

Real Life™

California Institute for Regenerative Medicine (CIRM)
Public Outreach & Communications
Communications Subcommittee
Dec. 12, 2023

CIRM
CALIFORNIA'S STEM CELL AGENCY



Team
Introductions



Communications
Plan Update 23-24



Public Outreach
Campaigns

Marketing, Communications & Public Outreach Team



**Koren
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Sr. Director of Marketing
& Communications



**Esteban
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Director of Marketing
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**Aditi
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Community Outreach
Manager



**Katie
Sharify**

Communications Team
Coordinator



**Christina
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Social Media &
Content Specialist

- CIRM's communications and outreach efforts are critical in ensuring the most relevant information reaches all our stakeholders
- This plan is the strategic blueprint for communicating how our efforts support CIRM's organizational pillars

Contents

- ✓ Overall Communications Plan
- ✓ Community Outreach Strategy
- ✓ Social Media Insights Report



1

**Integrated
Communication
Support for
Programs and
Initiatives**

2

**Position
CIRM as a
Trusted
Authority**

3

**Forge
Collaborative
Partnerships
for Amplified
Impact**

PHASE I

Improving Channels & CIRM Brand

PHASE II

Build Momentum

PHASE III

Expand Reach

Q1

Q2

Q3

Q4

FY 2024+

Continuation of channel improvement and clean up, streamlining workflow

Brand guidelines + style guide

Messaging augmentation

Email list cleanup/segmentation

Develop network of communications partners

Digital enhancements and website roll out

Development of core materials + collateral

Launch of key strategies to support communications goals across CIRM pillars

Launch of public education campaigns

Build upon success of key strategies and patient education campaigns

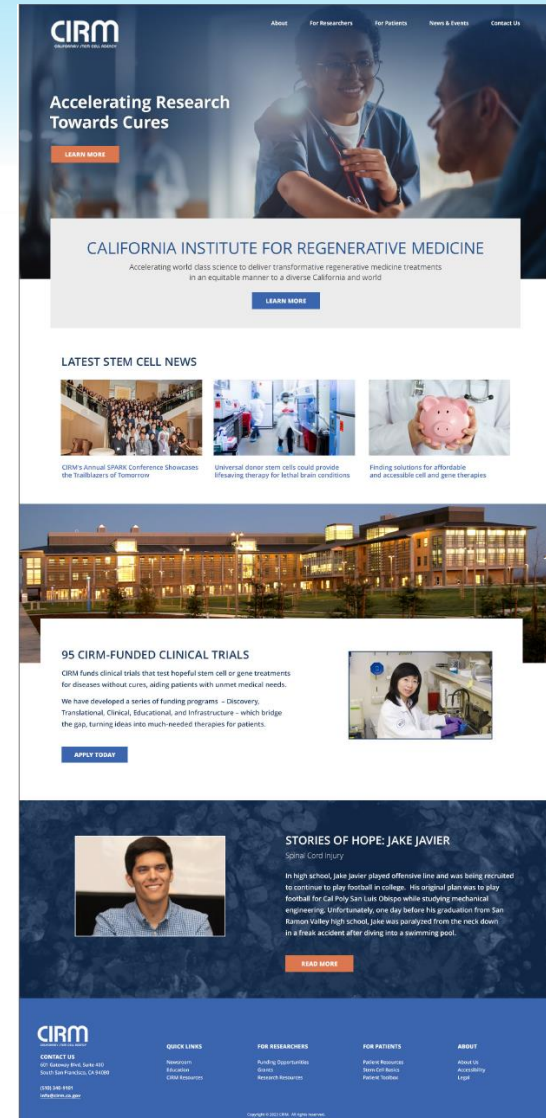
Launch of robust integrated outreach initiatives to align w/Patient Support Program (PSP), Community Care Centers of Excellence (CCCE)

Future investments: Media relations + PR and Internal communications

Exploration of digital app for greater patient connectivity

New Website Coming Soon

- Navigation enhancement
- Fresh, modern design to enhance user experience
- Consistent branding for a cohesive look
- Addition of new and relevant content
- Required by law to be ADA accessible
 - New widget will be installed to ensure accessibility compliance



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MEDICINE

CIRM
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REGENERATIVE MEDICINE

Quasimoda

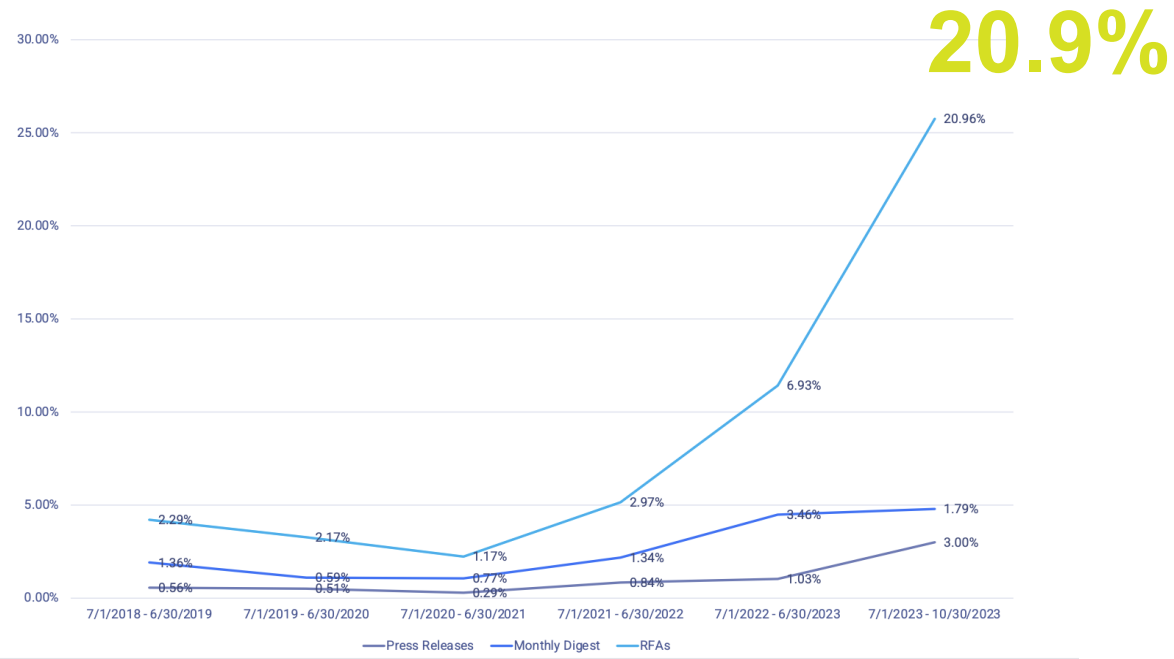
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Email Click Rates





Industry Average: 2%

Email Open Rates





Industry Average: 20%



Advancing World Class Science

Communications Goals	Potential Tactics/Strategies	
 <p>Promote funding opportunities to broader California research communities</p>	<p>Publicize announcements for funding opportunities across channels</p>	<p>Package and publicize funding FAQs toolkit</p>
 <p>Elevate public visibility of CIRM-funded science and CIRM-supported grantees</p>	<p>Improve funding opportunity web page</p>	<p>Enhance visibility on CIRM's review and funding cycle</p>
	<p>Improve digital presence for CIRM programs</p>	<p>Develop social media/PR toolkit for CIRM grantees</p>
	<p>Highlight research projects and outcomes across channels</p>	<p>Utilize simple infographics, cartoons, videos</p>

Deliver Real World Solutions

Communications Goals	Potential Tactics/Strategies	
 <p>Promote CIRM's manufacturing network and Industry Alliance Program to encourage membership/partner growth</p>	<p>Develop messaging/talking points</p>	<p>Building toolkit with flyers and one-pagers</p>
 <p>Promote CIRM's Alpha Clinics, Community Care Centers of Excellence (CCCEs), and Patient Support Program (PSP)</p>	<p>Develop case studies and testimonials for social media & collateral</p>	<p>Branding support for Manufacturing symposium & upcoming conferences</p>
	<p>Alpha Clinic, CCCEs and PSP branding + messaging</p>	<p>Create microsite for CIRM Alpha Clinics</p>
	<p>Develop Patient Access newsletter</p>	<p>Elevate Alpha Clinics Symposium event by providing branding + event support</p>

Provide Opportunity for All

Communications Goals	Potential Tactics/Strategies	
 <p>Launch multilingual campaigns to spread awareness of clinical trial access, participation, and stem cell treatments</p>	<p>Build a robust education page on CIRM's website</p>	<p>Build a multilingual toolkit including flyers + one pagers</p>
 <p>Support promotional efforts to showcase CIRM educational/training programs</p>	<p>Communications toolkit for education programs</p>	<p>Messaging, integrated storytelling approaches, and outreach campaigns</p>
	<p>Support Education Infrastructure Network Portal – branding & content</p>	<p>Branding support for upcoming conferences</p>



Social Media Impact

Monitor social media metrics, including likes, shares, and engagement rates.



Marketing Touchpoints

Track email open rates, click through rates, subscriber rates



Community Engagement

Track the number of community members engaged in CIRM's outreach initiatives, including attendance at events



Website Traffic & Digital Engagement

Evaluate impressions, reach, blog visits, web visits, demographic analytic data, including SEO

1

**Enhance
Awareness
and
Understanding**

2

**Strengthen
Collaborative
Partnerships**

3

**Increase
Geographically
Focused
Outreach**

+100,000 Americans Impacted by Sickle Cell



Goals, Purpose, and Tactics

- Highlight rare condition disproportionately affecting Black and Brown communities
- Emphasize CIRM's commitment to advancing research for SCD
- Multi-lingual, culturally competent approach
- Engage with patient advocacy groups and board members

Goals, Purpose, and Tactics

- Broad stem cell education across diverse audience
- Dispel myths and promote a better understanding of the science behind stem cells
- Utilizing a variety of communication channels, including social media, blogs, and educational events
- Develop engaging accessible materials for an expansive audience





Goals, Purpose, and Tactics

- Educate the public on the dangers of stem cell tourism
- Debunk common myths
- Emphasize the importance of informed decision making regarding stem cell therapies
- Engagement through social media, blogs, and targeted education events

Get Involved: Consider Representing CIRM at an Upcoming Event

● Dec 2023
World AIDs Day
Palm Springs

○
●
STEAM Leadership
Summit on diversity,
equity and inclusion

● Feb 2024
UCLA Stem Cell
Symposium

○
●
Black Joy Parade

● March 2024
Emerging
Researchers
National Conference
for STEM students



Whom might CIRM partner with to advance these campaigns?



Have any of the campaigns piqued an interest in the board members to engage/participate in?



What outcomes would you like to see out of these campaigns?

Thank you!