

## **CTSA Communications Workgroup Brainstorming Meeting**

August 20, 2008

### Meeting Summary

#### Overview of the Meeting and Workgroup Planning Process

The goal of the brainstorming meeting was to develop a list of feasible initiatives the Workgroup could sponsor over the coming year, initiatives in which Workgroup members can play a key role in implementing. This meeting is the first step in the strategic planning process. The Operations Committee will take ideas generated during the course of this meeting, pare the list down and determine which initiatives to focus on. Taskforces will then be created in conjunction with the initiatives and a report regarding these initiatives will be presented to the Consortium Oversight Committee, (COC). Vice-Chair Chris Kelleher will present to the Committee on behalf of the Communications Workgroup.

In the Fall, a workshop will take place on the West Coast with taskforce members. The workshop will be focused on initial planning concerning the initiatives. In February or March of 2009, the entire Workgroup will meet in Bethesda, Maryland.

#### Review of Communications Workgroup Mind Map Document

Chris Kelleher explained that the mind map document was developed in April to present the work that the Workgroup would pursue. The mission of the Workgroup was referenced, which is to guide CTSA network in accomplishing communications objectives. In defining the audiences, the Workgroup identified principal audiences including federal policy makers and NIH institutional leadership.

When reviewing the organizational structure of the group, it was determined that it may be important to evaluate the status of the Workgroup and if there are

certain groups that should still be formed to facilitate work. Upon the closing of the mind map review, the shift between the two paradigms that the Workgroup is experiencing was explained.

One paradigm is the mutual benefit paradigm. This paradigm explains the principle of achieving success in the work in progress at the respective CTSA sites. The second paradigm is the service paradigm. The service paradigm is illustrative of serving and providing support to NCCR and the Consortium and facilitating the completion of objectives.

## Distillation of Mind Map Created During Brainstorming Session

The following ideas were generated by various members of the Consortium.

1. Symposium targeted toward policymakers and decision makers
  - a. Bethesda or Washington, DC
  - b. Highlight successes of CTSA program
  - c. Tie to vignettes
  - d. Through webcasts, reach out to local and national audiences
2. Benchmark and monitor our target audiences
  - a. What do they know about clinical and translational research?
  - b. What do they know about the CTSA program?
  - c. What is the best way to communicate with each audience?
3. Ideas related to ShareCenter project
  - a. Inventory of Expertise within Communications Working Group
  - b. Link to LinkedIn or incorporate similar features
  - c. Inventory of communications plans at CTSA institutions
  - d. Create a knowledge base by mining data from CTSA communications
  - e. Gather and maintain information to allow Social Network Analyses (requires definition of standards, such as terminology, and agreement regarding goals)
4. Promote connections with other NIH-funded centers
  - a. Cancer Centers
  - b. Centers for AIDS Research
  - c. Environmental Health Centers
  - d. Primate Centers
5. Link CTSA websites with other sites that provide clinical research information
  - a. Tie to development of national registry of clinical research volunteers
  - b. Promote ongoing clinical trials
6. Evaluation of Wiki
  - a. How is it used
  - b. How can it be most useful
  - c. How can we promote its use
7. Promote and expand the media toolkit
8. Consortium-wide social network analysis
9. Promote collaborations among researchers
10. PI Communications Vehicle