form on NAACCR website.
- NAACCR Narrative Spring issue release **Chandrika/Dustin**
  - Next issue will be done post NAACCR Annual Conference.
  - Include NAACCR volunteers for Committee – contest potential?  
**Action Item:** Dustin will remind Robin to include in Opening session announcements – submit articles by 7/3.

## 7. Forum for concerns/update/etc-Dustin

### Action Items:

- Feedback from results of Spring issue Narrative ePoll solicit input on the Forum – Dustin reported back on results and review of the IP address indicated that only one submission was received for the ePoll.
- NAACCR Website Contest: Dustin introduced an idea for a website contest to get people to search through the new website to find two hidden items. Goal of contest is to get people using the website and forums as well as receive feedback from the users. Additional details will be provided on Causeway.

## 8. Job Postings

- Dustin reported Job Postings was on ‘second level’ posting of website. Link can be added to footer section. Capabilities were reviewed. Discussion of charges for posting have been discussed.

**Action Item:** Following our Annual Meeting and the change in leadership, be brought to the Board via our Board Liaison, to be brought to new Board so that it will be update the Communications – Best Practices document update to the Job Postings section for NAACCR website including fact gathering and then update the Communications – Best Practices document update.

## 9. New Meeting Time-ALL

- Laura mentioned the need for a new day of week/time so that co-chair Robin can participate.

**Action Item:** Laura to contact Robin and prepare possible days of week and times for Dustin to put into Doodle Poll format for member day/time preference.

## 10. Annual Conference Communications-ALL

### Action Items:

- Onsite meeting – agenda to include Open audience participation encouraged
- Prepare/Approval of Survey tool for membership feedback; continuous feed on monitor of how to get the word out to NAACCR membership (example of something from either the Narrative, blog, etc.)
  - Annette previewed eTool powerpoint and Laura reviewed questions for a short survey on knowledge of platforms for information sharing (such as blog, narrative, etc.) at NAACCR.
  - **Action Items:**
    - Survey draft to be supplied by Laura to Winny by end of 5/16 for Board review and sent out via Causeway for CSC review
    - Loop draft to be supplied by Annette to same above
    - Final draft to be ready by Fri 5/26

- Social Media contest – contest plan underway
- NAACCR booth coverage - All CSC members present at the Annual Conference to stop by the booth during exhibit hall opening, breaks, etc to see if coverage needed for survey tools, eTool ppt/social media display, giveaways
- NAACCR giveaways
- Photographer – Dustin/Robin to cover the photography for NAACCR Annual Conference
- Calum Muir/Constance Percy Memorial awards release  
**Action Item:** Laura to follow-up with Charlie as to who to obtain the write-ups on awardees so that social media postings are ready to go AFTER awards announced

#### **11. Causeway Tutorial-Charlie**

- Causeway tutorial to be reviewed post annual conference and updated possibly in early June/July.  
**Action Item:** Charlie to email a request in follow-up of Causeway Tutorial, CSC members to email by end of 5/16 if able to meet with Dustin/Charlie for 15 minutes. Just need two people to view the current tutorial and then meet in early – mid July to go over any suggestions.

**12. Closing remarks / Adjournment** - no further discussion shared. Meeting adjourned 11:29 am EST with acknowledgement – see you in Albuquerque.

**13. Next Call – 6/21/2017 7am-8am (onsite Annual Conference)**