

**Communication Working Group Conference Call
Tuesday 23 October 2012**

Action Notes

Taking part

Paul Trevatt (Co-Chair) (PT)
Eileen O Donovan (EOD)
Mariska Mooijekind (MM)
Clair Watts (CW)
Rudi Brike (RB)
Paz Fernandez-Ortega (PFO)
Graça Braz, (GB)
Manuela Eicher, (ME)

Apologies

Francoise Charnay-Sonnek
Helen Limborgh-Meijer,
Birgitte Grube,
Eugenia Trigosa Arjona (ETA) (unable to dial in)

Previous Minutes (26th June 2012)

PT asked that working group members review the minutes of the previous working group meeting in June for accuracy and actions.

Page 2 – Website (upgrading homepage)

There had been a discussion about changing some of the content on the homepage. A suggestion had been to use the C.A.R.E artwork and replace the large photograph in the top left corner. There were legal issues with using the artwork. CW had been in communication with Jason Harris (EONS Artwork Designer) to see if there were any stock photographs that could be used. CW offered that the EONS advert might work on the front page; this could be explored. Members had not seen this. CW offered to forward it for comments.

Action – CW to forward EONS advert for members comments.

Page 2 – WG Chairs to update web sections regularly.

PT had been tasked with writing to WG chairs but this had not happened. CW suggested that WG and TG updates as well as governance meeting updates could be included in the newsletter as a separate section. Members would then be informed of governance and activity updates on a regular basis and the webpage updates by those groups would become better known and used by the membership. PT had been concerned about having to provide a regular update for the newsletter especially if there was very little to report back on. It was felt that responsibility should not simply be with the working groups but with the task groups as well. Members of the working group were supportive of this. CW indicated that, given the number of governance meetings, Task and Working Group activities, probably only update per year could be scheduled in the newsletter so each group would need develop a maximum of one update per year.

Action – to discuss further at the EONS board in November (CW & PT)

Page 2 – Working Group Notes / minutes to be made available on the EONS Website

PT had discussed this at the board in September. Advocacy WG was broadly supportive and agreed to upload minutes as well. Research and Education WG abstained. It was agreed to pilot Communication and Advocacy WG minutes for the next 6 months and to monitor web activity. The June communication minutes were now uploaded. The July advocacy minutes would be uploaded in the next week or so.

Page 2 – MM to obtain members photographs to upload to website. The group had agreed to provide photographs (and small biographies). Advocacy WG had also agreed to provide photographs.

Action – to discuss at the November board with other WG chairs. MM and RB to action.

Page 2 – Draft template on web activity based on quarterly reports provided by Steve Rowett (this was a agenda item but it was decided to discuss here)

ED and MM informed the group that they had planned to develop an analysis report based on the updates that Steve provides the communication chairs with. The report breaks down web visits over a three month cycle and offers information on things such as:

- number of visits
- country of origin
- web sections visited
- time spent on site

It also gives a review of the newsletter. EOD and MM had hoped to develop for working group members an interpretation of the data (trends etc). It had been suggested that potentially quarterly analysis may not give a detailed enough interpretation and that it may be better to review a year's activity. PFO said that she would be very interested to see how many times Spain visited the website. PT had wondered if they might simply upload the quarterly reports that Steve provides (in the same way that the minutes are uploaded). It was also suggested that working group members should see the quarterly reports as currently this was only made available to the chairs. CW felt that it would be useful to upload the quarterly reports but would want to see the data first to ensure that there were no problems with providing access. PT asked if working group members were broadly supportive of having this information accessible on the website. All working group members agreed. It was felt that the data analysis was extremely important but could it be carried out on a yearly basis (April 2013). This was agreed.

Action – PT to send quarterly reports to WG members.

PT to send quarterly reports to CW for review.

To discuss further at the November Board the possibility of uploading these documents.

For an analysis of the four quarterly reports to be carried out in April 2013 and for the report to be provided to WG members.

Page 2 – PT to invite national societies to feedback on the success of their website
PT invited e- comments from the WG members. There was a limited response but a useful exchange of information.

Page 3 – CW and PT – request support for help from Italy and Spain with piloting software information tool. Countries have agreed and work is on-going.

Page 3 – PT to develop action plan for Communications WG.
This work had stalled as there was an overlap with the EONS strategy and as well he was a little confused by how the action plan would fit in with the group's objectives or whether there was duplication.
MM offered to develop a document with short term and long term objectives. This would be agreed upon by PT, EOD, and CW. The template could be used by other WG's.

Page 3 – Appointment of co-chair
EOD was welcomed in as the new co-chair. As far as PT was concerned the two co-chairs would work as one and that communications should be copied to both (unless there was a specific reason not to). Tasks would be appropriately divided.

Page 3 – Membership survey (this was addressed here rather than within the agenda)
PT reviewed the situation. The 5 questions communication had put forward as part of the membership survey (based on the website, newsletter, how EONS is viewed by its members) were felt to be more generic than communication specific. It was also suggested that the WG each use 3-4 numeric questions (1 – agree, 5 – disagree) with one open narrative question. This would support consistency and be easier to analyse. PT and EOD had reworked the questions and forwarded it to the WG for comments. They had not received any.
There was a useful discussion about the value and meaning of the questions and whether some of them may be better placed (values, strategy, recommendation & what EONS means to me) in the generic section. PT and ED commented that this had been a challenge as the previous questions had also thought more general than communication specific. RB suggested that the narrative question may be a supportive one "can you suggest ways of improving EONS Communication?".
CW suggested that one question might focus on the branding of EONS and if the brand (logo etc) is closely linked with EONS or not.

Action – it was decided to extend the deadline for comments and question suggestions to Friday November 2nd.

The minutes were then agreed as an accurate reflection of the business having been discussed on June 26th 2012.

4) Website

Revised Home page
ED had tabled this as she had spent some time reviewing the front page of the website and wondered if there were opportunities to review the content and update some of the sections. CW spoke about the responsibility each WG has for reviewing its own section and providing regular updates. It was also important to remember that the EONS website pages are based on a template therefore the basic structure of each page cannot be modified without a complete re-design and re-launch of the whole website..

Action – EOD and ME to review homepage and liaise with CW / SR about proposed updates.

Content updates

PT had already spoken on this but MM mentioned that a web / site map had been circulated by CW that outlined the members responsible for each part of the web and the sections. CW explained that the current assignment of responsibilities was a starting point for engagement and discussion and not the final list.

Action – MM will circulate the document to board members, co chairs, and task group members for review.

Social Media

CW updated the WG that EONS already had a twitter account, linked in, face book and this was co-ordinated through Kate Griffin who was not a nurse by background therefore communications posted in this way needed to be verified. CW suggested that EOD and her chat outside of this meeting.

AOB – none

RB informed WG members that at the UKONS (United Kingdom Oncology Nursing Society) conference last week he staffed a stand for EONS. He received a number of positive comments about EONS from attendees. The new president was keen to work more closely with EONS and wanted to use the newsletter to update members of changes happening. UKONS has a slot in the newsletter in January 2013.

PT to discuss further with RB.

PT thanked MM for pulling together the meeting.