

Real Life™

California Institute for Regenerative Medicine (CIRM)
Public Outreach & Communications
Communications Update ICOC Meeting
Dec. 14, 2023



OUR MISSION

**Accelerating world class science to deliver
transformative regenerative medicine treatments in an
equitable manner to a diverse California and world.**



Team
Introduction



Highlights



Communications
Plan Update 23-24



Public Outreach
Calendar

Marketing, Communications & Public Outreach Team



**Koren
Temple-Perry**

Sr. Director of Marketing
& Communications



**Esteban
Cortez**

Director of Marketing
& Communications



**Aditi
Desai**

Community Outreach
Manager



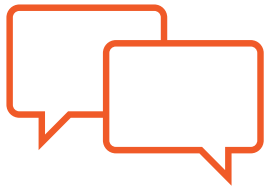
**Katie
Sharify**

Communications Team
Coordinator



**Christina
Smith**

Social Media &
Content Specialist



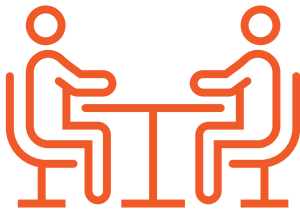
Promoting Dialogue

Hosted several listening sessions across the state



Growing Our Team

Onboarded Community Outreach Manager and Social Media/Content Specialist



Spreading Awareness

Participated in events hosted by various organizations



Improve Digital Channels

Share relevant and engaging content across digital marketing channels



Education focused

- Bridges conference in San Diego
- Biotechnology Science Academy
- UCSF Summer High School Intern program
- UC Riverside Stem Cell Core
- LA Promise/Amgen Biotech Experience (Pierce College)
- Pierce College BioTech Symposium
- ExStRM (SPARK) Blood Drive at Charles R. Drew



Patient Advocacy

- Rare-X conference (San Diego)
- Huntington's Disease Society of America (HDSA)
- World AIDS Day - HIV+ Aging Research Project
- Reeve Spinal Cord Injury Awareness month
- Lineage and the Christopher & Dana Reeve Foundation 1st Annual Spinal Cord Injury Investor Symposium
- Global Genes Rare Advocacy Summit



STEM Focused Orgs

- Women in Science
- Kits Cubed Oakland STEM Fair
- LA Promise/Amgen Biotech Experience (Ventura County School District)



CBOs, Civic & Community Groups

- International Sunday Assembly Conference
- Rotary Club (San Francisco, Menlo Park)
- Golden Gate Breakfast Club
- Sons in Retirement (San Rafael, Santa Rosa, San Mateo)
- Black Health Trust
- Long Beach Gray Panthers
- Corte Madera Women's Improvement Club (CMWIC)
- Santa Rosa East/West Rotary
- Sanford Burnham Prebys State Legislative aides visit

Note: Does not include the many scientific conferences attended by and featuring CIRM staff



Sacramento Listening Session



Spinal Cord Investor Symposium



Pierce College Biotechnology Symposium



Global Genes Conference



Kits Cubed STEM Fair



HDSA San Diego



SACNAS Conference



I AM CHANGING THE FACE OF STEM



Foundation Fighting Blindness Walk



SPARK Conference

We're diversifying content to boost community engagement and growth, exploring new social media channels (Threads, TikTok)

Key Growth Metrics (FY 22' vs 23')



86% increase in followers



41% increase in account reach

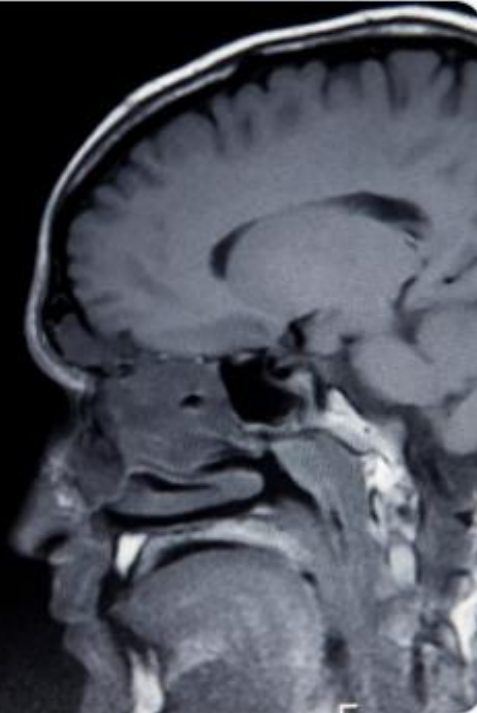


5% increase in followers



78% increase in engagement rate

California Institute
for Regenerative
Medicine approves
new plan to invest
\$110 million into
basic research in
neuropsychiatric
diseases



The California Institute for
Regenerative Medicine (CIRM)

@CIRMnews

Here's an update in the CIRM-funded
Neurona Therapeutics clinical trial for a drug-
resistant form of #epilepsy.

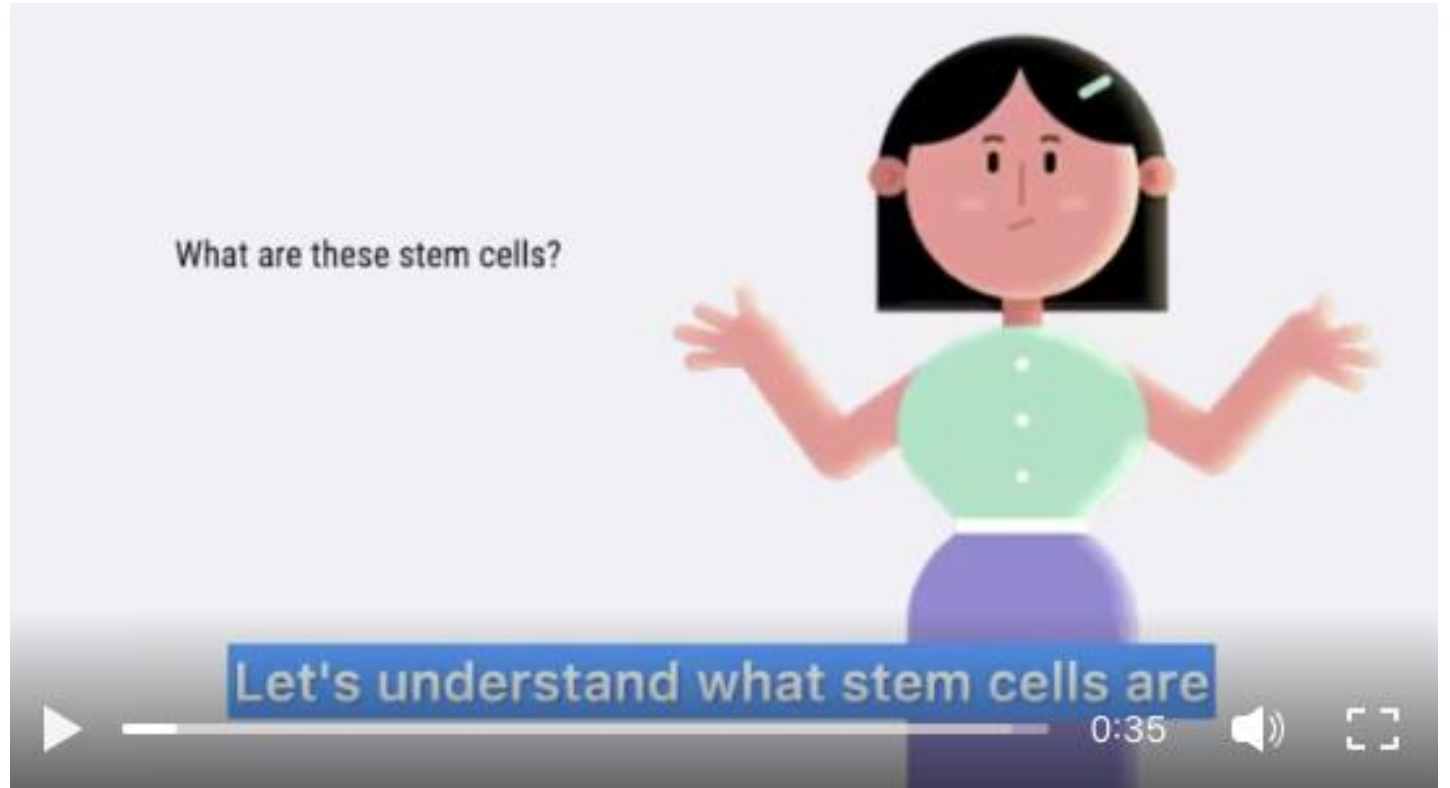




CIRM invests \$2.7 million in research to develop stem cell-based tendon tissue for shoulder injuries

SWIPE TO LEARN MORE →

The graphic features a stylized illustration of a person's shoulder and neck area. The background is split into green and blue sections. There are lightning bolt symbols indicating pain or injury. A white arrow icon is at the bottom right.



What are these stem cells?

Let's understand what stem cells are

0:35

The video player shows a woman with black hair, wearing a green top and purple skirt, with her arms raised in a questioning gesture. The video title is 'Let's understand what stem cells are' and the duration is 0:35. The player includes a play button, a progress bar, a volume icon, and a full-screen icon.

- 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

Improve 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

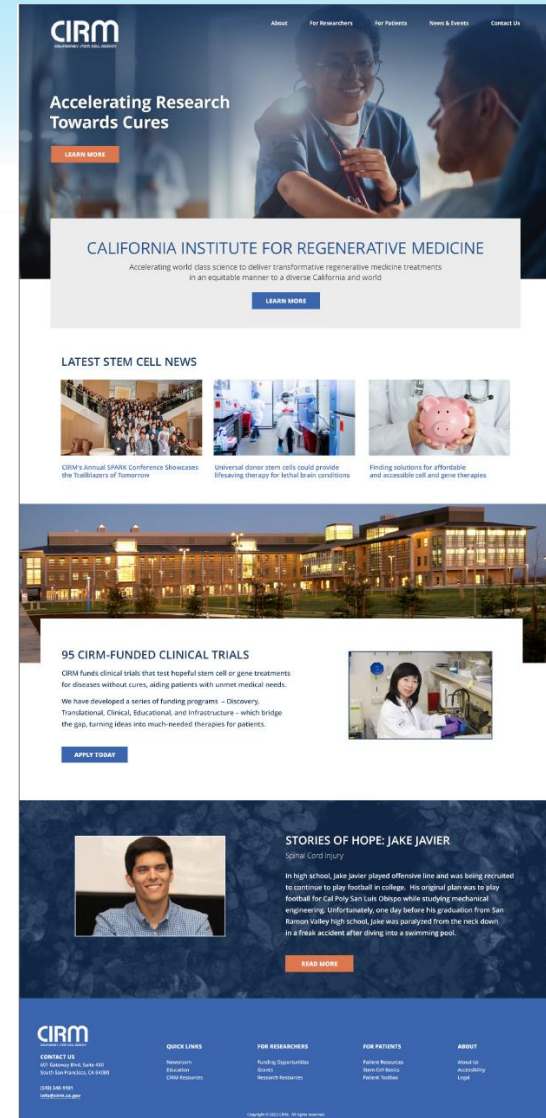
Launch of robust integrated outreach initiatives to align w/Patient Support Program (PSP), Community Care Centers of Excellence (CCCE)

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



CIRM | CALIFORNIA
INSTITUTE for
REGENERATIVE
MEDICINE

CIRM
CALIFORNIA INSTITUTE for
REGENERATIVE MEDICINE

Quasimoda

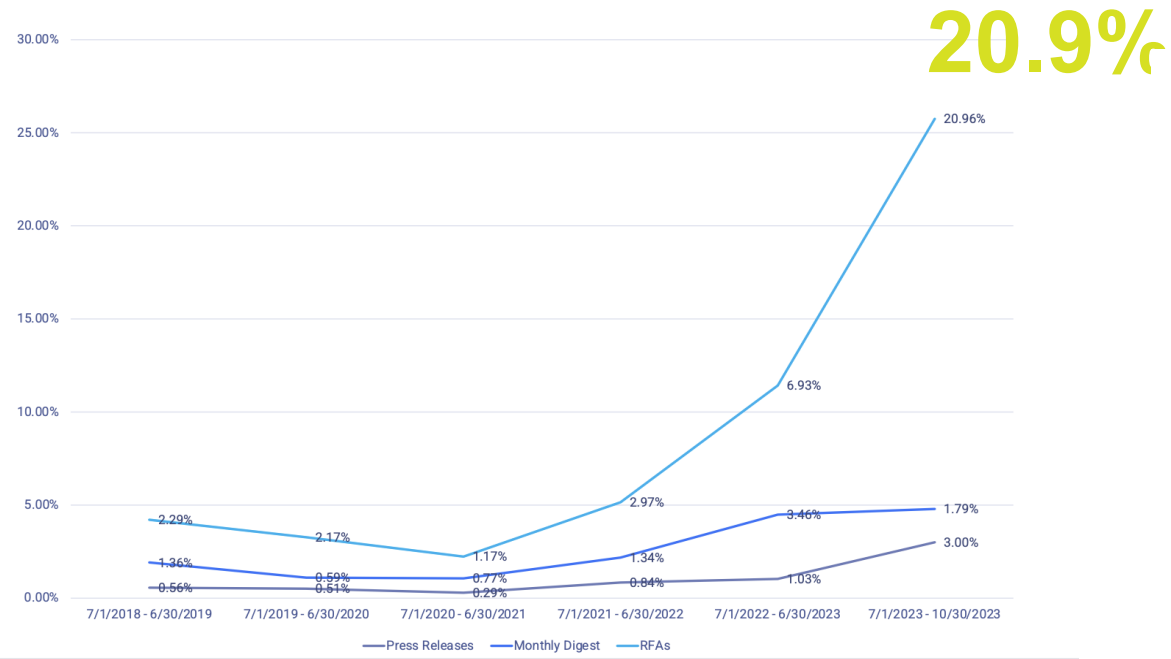
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Email Click Rates





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>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

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

Thank you!