

PCC Teleconference 14th January 2014 Minutes

Participants: Jacky Cahill (Chair), Sophie Fletcher, Stergios Doumouchtsis, Gregorz Surkont and Jenny Ellis.

Apologies: Nina Davies

1. Update on changes to PCC from Chair

JC thanked everyone for staying on the committee and the new roles that you will be having. The Trustees decided to restrict the numbers to 3 JC requested 4 to cover the international areas- SF & SF North America, SD- England, GS Europe. Board agreed that this was okay. Nina will be reviewing the fact sheets. We are still responsible for overseeing the communications, office doing a lot of the work but need assistance with the scientific articles. We are no longer publishing the magazine this is moving to e-news. We are in a unique position to change the communications to the membership, to change things and improve scientific communication output. JC asked if anyone had any views of changes- everyone happy with changes proposed. GD need trustee's clarity of expectations of committee.

2. E-news:

JC advised we will trial for 6 weeks and then see what/if anything needs to change.

a) New format

All members happy with this information.

b) Guidelines

Review before preparing the documents.

c) Schedule

All members need to submit 1 article and 2 social media posts on their week.

d) Discussion

Each member provides 1 scientific article or more to SF with a small review written and then she will edit this and send to office. Also 2 articles which would be good for social media. This is on a rota basis- please see attached schedule. As Nina is looking after the fact sheets she will not be assisting in the schedule but will provide ad-hoc information. JC will do committee based articles on her week. SD asked what types of articles? JC innovative news. SD advised that we need clarity from Board on this e.g. is it just articles about the ICS journal articles or open to everything, who decides what comes out? JC advised that Sophie will select the articles. GS asked if we send one every week? JC yes, see schedule. Deadline is Friday of their week, Sophie then has up to Tuesday to make the final decision and pass this to the office to add online.

3. **Social media**

a) Guidelines

Please refer to these when selecting the posts.

b) Information required

JE advised office does not know if articles are controversial or poor science and need members to review and advise whether this is suitable.

c) Discussion

Discussed what information is required from members.

4. **AOB**

JC asked everyone to think of novel ways to engage the members, make the communication more personal and interesting for the members. SD felt that the sky was the limit for what we can do. JC suggested call in 6-8 weeks, all agreed. JC thanked everyone for attending.

Call Ends