



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!
  - **<http://careers.texasmedicalcenter.org/careers>**
- 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 o3 Applications – Applications are due June 12, 2016
  - [tmcinnovation.org/apply](http://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](mailto: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](mailto: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