

## **CTSA Communications Key Function Committee Quarterly Web Meeting**

December 18, 2008  
12:00 PM – 1:30 PM ET

**CTSA Representatives:** T. Fogg, Rochester; K. Anderson, UC Davis; W. Barnett, Indiana; J. Bray, Northwestern; C. Elmore, Oregon; M. Kahlon, UC San Francisco; C. Kelleher, Oregon; M. Maclay, UNC Chapel Hill; M. McDonald, Pittsburgh; D. O'Quinn, Iowa; T. Parvanova, Mayo; S. Radcliffe, Oregon; B. Rehman, Chicago; S. Sodlosky, Albert Einstein; E. Thompson, Emory; I. Wilson, Tufts; K. Kidd, NCRR; S. Pollard, NCRR; D. Timpane, NCRR; T. LaMotte, NCRR; D. Baker, SAIC; J. McDonald, NCRR; C. McConnell, NCRR

### **Welcome**

Tom Fogg welcomed all participants and Kameha Kidd announced that Booz Allen project management support will be transitioning from Jenna Goldstein to Farrell Bowen over the next couple of months.

### **Activities of the Communications KFC and aligning to the Strategic Goals (Kameha Kidd)**

Kameha Kidd presented the background of the PI's strategic planning process. In April 2008 the CTSA Consortium Oversight Committee (CCOC) made the formal decision to embark on this process and in July 2008 a planning meeting occurred. Nine strategic goals were developed and when the entire CCOC met in October 2008, the nine goals were refined to four strategic goals, as follows:

*Strategic Goal #1:* Enhancing National Clinical and Translational Research Capability

*Strategic Goal #2:* Enhancing the Training and Career Development of Clinical and Translational Scientists

*Strategic Goal #3:* Enhancing Consortium-Wide Collaborations

*Strategic Goal #4:* Enhancing the Health of Our Communities and the Nation

In addition, naming conventions changed so the CCOC became the CTSA Consortium Steering Committee (CCSC), the Pediatrics Oversight Committee became the Child Health Oversight Committee, Steering Committees and Workgroups became Key Function Committees, and Sub groups of those (workgroups and taskforces) became Interest Groups. For more details about the strategic planning process or the Strategic Goal Committees (SGC), see [www.CTSAweb.org](http://www.CTSAweb.org).

The relationship between the KFCs and SGCs is not yet determined. The Administration KFC formed a Mapping Team to address this, and each KFC is providing input to the SGCs about their alignment.

The Communications KFC Operations Group discussed the new structure's impact on the KFC and agreed it is time to regroup, refocus, and move forward with collaboration and value-added efforts. The Communications KFC regrouped by recalling the efforts of the Operations Group, the Media and Public Relations Group, and the Communication Systems and Information Management Group (now sunsetted). The two concepts that have been a challenge for the KFC are how to manage the differences in expertise as well as what "outputs" are expected

from the committee. The expertise and value to NCRR and value to the consortium were emphasized as a point the committee should focus on. The value can be contributed by product generation, such as the Share Center administrative supplement, and through leveraging member's areas of expertise, such as involvement in NCRR/NIH's development of a CTSA Communications Plan.

In conclusion, the way to refocus and move forward is to: focus members' strengths, identify accomplishments and activities, align expertise and activities with the SGCs, pursue new activities to support the SGCs, and create an environment that fosters and supports innovative ideas. With this framework in mind, the KFC can move forward.

#### **Update: CTSAweb.org reorganization (Kameha Kidd)**

Last December at the face-to-face meeting and in the June web meeting, the committee gave input regarding the design and content of CTSAweb.org. Short term goals are to improve the content and visual appeal around the target audiences for the site which include the consortium, the public and researchers. The long term goals are to apply substantive systems changes informed by a needs assessment and Strategic Information Technology Plan being developed by a contractor, Dr. Dixie Baker. Changes to systems are approved through a NCRR configuration control board, and are implemented through Booz Allen technical support. This initiative is an example of utilizing the KFC's expertise, and the next iteration of the website will include photos from the Media and Public Relations Group's photo library. It was noted that an interesting future agenda item may be to share ideas about processes for managing websites.

#### **Update: Collaboration Facilitation (Mini Kahlon)**

This interest group is officially under the Informatics KFC, but it is a joint effort between the Informatics, Communications and Evaluation KFCs. For the first year of the project, fall 2007 to fall 2008, time was dedicated to virtual journal clubs where institutions presented approaches for collaboration within groups and approaches for facilitating the formation of valuable groups. At the November face-to-face meeting, a national direction for social networking was determined and as aligns with an area of strategic interest (SGC #3). Addressing lessons learned from the presentations is a long term goal for the group, and will begin at the end of the first quarter or during the second quarter of next year.

#### **Update: Share Center (Mini Kahlon and Chris Kelleher)**

This one year administrative supplement project began in October 2008 with the goal of designing a proof of concept web portal. The expectation is for future funding to be available to create a full enterprise portal after the prototype and design phase is complete. The Share Center web portal will facilitate sharing of operational expertise and best practices across the consortium to assist new and existing CTSA's. After this goal is accomplished, the hope is to expand it beyond operational expertise sharing and into research sharing and NCRR uses.

The Communications KFC is sponsoring this project, and the members are also a prime audience, along with the Administration and Evaluation KFC members. Advisory groups from those three KFCs are forming to ensure the tool will be designed to serve the needs of the consortium and have a low barrier of entry. The goal is to integrate the Share Center with existing work flows rather than create a new tool. Anyone interested in participating in a low

time commitment advisory group to provide feedback on prototypes, should contact Chris Kelleher or Mini Kahlon.

### **Systems and Information Management Group: final report (Kent Anderson)**

With the reorganization of the KFCs and SGCs, Kent Anderson, the Operations Group, and NCRR decided to sunset the Systems and Information Management Group to avoid overlapping efforts. The group was very successful in developing the Share Center administrative supplement and other projects with strong initiative, such as the calendar proposal, which will continue in some form.

### **Media/Public Relations Group: status updates (Cindy McConnell and Ina Parvanova)**

Cindy McConnell, the new Communications Director of NCRR, introduced herself and highlighted the high level of participation on the last few Media/Public Relations Group calls. The group continues to build a list of consortium contacts for media inquiries on [ctsaweb.org](http://ctsaweb.org), but only 17 institutions have contacts listed. Please check the list and add to it as necessary. In addition, the group encourages submissions of vignettes and photos to the library. A template form for submitting the vignettes is in development. The group is considering how to best utilize national public opinion polling data from AAMC and Research!America. The proposed exhibiting and use of kiosks at conferences is on hold until messaging is finalized, but will be considered in 2009 for the Biotechnology Industry Organization (BIO) conference in May. The NCRR Communications Plan was discussed, and it was clarified that it is not a consortium generated plan.

### **Brainstorming activity: Map Key Function Committee priorities to goals of the Consortium (All)**

Kameha Kidd framed the brainstorming activity in light of the accomplishments and ongoing projects. Due to the KFC's value, there is an importance to aligning the KFC's expertise, current activities and future activities with the SGCs. Not all activities need to map to a SGC.

During the course of the meeting many ideas were generated and mapped by Shawn Radcliffe of Oregon Health and Science University using mind mapping software. The Communications KFC agreed that their members' expertise would benefit SGC sub-goals that have recruitment needs, such as recruitment for phenotyping, or sub-goals that have promotion needs, such as promotion for a data sharing network. In addition, communication as an aspect of community engagement, informing public health policy and social networking was noted as a key activity. The associated mind mapping document contains details of the mind mapping results.

### **Election for new committee leadership (Tom Fogg)**

Tom Fogg announced that Mini Kahlon and Chris Kelleher, the current vice co-chairs, would not be rotating into the co-chair position as expected, due to their current commitments. Therefore, an election for both the vice chair(s) and co-chair(s) will occur after the March face-to-face meeting. Afterwards, the structure of vice chair(s) rotating into the chair position after one year will continue. Tom, Mini and Chris have agreed to continue in their current positions until the election occurs and then act as mentors for the new leadership as long as necessary. A nominating committee will most likely be established for the election process.

**Discussion: Ideas for face-to-face meeting 2009 (Mini Kahlon)**

The goal of the discussion was to determine what activities and priorities would make a face-to-face meeting truly beneficial. The group decided the main priority should be to learn from each other by sharing best practices surrounding 1) internal communication challenges and 2) public communication approaches. An agreed upon agenda item is to solicit case studies to be presented for 5-10 minutes with discussion. Another possibility is to have a panel or “rapid fire” 2-3 minute presentations of best practices. A vote may be necessary to determine whether breakout sessions are preferred or if all members are interested in all topics. It was noted that the advisory group for the Share Center could meet either during or surrounding the meeting and time for informal networking is necessary. The CTSA Communication Plan may be considered as an agenda item. It was agreed that Bethesda, Maryland is the best location and dates in the February to March timeframe will be proposed in a Doodle poll.

**Action Items:**

1. For interest in the Collaboration Facilitation email list, email Mini Kahlon (All; Ongoing)
2. For interest in the Share Center advisory group, email Mini Kahlon or Chris Kelleher (All; December/January)
3. Check CTSAweb.org media inquiry contact list for your CTSA, add as needed (All; Ongoing)
4. Develop and submit vignettes to the Media and Public Relations Group (All; Ongoing)
5. Develop template/form for vignette submissions (Cindy McConnell; NCRR; January/February)
6. Exhibit kiosk development (Media and Public Relations Group; May)
7. Submit photos to the photo library (All; Ongoing)
8. Refine Mind Mapping brainstorm, combine with August 20<sup>th</sup> synthesis (Operations Group)
9. Determine a target date for the CTSA Communication Plan and the Communication KFC involvement (NCRR; ASAP)
10. Draft agenda and propose dates for F2F (Operations Group; ASAP)
11. Poll Operations Group for possible dates for F2F (Farrell Bowen)