2019 MCC Membership Committee Goals

1. Facilitate and increase communication with MCC Member Organizations.
   - **Strategy:** Work to achieve an Annual Survey response rate of 90% from engaged MCC organizations. Continue to facilitate pre-survey work to identify the correct survey contacts within each MCC organization.
   - **Strategy:** Provide brief update communications to MCC members. Use existing template in all email communications, which has a link to MCC homepage and navigation bar. Each group email the MCC sends will contain a “share this email” button at bottom of template.
   - **Strategy:** Create Communication/Email timeline to guide Consortium’s communications; timing and content opportunities.
   - **Strategy:** Send email after board meetings with links to meeting materials.

2. Monitor website function and utility for MCC Members and partners.
   - **Strategy:** Track and measure the MCC Email open rate and click through rate on a quarterly basis.
   - **Strategy:** Monitor and track MCC website traffic including hits and page views, requested pages, and average visit duration.
   - **Strategy:** Report website usage to Membership Committee at quarterly meetings.

3. Provide MCC Members and partners with opportunities to engage and educate themselves.
   - **Strategy:** Utilize focused communication and marketing messages to increase awareness of and participation in the quarterly MCC Board meetings and the Annual Meeting in November.
   - **Strategy:** Monitor the utility of MCC Update and Tool of the Month to MCC members and partners. Revise as needed and track usage of both tools.
   - **Strategy:** Distribute and encourage sharing by MCC members of, evidence-based comprehensive cancer control information consistent with MCC’s mission as well as program priorities and pillars through MCC channels and tools.

4. Develop and share resources with MCC Members and partners.
   - **Strategy:** Share all presentations from MCC Annual Meeting with MCC members via website, and send email with conference links to all members and stakeholders.
   - **Strategy:** Share and promote MCC Journal of Proceedings. Continue to evaluate usage and determine if MCC will develop a Journal in 2020.
   - **Strategy:** Sponsor and promote workshops, conferences, webinars and MCC specific meetings as needed. Share all presentations for the above on the MCC website with email communication announcement.