

**Communications Key Function Committee Face-to-Face Meeting**

**March 4-5, 2010**

**5635 Fishers Lane, T508-T510**

**Rockville, MD**

**AGENDA**

**Purpose:** The Communications Key Function Committee serves as a forum for CTSA representatives and NIH participants to share local CTSA communications activities and experiences, identify national CTSA communication needs, and generate ideas to address these needs.

**THURSDAY, MARCH 4, 2010**

- 8:00 – 8:30 a.m. Registration and Light Refreshments**
- 8:30 – 8:45 a.m. Welcome and Introductory Remarks**  
*Dave Eichmann, University of Iowa*
- 8:45 – 9:45 a.m. Identifying and Promoting CTSA Science Advances and Highlights**  
*Cindy McConnell, NCRRC OC*  
*Steve Seidel, NCRRC OSP*  
*Elizabeth Thompson, Emory University*  
*Jamie Racklyeft, University of Michigan*  
*Elizabeth Kollross, Northwestern*
- How NIH and NCRRC can leverage CTSA Scientific Advances information
  - How communications professionals within some of our CTSA institutions learn about and package the scientific advances within their own organizations
- 9:45 – 10:45 a.m. Challenge Break-Out Sessions**
- Small group discussions and approaches to uncovering, packaging and communicating scientific advances, including linking stories to NIH five theme areas.
- 10:45 – 11:15 a.m. Networking Break**
- 11:15 – 11:45 a.m. Updating External CTSA Communication Plans**  
*Maggie McDonald, University of Pittsburgh*  
*Cindy McConnell, NCRRC*
- Interactive discussion, review and update of current key messages, including how CTSA funding leads to meaningful scientific advances
- 11:45 – 12:00 p.m. Research Networking: The Landscape from a Communications Perspective**  
*Dave Eichmann, University of Iowa*
- 12:00 – 12:15 p.m. Crowd Sourcing: Virtual Community Collaborations**  
*Katja Reuter, University of California, San Francisco*
- Using a web-based open forum tool to foster communications and leverage the potential of a virtual community for idea generation to advance research
- 12:15 – 1:15 p.m. Networking Lunch**

Visit [CTSAweb.org](http://CTSAweb.org) to learn more.

- 1:15 – 2:30 p.m.**      **Linking Technology and Communications**  
***Riding the Shockwaves: Communicating in an Era of Transient Media***  
*Dave Eichmann, University of Iowa*  
*Bill Barnett, Indiana University*  
*Tom Fogg, University of Rochester*  
*Chris Kelleher, Oregon Clinical and Translational Research Institute*
- Thinking strategically about using technologies to deliver content
  - Strategic technology/informatics and communications
  - How IT infrastructure can works for the CTSA's
  - Lessons learned
  - Technological Mechanisms
- 2:30 – 2:45 p.m.**      **Networking Break**
- 2:45– 3:15 p.m.**      **The Federated ID and How It Benefits Collaboration**  
*Bill Barnett, Indiana University*
- 3:15 – 3:45 p.m.**      **ShareCenter: Extending the Product to Individual CTSA Institutions**  
*Chris Kelleher, Oregon Clinical and Translational Research Institute*
- 3:45 – 4:00 p.m.**      **Communications Consultation Service: Tiger Team Update**  
*Julie McKeel, Duke University*

**FRIDAY, MARCH 5, 2010**

- 7:30 – 8:00 a.m.**      **Light Refreshments**
- 8:00 – 9:30 a.m.**      **Marketing Through Multi and Social Media**  
*Maggie McDonald, University of Pittsburgh*  
*Craig Hicks, NCCR*  
*Joe Bonner, Rockefeller*  
*Tom Ulrich, Harvard*  
*Jeff Grever, Ohio State*
- Emerging marketing trends related to social networking—Craig Hicks
  - Experiences in Being Connected—The Expected and the Unexpected
  - Things We Need To Think About in Using Social Media
  - How Well Is It Working? Is It Worth It? Is There Value?
  - Use Cases, Rants, and Raves—Open Discussion
- 9:30 – 10:30 a.m.**      **Focused Healthcare Marketing for Clinical Research Participation**  
*Nancy Dohn, University of Florida*  
*Molly White, University of Michigan*  
*Ann Dozier, University of Rochester*  
*Andrea Lively, Johns Hopkins University*  
*Donna Jo McCloskey, NCCR*
- Examples of local collaborative efforts between Communications and Community Engagement groups
  - Presentation of ideas and collaborative opportunities for Communications and Community Engagement on the national level

- 10:30 – 11:15 a.m.**      **Challenge Break-Out Sessions**
- Brainstorm potential collaboration and research opportunities
- 11:15 – 11:30 a.m.**      **Networking Break**
- 11:30 – 11:45 a.m.**      **CTSA Consortium Management Group**  
*Tom Fogg, University of Rochester*  
*Kameha Kidd, NCRR*
- 11:45 – 12:00 p.m.**      **Internal Communications Plan**  
*Tom Fogg, University of Rochester*