

New process communication plan

Summary

In announcing the Strategic Allocation Framework (SAF), the CIRM Team introduced Preferences as a mechanism for reducing the full application review burden and of aligning applications with SAF goals. The process created a step in which the CIRM Team evaluated proposals according to a points-based system, with the highest scoring applications moving to full Grants Working Group (GWG) review.

Dependent on CIRM's Board approval of an alternative mechanism to both handle volume control and align CIRM's portfolio with SAF goals, this communications plan lays out a cadence of communications across different formats and timing to ensure that we deliver clear, consistent information to potential applicants about the new process. The revised approach reflects feedback from the ICOC, applicants, and the research community and strengthens transparency while maintaining CIRM's ability to align investments with strategic priorities.

Deliverables

Board story

Purpose: Summarize the entire board meeting. One section will be on this topic. Point to webinar info on website.

Executive summary

Purpose: Provide a “news you can use” summary of the full memo to help awardees and potential applicants understand changes at-a-glance. Link to full memo, board presentation, etc.

Emails to relevant audiences

Purpose: Inform relevant audiences of the changes, provide executive summary, webinar info, Quick Guides, etc.

Quick Guides

Purpose: Provide an easy to digest summary of the changes and process going forward in Question-and-Answer format. Focus on providing priority questions and answers to frame the updates. This will be posted to the website and included in emails.

Webinars

Format: Four webinars, one for each affected program. Short presentation followed by Q&A.

Purpose: Provide guidance on what is changing for each program. Many portions of the webinar will be the same for each program, but some portions will be customized.

Website info

Purpose: Ensure the website contains relevant information about webinar RSVPs, posted webinar videos, Quick Guides, etc.

Graphic

Purpose: Provide a visual so all stakeholders understand the new process. This graphic can be used on the website, presentations, blog, etc. to ensure clear and consistent messaging.

Working Timeline

After Board Meeting

- Website updates
 - Webinar details posted
 - Board story posted with links to resources
 - Executive summary posted
 - Quick Guides posted
 - Out-of-date information removed
- Promote resources and webinar information via direct emails and social media

Throughout April and early May

Customized webinars for CLIN, PDEV, and DISC. Dates for all webinars to be finalized prior to March 26. Dates of webinars and reminder emails to be coordinated with other emails going to grantees during this time period. This section of the plan will be updated as webinar dates become available.

Ongoing Communications

Ensure Program Announcements clearly state how Guiding Principles affect the application review processes. All materials related to program funding cycles will restate the principles that will be used in the review criteria.