

Communications Plan Tiger Team Update

June 22, 2010

Communications and the CMG

- CMG mission: to help increase the efficiency and the effectiveness of the CTSA consortium
- “Tiger Teams” from the Communications KFC will develop an internal communications plan for the consortium, working with CMG
- CCEC chosen as first group for which internal communications plan will be developed
- Other Tiger Teams will develop plans for NCRR leadership, SGCs and Childhood Health Oversight Committee, CCSC, and KFCs

Status

- Tiger Team for CCEC plan established
- — Steve Parrott (team leader – Iowa)
- Nancy Dohn (Florida)
- Kameha Kidd (NCRRL)
- Andrea Lively (Johns Hopkins)
- Jennifer Laskowski (Iowa)

Plan of action

- Needs assessment in development

- Interview script for CCEC leaders being vetted
- Focus on key audiences, messages, gap analysis
- Results will be used to determine what internal audiences to interview

- Plan development

- Data-driven, including gap analysis
- Build on Dixie Baker Plan/strawman communications plan

- CMG will take the lead in actual implementation of plan

- Timeline: complete CCEC plan before October CCSC meeting