

Communications/ Outreach Strategic Plan

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December 04, 2025



CIRM Mission

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



Driving **awareness of** & **support for** CIRM's progress & accomplishments

Communications/Outreach Strategy



Objectives
& Metrics



Strategy
& Tactics



Timeline



Objectives & Metrics

Communication Objectives

- 1 Increase support for CIRM among the CA public
- 2 Increase support for CIRM among lawmakers
- 3 Position CIRM as a leader in driving discoveries toward therapies
- 4 Increase support for CIRM's accessibility programs among patient advocates
- 5 Streamline communication processes around objectives

California Public

Why it matters

An informed public supports research funding and values CIRM as a benefit to California.

Metrics

1. Year over year increased engagement & mentions on CIRM social media platforms geared for public audiences
2. Survey and focus group sentiment
3. Increased requests for CIRM participation at public events



Lawmakers

Why it matters

Knowledgeable lawmakers serve as advocates for CIRM and support the agency's mission, vision, and policy priorities.

Metrics

1. Lawmakers advocate for CIRM to constituents, or on social channels
2. Lawmakers engage with CIRM and support activities that advance CIRM's mission



Scientists & Industry

Why it matters

Scientists and industry members who see CIRM as a leader will be more likely to partner with CIRM, apply for funding, and advocate for CIRM.

Metrics

1. Increased requests for CIRM speakers at scientific meetings
2. Year over year increased engagement & mentions on CIRM social media platforms geared for scientific audiences
3. Reduced requests for consultation



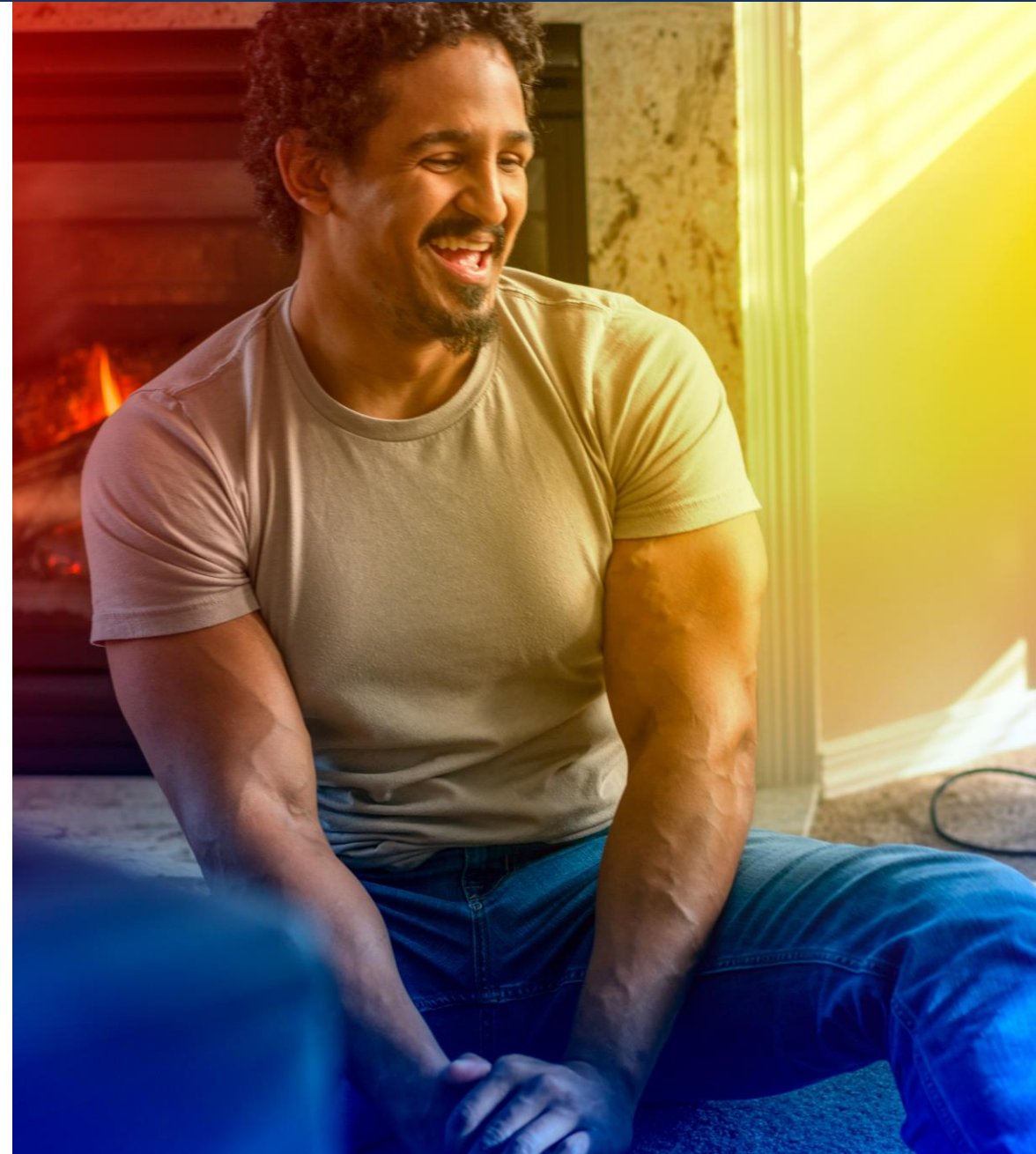
Patients & Patient Advocates

Why it matters

Patients and patient advocates who know about and support CIRM's accessibility programs will be more likely to access clinical trials and advocate for CIRM.

Metrics

1. Increase in people asking about CIRM-funded clinical trials, including links to the clinical trial dashboard on the CIRM website
2. Increase in advocacy groups requesting CIRM presence at events or patient-focused activities



Streamline activities

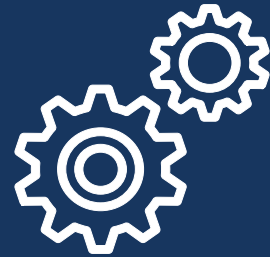
Why it matters

The communications team needs to work efficiently to meet the needs of the organization while also expanding awareness of CIRM in California.

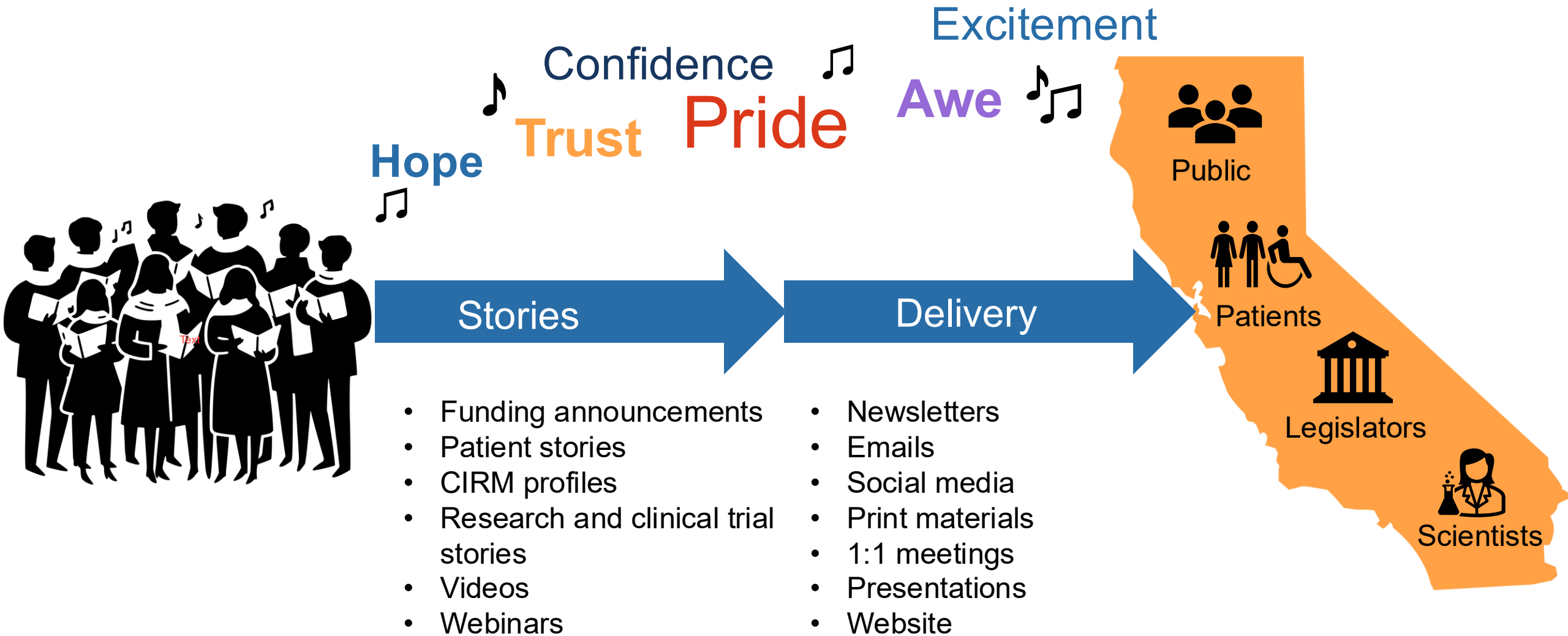
Metrics

1. Reduce time spent on tasks that don't directly meet communications goals
2. All work for other teams directly supports that team's objectives





Strategy & Tactics



Create the
story

Tell the
story

Deliver
the story

Measure
the impact



What it means

Define a unified, emotionally resonant narrative that reflects CIRM's mission, values, and impact.

Tactics

- Generate a multi-layered CIRM story
- Develop audience-specific versions of that story
- Develop a progress tracker



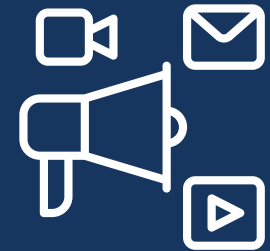


What it means

Leverage diverse storytelling formats to bring the CIRM story to life.

Tactics

- Carry out a gap analysis on storytelling formats
- Develop a content strategy
- Map storytelling formats to audiences
- Expand written and video storytelling
- Develop a storytelling toolkit for advocates (staff, board members, etc)
- Make website fully accessible





What it means

Ensure emotionally resonant stories reach target audiences.

Tactics

- Carry out a gap analysis of communication channels
- Map storytelling formats to channels that reach the appropriate audience
- Hire a PR firm
- Train advocates to use the storytelling toolkit
- Create a patient advocate ambassador program
- Create a strategy for communicating CIRM operations and activities





What it means

Evaluate the effectiveness of storytelling efforts and refine strategy based on data.

Tactics

- Hire an agency to carry out listening sessions or focus groups
- Report quarterly to leadership and board on metrics
- Review data yearly to modify storytelling and channels as needed





Timeline

Timeline

25/26 Q1

- ✓ Hire PR firm
- ✓ Hire storytelling firm
- ✓ Expand storytelling capacity

25/26 Q3

- ☐ Audit communication channels
- ☐ Develop content strategy
- ☐ Launch webinar pilot program
- ☐ Develop comms training toolkit
- ☐ Develop communication strategy for applicants and grantees

26/27

- Conduct CA focus groups/listening sessions
- Pilot a patient advocate ambassador program
- Review metrics and pivot strategy as needed
- Expand storytelling capacity

FY 25/26

FY 26/27

25/26 Q2

- ✓ Launch PR efforts
- Develop CIRM story
- Fully remediate website

25/26 Q4

- Begin quarterly metrics reporting
- Begin toolkit training
- Launch progress tracker

Thank You!