COMMUNICATIONS & EXTERNAL AFFAIRS COUNCIL
Wednesday, May 18, 2016
12 – 1:30 p.m.
George R. Brown Convention Center – Room 342E

TMC Council Members Attendees:
Kurt Koopmann, UTMB
Ty Morrison, St. Luke's Health
Sandra Soliz, St. Thomas University
Jenn Jacome, Texas Children's Hospital
Veronika Javor, Texas Children's Hospital
Caroline Timm, Texas Children's Hospital
Forest Smith, Prairie View A&M
Elizabeth Ferrer, Shriners Children's Hospital
Helen Villasenor, Shriners Children's Hospital
Hao Nguyen, The Health Museum
Debra Ford, Ford & Co Health Museum

TMC Council Attendees:
Christen David, VP of Communication
Molly McCabe, Marketing and Communications Manager
Tatum Boatwright, Marketing Associate
Alexandria Becker, Active Editor for The TMC Pulse
Katelyn Orenchuk, Executive Liaison
HIGHLIGHTS

I. Welcome & Introductions: Christen David, VP of Communication, TMC & Molly McCabe, Communications & Marketing Manager

• The meeting commenced shortly after noon. All council members went around the room and introduced themselves.

II. Story Pitches for The Pulse: Alexandra Becker, TMC Pulse

• Alexandra Becker encouraged the council members to submit new and creative story pitches to the TMC Pulse. The Pulse is a way for institutions to share interesting stories with one another in a campus wide publication.

III. Editor Search: Alexandra Becker, TMC Pulse

• TMC is on the search for a TMC Pulse Editor. Please find the link below with any information about the opening, as well as, the link to apply!


IV. Roundtable Discussion: Humans of New York Medical Storytelling

• The council participated in a roundtable discussion to discuss the growth and strength of the Humans of New York campaign. As this campaign is currently sharing medical stories from patient and families of Memorial Sloan Kettering Cancer Center in New York, the council shared successful social media campaigns that their institutions have used in the past.

• Texas Children’s Hospital shared their #shareyourmoment campaign they started as a way for families to share and tell their story on the first moments they meet their child or sibling. This campaign was an effort to drive the awareness and acknowledge all that has happened over the past year at the hospital. The success of this campaign was because of the ability to capture the raw emotions in the moments that you normally don’t capture on film.

V. We want to hear from you: TMC Event Ideas

• The Texas Medical Center would like to improve communications with institutions communications teams regarding upcoming events. The council was asked to fill out a TMC Event Interest Survey to help streamline communications
based on interests. This will be used as a way to help other member institutions with communicating and sharing events across campus.

VI. Upcoming Events & Announcements

• TMCx Demo Day – June 2, 2016 at TMC Innovation Institute
• TMCx 03 Applications – Applications are due June 12, 2016
  • tmcinnovation.org/apply

VII. Action Items:

• **Council Members:** Please send any additional agenda items you would like to discuss at upcoming meeting to Tatum Boatwright (tboatwright@tmc.edu).
• **Council Members:** If you were unable to attend the meeting and are interested in completing a survey on your event interests, please find the survey attached and send the completed survey to Tatum Boatwright (tboatwright@tmc.edu)
• **Council Members:** If you have any suggestions or would like to submit an interesting story to the TMC Pulse, please find the link here http://www.tmcnews.org/submit-a-story/

Next Meeting:
Happy Hour
August 17, 2016
4 – 5:30 p.m.
TMC Executive Boardroom
6550 Bertner Ave
Houston, TX 77030