

CTSA Communications Workgroup

Quarterly Web Meeting
September 17, 2008

Meeting Summary

Attendees: T. Fogg, Rochester; J. Bonner, Rockefeller, M. McClave, J. Obeid, Weill Cornell; R. Garcia, Boston University; K. Kidd, NCRR; T. LaMotte, NCRR; L. Scherri, Pennsylvania; I. Parvanova, Mayo; P. Hodgson, Duke; E. Thompson, Emory; I. O Abrams, NCRR; S. Esmond; University of Wisconsin; J. Bray, Northwestern; D. Baker, NCRR; K. Anderson, UC Davis; B. Barnett, Indiana; G. Ericson, Washington University; G. Earle, Einstein; B. Rice OSU; W. Phillips, OSU; A. Lively, JHU; S. Pollard, NCRR; A. Greene, NCCAM; D. Timpane, NCRR; M. Kahlon, UCSF; C. Kelleher, OHSU; S. Radcliffe, OHSU; A. Sawczuk, NCRR; C. Elmore, OHSU; A. Slattery, Rockefeller; M. McClay, UNC; K. Peck; UT, Dallas

I. Welcome to the meeting (CTSA Chair, Tom Fogg)

CTSA Chair, Tom Fogg provided the formal welcome for the meeting.

II. Operations Group and Taskforce Updates

a. Operations Group (Tom Fogg)

The Operations Group, which is a subset of the larger Workgroup meets monthly and the membership consists of the CTSA Chair, NCRR Coordinator, Kameha Kidd, two Vice-Chairs Mini Kahlon and Chris Kelleher and an at-large member. The at-large member will represent the new cohort. The Operations Group recently planned the brainstorming meeting, which was an effort to generate projects for the Workgroup to pursue. The Operations Group has also met recently to discuss the presentation to the Consortium Oversight Committee. Vice-Chair Chris Kelleher will present to the Committee in October regarding the plans for the Communications Workgroup.

b. Media/Public Relations Taskforce (Ina Parvanova)

The Media/Public Relations Taskforce has recently undertaken two major projects. The first major project, is exhibiting at major conferences and the second project is assembling a photo library. The exhibiting at conferences was initially proposed for the Biotechnology Industry Organization (BIO) conference in May as well as the American Association of Medical Colleges (AAMC) conference. It has been decided that the exhibiting will be targeted only at the BIO conference at this time. The exhibiting will be structured and serve to give visibility to the CTSA Consortium and promote messages associated with CTSA and the promotion of original research. NCRR will fund these efforts.

The second project is a photo library which will essentially serve as a repository of photographs submitted by various CTSA's. The photo library will be instrumental in enhancing the CTSA website.

c. Communication Systems and Information Management Taskforce (Kent Anderson)

Kent Anderson presented regarding the two primary areas of focus for the Taskforce. The priorities were calendar integration and inventory of communications tools and resources. These priorities evolved into two administrative supplements one of which, the CTSA Share Center Project was awarded funding.

d. CTSA Share Center Project (Mini Kahlon and Chris Kelleher)

Mini Kahlon and Chris Kelleher presented regarding the progress of the the Share Center project. They are currently proceeding with evaluating opportunities for collaboration, while awaiting the notice of award. One major emphasis will be how to enable sharing at CTSA's. Opportunities with other groups may exist, including the Evaluation and Informatics Steering Committees. More information about the project will be provided to the Workgroup upon securing a contractor to manage the Share Center.

e. PI Communications Vehicle (Tom Fogg)

The Communications Vehicle grew out of the Consortium Oversight Committee meeting, where challenges and priorities were discussed. One of the main challenges encountered by the principal investigators (PIs) is managing the abundance of information that they receive. In order to address this challenge, a plan to develop a brief communique for the PIs providing main highlights has been established. A preliminary e-mail design has been developed. Next steps concerning the communications vehicle include the development of a draft document. This is the signature effort for the next few months.

III. Communications Workgroup Brainstorming Meeting

a. Synthesis of results

The brainstorming meeting that occurred in August was the first step in a larger planning process. The purpose of the meeting was to encourage Workgroup members to share ideas about projects they are interested in pursuing. During the course of the meeting many ideas were generated and mapped in a document using mind mapping software.

b. Next steps

The results of the brainstorming meeting have been distilled into ten ideas and further discussed during the last Operations Group teleconference. Next steps include recruiting members interested in development of these various projects. The Operations Group plans to meet and conduct a workshop before the Thanksgiving holiday on the West Coast. There will then be a formal report to the full Workgroup during the face to face meeting in the spring of 2009.

IV. Quarterly Workgroup Meeting Theme: Examining the Organizational Structure of Communications Infrastructure at the Various CTSA Institutions

a. Penny Hodgson, Duke University

Penny Hodgson provided a brief overview of the communications organizational structure at the Translational Medicine Institute at Duke University. An introduction to the Communications subgroups included writing and graphic design services, production, events management, the American Heart Journal editorial office and web content and development for publications, brochures and internal and external web sites.

b. Ina Parvanova, Mayo Clinic

Ina Parvanova introduced the organizational structure of the Mayo Clinic. It is a three tiered organization based on practice research and it is a very patient driven organization. Prior to the announcement of the CTSA awards, one person was responsible for all of the communications activities. After the award, additional people were hired including a public affairs manager. All members of the staff are now part of one team and tasks have been streamlined.

c. Tom Fogg, University of Rochester

Tom Fogg presented on program at the University of Rochester. The program at Rochester was described as de-centralized. Services associated with the program include the maintenance of the website, list serves and the generation of a quarterly newspaper. Tom also spoke about new activities at the institute including community engagement specialists that have been hired and the development of a media campaign to target volunteers for medical research.

Action Items

- 1 Determine at-large Operations Group member. Operations Group
- 2 Determine date of workshop this fall. Operations Group
- 3 Send e-mail to Workgroup to collect photos for photo library. Ina Parvanova Ongoing