

National Community Committee
Communications Committee
December 16th, 2011

In attendance: Jorge Cruz, Maribel Cruz, Antonio Tovar, Sharon Shadbegian, Chuck Conner.

Agenda Items:

New member orientation for the Rochester meeting – received positive feedback from three of the five new NCC representatives. Chuck will provide details in a separate document to the committee.

NCC Work Plan – We will review this at our next meeting. Chuck will send what we have revised thus far.

Disseminate information regarding Special Interest Groups – This was not seen as a Communications Committee task but would pass on to the SIG's to review how they educate potential interested individuals.

Facebook page – The Communications Committee has a Facebook page as does the NCC. We are continuing to review how we share information on the sites and how to engage members to use them. Jorge will review # visits.

PRC Branding Resources – Various PRCs have utilized the developed PR materials with success. We as a committee have yet to identify a specific activity to highlight, where we would source it to, what is our intent with it, etc. On-going.

Membership to provide photos and news releases – These items were to come from the PRCs and CABs for the committee to forward on to broader audiences. Jorge has received several at this point. We discussed forums such as CCPH's newsletter.

Review the turnaround time for posting items on the archive – Really not an issue as Sharrice has always gotten items posted within days.

Create an asset map of NCC membership – (From Katie) would like to do an asset map of the NCC membership. This would serve more than one purpose. It would provide us with a list of other national organization and positions NCC members hold. The second would be a way to see what training or technical assistance we could provide to other networks, to new PRCs, to academic/community partnerships. The reverse of this could be that we might also learn areas we want to get training in. Sharrice and Elizabeth and I have had a conversation about this and they are willing to help us to do this. My question is does the Communication committee want to take this on or should we form an ad hoc committee to work on this?

After discussion it was agreed to proceed with this and do it as the full committee. We have charged Katie with coordinating since she has had initial conversations with the PRC office. This will be on the agenda for the next call.

The PRC Program Committee held a webinar in place of an in-person business meeting. They are planning to meet in person in conjunction with APHA. They are talking about sponsoring a session at APHA. They are also planning a seminar series that will where a smaller set of PRCs will meet around a topic and can present results of their work. These would be hosted by the Program office and other folks from the CDC would be invited. With the PRC Program following this schedule, where does the NCC want to be included and does the NCC want to ask for webinar or seminar support? In a related discussion the NCC leadership discussed the NCC's meeting schedule. The leadership decided to make the recommendation that the NCC would request support from the PRC Program Office support an in-person meeting (in the next funding year – after Sept 2012) perhaps at a reduced rate (we would supply a budget outline). We will also request that the PRC Program Office encourage PRC directors to provide support for travel for at least 1 NCC member to attend. We also talked about applying other funding, perhaps a grant to provide training and we could have a meeting while we are together. My question for the Communication committee is do we want to explore a webinar meeting format? Is there topics we would like to provide training in via a seminar series?

We need to discuss this further with more of the committee in attendance on the next call.

The committee will provide comments on these items throughout the next month so that we will be better prepared to address them on the call. We want to make progress prior to the call.

Our next call is on January 20th 11 am EST.