

2020-09-03 CRDC Bi-weekly Meeting notes

Date

03 Sep 2020

Attendees

- [Beyers, Matthew \(NIH/NCI\) \[C\]](#)

Discussion items

Time	Item	Who	Notes
	System Release - 8/25/20		System released on August 25th with linkage to SBG clearly outlined in the cart (including a link), updated our About pages to including National Dog Day messaging.
	Public Launch Review		<p>Public launch of site on August 26 with concurrent Twitter campaign:</p> <p>Hashtags: #NCICanineData, #NationalDogDay NCI Partners: @theNCI, @NCItreatment, @NCICompOnc</p> <p>Impact:</p> <ul style="list-style-type: none">• Average Session Duration: 3:41• Desktop: 83%, Mobile: 15%• 25 Factoids, 42 tweets• Factoid tweets received 48,000 impressions (appearance in feeds) and 1,225 engagements (comments, likes, replies, shares /retweet, responses).• ICDC's hashtag (#NCICanineData) received over 9 million impressions on the day.• Veterinary organizations, advocacy groups engaged in our social media messaging.• Preliminary user traffic to ICDC is 210 users between 8/26-27. <p>Conclusions:</p> <p>Dwell time is good, indicates engagement Most of our inbound traffic come from internal/NIH users, including the email blast Users are gravitating to the logical site paths – homepage, cases</p>
	Roadmap FY21		Met with Toby/Erika earlier this week to discuss Roadmap for FY21. Discussed user acceptance testing, data acquisition, Outreach /System Visibility, and System Improvements. Will be producing a document detailing this plan in the near future.
	SC Meeting 9/2/20		We met with SC yesterday and we are soliciting their feedback on the system as part of user acceptance testing, including building a test case with the existing data. We also asked for their assistance in further data acquisition, outreach, and increasing system visibility. Suggestions were made to present at AACR and ASCO and we will be looking into these opportunities. We are presenting posters at the Paws-For-A-Cure and Veterinary Cancer Society meetings (Sept/Oct., respectively). Comms team asked for and received our abstract for the upcoming Paw-4-a-cure symposium and is looking into ways to promote it. Steering Committee speakers at this symposium have been asked to mention the IDCD and Connie Sommers indicated this would be a primary focus of her talk.

Action items

