



Communication Working Group Minutes **Face-to-face meeting, Tuesday 26 June, 10.30 – 16.00 hrs CET**

**Umberto Veronese meeting room, ECCO office (4th floor),
Avenue Mounier 83, 1200 Brussels, Belgium**

Participating:

Paul Trevatt (chair) (PT), Clair Watts (CW), Rudi Brike (RB), Eileen O'Donovan (EOD), Mariska Mooijekind (MM)

Joined by telecall for part of the meeting:

Birgitte Grube

Apologies received from:

Helen Limborgh Meijer

Unable to attend:

Francoise Charnay-Sonnek, Paz Fernandez-Ortega, Sandrine Decosterd, Graca Braz, Manuela Eicher, Eugenia Trigosa Arjona

1) Welcome and Introductions

All delegates present briefly introduced themselves.

2) Purpose of the meeting

- Discuss strategy for next two years
- Opportunity to meet personally with the members of the group
- How is EONS perceived by its members

3) Terms of Reference

- Have been signed off already by the working group and the EONS Board
- RB will check if they are available on-line yet (which they are)
- CW indicated that as the group is “young”, the ToR is a working document and it is always possible to update the TOR if needed and to inform the Board about any change.

*****BG joins the meeting by conference call*****

4) Development of a work plan

- **Website (current format exists for just over 2 years)**
 - The website seems to be fairly recognized. Increase of use: increase number of visits per day. The amount of time spent per visit is reasonable (2 – 3 minutes). Look at 2010 and 2011 numbers and try to set a (reasonable) aim, target which is to meaningfully increase traffic.
 - How to realize this increase? What are the interests of nurses to be found on the website? Is there a survey needed to understand the current needs of the membership related to the website? Consider the differences in needs or expectations of Individual members vs National members and NW Europe vs SE Europe (nurses do not all have work/private email addresses or access to internet)

- Maintain (or if possible improve) current Google ranking by engagement of members in “pointing” to EONS website from their own and from EONS site to local website. Assistance needed to identify useful local (national) cancer websites.
- RB Tresponsible for the EONS Home Page. Maintain as often as possible, keep as “clean” as possible (not too busy, depending of amount of information available).
- PT suggests removing the photo on the current home page. The photo was supposed to be there only temporarily. The intention of CW & JHHs to have 6 rotating strap lines and images on the home page, but this was never further developed. PT suggests to use the “CARE-image”, but this would be too expensive (because of unlimited use). Group would develop 6 straplines and CW & SR would identify suitable supporting imagery.
- **ACTION CW:** *Ask JH to provide drafts and quote for a homepage image using the “Iris” image from the banner and leaflet.*
- Current navigation is only two levels deep. Try to maintain this.
- It was felt that a number of the working group sections could be improved by regularly updating the content (at least once a quarter) as this would keep the sections interesting and relevant.
 - ACTION PT:** *to write to Working group chairs to highlight this*
 - ACTION MM:** *Inform WG Chairs on this (new) requirement and send them a reminder at the beginning of each quarter. Also make this a standard agenda item for the conference calls and face-to-face meetings of the WGs.*
- It was suggested that in an attempt to promote transparency and support communication that working groups upload the minutes of their meetings / conference calls. The Communications group representatives agreed this. There was concern raised about items of sensitivity being reported. PT felt that members could request items ‘not for minuting’ but that the minutes needed to come to the chair for sign off before being up loaded so there was a further check in the system
 - ACTION PT:** *to write to the other working group chairs for their comments*
 - ACTION PT:** *Provide notes to RB when available.*
 - ACTION RB:** *To put the notes on the Communication webpage*
- Clair suggests to include a photo of each of the WG chairs and members under “Further Information”
 - ACTION MM:** *Obtain photo from each WG Chair and each WG Member*
- Quarterly report on traffic on EONS website → Google analytics data. An interesting selection of data could be published on the EONS website.
 - ACTION EOD & MM:** *Prepare a draft template for a short report, based on the current report of Steve Rowett (EONS webmaster).*

*****Birgitte Grube leaves the meeting*****

- Eileen suggests to have a dedicated person from each of the Task Groups to provide regular updates on the progress of the TG for the website. Preferably this would not be the Project Leader.
- How to define and measure the success of the EONS website? By number of visitors per day? By time spent per visit? All WG Members are asked to provide information on how their National Society defines and measures the success of their website. Do they have any tools that can be shared?
 - ACTION PT:** *to ask Comm WG members to contact their National Society with the request to provide information regarding measuring the success of their website.*
- Sharing news from the member societies. CW informs the group that there is a software tool that has been developed at the request of the Advisory Council members; it contains two sets of web pages:
 - 1 page in the national language, with local news translated into English
 - 1 page in the English language, with European info translated into the local language
 These pages are editable remotely using the internet and are available for societies to us eto share information with their European peers. This software needs to be pilot-tested.

ACTION CW via PT: Ask HLM (Italy) and PF & ETA (Spain) if they are willing to do this.

- **Newsletter (exists for almost 1 year)**

- Comes out on the first Monday of each month
- When newsletter comes out, website is being visited more frequently.
- It is suggested by PT that in every Newsletter one of the National Societies will have the opportunity to introduce themselves. A short report simply two paragraphs long talking in the first paragraph about the national society (membership size, board, president or chair etc) and the second paragraph to cover something the national society would like EONS members to know about them (might be a project / some aspect of education etc)
- Eileen volunteers for Ireland to go first.

ACTION CW: Develop newsletter template amendments with SR & KG

- **Magazine (exists for just over 2 years)**

- Came out quarterly, Board amended production to 3 editions per year: 2 x themed, 1 time linked to a congress/event.
- Half of the content is themed, half of the content is general info (total is 32 pages)
- Is also available on-line on the website
- Clair will be handing over role of Editor in Chief: Jim Boumelha to proceed further provisionally as Editor in Chief and Clair to remain in the Magazine team to provide support. Clair in process of recruiting an Editor in Chief.
- It is the task of the Communication WG to support the editor of the magazine.
- Content for next edition has been received (RB coordinates information exchange). It will be published in approx. 3 months and the theme is "Rare cancers". Suggestions for additional themes: Communication WG to contact the Board. The team works well and it takes 3,5 weeks to prepare an edition once content has been received.
- Difficulty is to get in the contributions for the magazine in time. To overcome this problem the magazine is currently being planned 6 months ahead.

- **Use ToR template for development of the Work Plan**

ACTION PT: Add column for responsible person, what to achieve, time scale & financial aspect. To have a draft by the next Board meeting.

5) How does the Communication work plan align itself with the EONS strategy?

- Strategy webpage: Communication text is to be amended
ACTION CW & EOD: CW to prepare draft update, EOD to check

6) Recruitment to the chair role

- Position of WG chair is open
ACTION PT: Write to WG Members

7) Any Other Business

- Social media → Twitter
 - Currently a very limited engagement is being undertaken for EONS by Kate Griffin
 - A social media plan needs to be discussed / developed further and resources found to support it.
 - MM is planning to follow a course on Twitter, after summer recess.
- Members Survey 2012
 - 5 -6 Questions per WG
ACTION MM: Ask WG members for suggestions and to report before next BM, also for other WGs.
ACTION PT: Draft e-mail to be forwarded by Mariska.
 - Target audience(s)? Differentiate audiences: new nurses vs experienced nurses – NW Europe vs SE Europe
 - Survey for National Societies or for Individual Members?

8) Moving forward - reconfirming priorities

- **Actions:**

- Replace photo on home page → ask Jason to provide draft and quote - **CW**
- Communications working group minutes to be uploaded to web site - **PT via RB**
- **MM** to check with other WG Chairs if they are happy to do the same
- Quarterly check of WG website texts by WG chairs (**MM**)
- Arrange for photos of WG Members on the EONS website (**MM**)
- Develop template for Google analytics data to be published (**EOD & MM**)
- Comm. WG members to contact their National Society for information on how to measure success of the website (**PT**)
- Newsletter dedicated 1 -2 paragraphs on National member → **PT** to prepare 6 month template, Ireland first (**EOD**)
- Pilot test with software tool → invite Spain and Italy to do a trial (**CW via PT**)
- Magazine will be published in fall, on-line
- Further discuss / develop Social Media Plan (T.B.A.)
- 5 -6 Questions for Membership Survey → **MM** will write to WG Members to ask for input, **PT** to draft email
- **CW & EOD** will amend text on mission of Communication WG
- Chair role is open to Comm. WG Members → **PT** will write to WG Members
- Prepare a draft Work Plan → **PT**