

**National Community Committee Communication Sub-Committee Meeting**  
**Rochester, NY**  
**October 20, 2011**

**Agenda for Meeting:**

New member orientation  
Social Network assessment and Feedback  
NCC workplan  
Education and Outreach Collaboration  
Discussion about how we promote/publicize successful CBPR/Branding materials  
Newsletter

**Attendees**

Chuck Connor (Chair)  
Katie Barnes  
David Barnes  
Rucha Kavathe (Scribe)  
Jorge Cruz  
Sharon Shad  
Suzanne Randolph  
Darlene Leysath  
John T. Reid  
Patrick (CAB member)  
Debra Jackson  
Nancy Cunningham  
Laurel Ruggles

Tasks in Green; Action Items in Blue

Chuck: Overview of the Communication Sub-Committee charge from PPO documents.

Education-Outreach: Collaboration as their charge becomes clearer.

**New Member Orientation:**

Chuck: In the past, orientation was not done. Last year, time was set aside for orientation but that's not enough. This year, new members were contacted, sent a PowerPoint with active links to Archive and had a peer mentor.

Nancy to review and provide feedback after the conference. Email and personal contact with new members, how did it work?

Katie (Mentor): Mentee has lots of good questions, PPO vote was challenging for new members; not enough time. Chuck agreed, PPO is daunting, and there was not enough time.

Nancy added that she appreciated being assigned a mentor, but there should be time allotted for new members to explain the background of NCC, committees and their roles, regions etc.

Chuck: If a new member is in the CAB, we are all in charge of briefing and clarifying the role and expectations from new members in NCC before they come to NCC. The Community Activist role should be clarified. They are representing the CAB in addition to the PRC and this should be discussed with them before they come to NCC.

Sharon: Follow up with new members. Also, [as a takeaway from the Rochester meeting and how they oriented people, consider adding names and pictures on the website so as to facilitate not in person meetings](#). JT agreed that with so many names and people, it's difficult to remember people and make connection. Having the visual reinforces the names.

Chuck: For earlier orientation, start when new members are added to the listserv when they join the NCC. Katie suggested that Sharrice could let us know when new members join the NCC.

Jorge: It is also important that past members orient new ones. Rucha agreed and said the replacements should be trained. Chuck cautions that might depend on the circumstances of them leaving.

[Katie suggested we send the orientation Powerpoint to Directors](#). It would be an eye opener for them and they would have a better understanding of what we do.

Suzanne: We should also send clarifications of committees and what they do. Chuck mentions the Archive has descriptions on them and the minutes but dialogue is necessary because minutes are not always reflective.

Sharon: Need better communication of what SIPs are. Her experience was confusing, and she feels she could be better part of the process of selection if she knows what they are. [Chuck will take this to the leadership](#).

## **Social Network Assessment and Feedback**

Jorge: Introduction of the Facebook page for Communication Committee, email about social networking presentation and minutes.

Rucha: News Feed shows up, helps with meeting minutes.

Katie: Has list of dates for all meetings, archive updated.

Jorge did not get feedback. Membership to page increased but not much has happened. Laurel asked if he could send the link again.

Chuck said we should start using the NCC Facebook page to start discussions. Katie asked how we can share with others what is happening in PRCs and what others are doing via Facebook? Suzanne suggested interactive sharing of best practices. She also mentioned CCPH has listservs for CBPR, general membership etc).

Chuck said we should consider what we can offer and share, even for money, in terms of expertise such as training, consultants etc.

Rucha: [Newsletters to be sent for posting on FB](#). Katie said the once the committee had decided what we wanted, the hard part is to get information from people to share.

[Jorge volunteers to post new newsletters on the Facebook page](#). We can also send minutes to the whole membership, but Suzanne mentions that might be too much information. Priority on getting information that is relevant and accessible.

Sharon asked how we know how many people visit the page. Jorge said that information comes from Impressions and Likes. FB can be linked to other pages, and the numbers and likes can be updated regularly.

Rucha mentions highlights as an option. In her org, every press release goes out with 3 bullet points, highlights, which summarize the most important information in the PR.

Chuck: [We need a format of PR or minutes, standardize it and send to leadership and general membership](#). We need to facilitate this to assist members to do their job better.

Rucha asked the purpose of 2 pages, and Jorge responded that they are 2 different kinds of pages.

Committee members agreed we need a straw poll of people who have Facebook pages. [Jorge, Chuck and Antonio to work on logistics](#).

### **Education and Outreach Collaboration**

Collaboration will become clearer as their charge is clearer. As of now, looks like they will create materials and the Communication committee will cross check and disseminate that information.

### **Discussion about how we promote/publicize successful CBPR/Branding materials**

How do we successfully publicize funders, collaborators, PRCs, Community Partnerships, Awards? CCOH would share our work. How do we share information with each other?

NCC and PRC Branding templates are available from PRC Directors.

[Suzanne: We need to collate benchmarks of what is considered best practice for CBPR. What is the value scale and what are best practices?](#)

Some suggestions: Publicize awards, create a Press Release format, Compile content and send to content committee, create Press releases and give to members for local publicity.

[Katie: How much support do we have from the PRC office to put together PRs and materials?](#)

[Rucha: Content for material can come from Award members: Stories, photos etc. Ask members when reporting.](#)

We could have a mini-community in pictures. An internal photodocumentation.

### **NCC Workplan**

Work on turnaround time for posting on Archive.

Is the workplan working for us? Committee members to look at minutes, look at action items that we need to add to workplan and send to committee members before we send to leadership.

How is CBPR being publicized? If we get one good paragraph on the Rochester meeting, CCPH will put it up on their website. See what access we have to the APHA communication structure.

Katie: [Let's create asset maps of what contacts NCC members have.](#)

Provide critical feedback to minutes.

**Next Meeting: November 18,2011; 11:00 am**

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