

CTSA Communications Meeting Summary
Tuesday, April 6, 2007
1:00 p.m. – 4:00p.m.
9th Floor Conference Room – Democracy One

Attendees:

Anthony Hayward, Kameha Kidd (Co-Chair), NCCR; Joyce McDonald, NCCR; Lori Mulligan (Co-Chair), NCCR; Iris Obrams, NCCR; Shelly Pollard, NCCR; Andrea Sawczuk, NCCR

Adobe Connect Attendees:

Steve Fath, U Texas; Tom Fogg, Rochester; Joan Gorden, Mayo; Penny Hodgson, Duke; Kristie Morse, Oregon; Lorri Schieri, Penn; Heidi Schmidt, UCSF; Mark Walton, FDA; Suman King, OER/OD

Updates & Demonstrations

- Welcome and Goals of Meeting – Lori Mulligan
- CTSA Management – Anthony Hayward
- CTSA website - <http://ctsaweb.org/> - Kameha Kidd
 - Kidd reminded members that there are two components to the CTSAweb.org site (1) public section and (2) Log-in portion. The log-in portion of the site is currently under development.
 - She shared with the committee some of the latest updates to the site.
 - She discussed the CTSA management tool, which is for NIH employee access only (at the present time).
- CTSA Communication Plans—Joyce McDonald, NCCR
 - McDonald discussed the *NCCR Reporter* – NCCR’s quarterly magazine, which will have a section dedicated to CTSA program. The NCCR Reporter is distributed to over 8,000 people through the NCCR mailing list as well as NIH employees.
 - The information that appears in the new CTSA section of the magazine also will serve as an entry for several existing E-newsletters and may eventually be generated as a stand along E-newsletter once it is fully developed.
 - The summer edition will feature the CTSA as the cover story.
 - She asked members to help with disseminating the magazine throughout their CTSA components. Subscriptions to the online edition to the magazine can be accessed at: <http://www.ncrr.nih.gov/e-reporter/>

- McDonald asked that members continue to share CTSA photos, vignettes, and short descriptions so that these materials could be used in Congressional testimony and speeches.
- McDonald informed members of a forthcoming request to include their institutions' Public Information Officers or Media Relations Officers in all communications efforts. These individuals played an important role in the launch of the CTSA program last October and could assist the committee in future communications efforts.

Communication Activities Presentations – CTSA Representatives

CTSA representatives presented brief overviews of local communications activities and challenges.

- UC Davis – Kent Anderson (see PowerPoint slides)
- University of Rochester – Tom Fogg (see PowerPoint slides)
- Mayo Clinic – Joan Gorden
- Duke University – Penny Hodgson
- Oregon Health and Science University – Kristie Morse (see PowerPoint slides)
- University of Pennsylvania – Lorri Schieri

Action Items:

- Penny Hodgson (Duke) will share the link to a three-part series of articles they wrote about the CTSA program
- Tom Fogg (Rochester) will share the link to the two reports – “CTSA Economic Impact of Awards and Spillover Effect,” and white paper for policy makers.
- The CTSA Communications Steering committee will continue to meet quarterly using a web meeting format.
- Members were asked to alert Kameha Kidd (kiddka@mail.nih.gov) and Shelly Pollard (pollards@mail.nih.gov) when they make significant additions to their CTSA web sites. NCRR will then ensure that CTSAweb.org is linked to new material and highlighted through various other communication efforts.