CIRM
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

Presentation to the Communications Subcommittee

Metrics & Budget

Amy Adams, *Senior Director of Science Communications*
Scott Hadly, *Director of Content Strategy*

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Background

CIRM

The team

A year of change

Amy Adams, Sr. Dir. Comms

Holly MacCormick

Esteban Cortez, Dir. Marketing & Comms

Christina Smith, Social media

Katie Sharify, Comms Coord.

Aditi Desai, Outreach

Jacqueline Hantgen

CIRM

The team

A year of change

Amy Adams, Sr. Dir. Comms Holly MacCormick	Scott Hadly, Dir. Content Strategy	Christina Smith, Social media	OPEN	Carly Chillmon, Operations Comms	Aditi Desai, Outreach Jacqueline Hantgen

Communications & Outreach Mission

Driving **awareness of** and **support for** CIRM's programs and accomplishments

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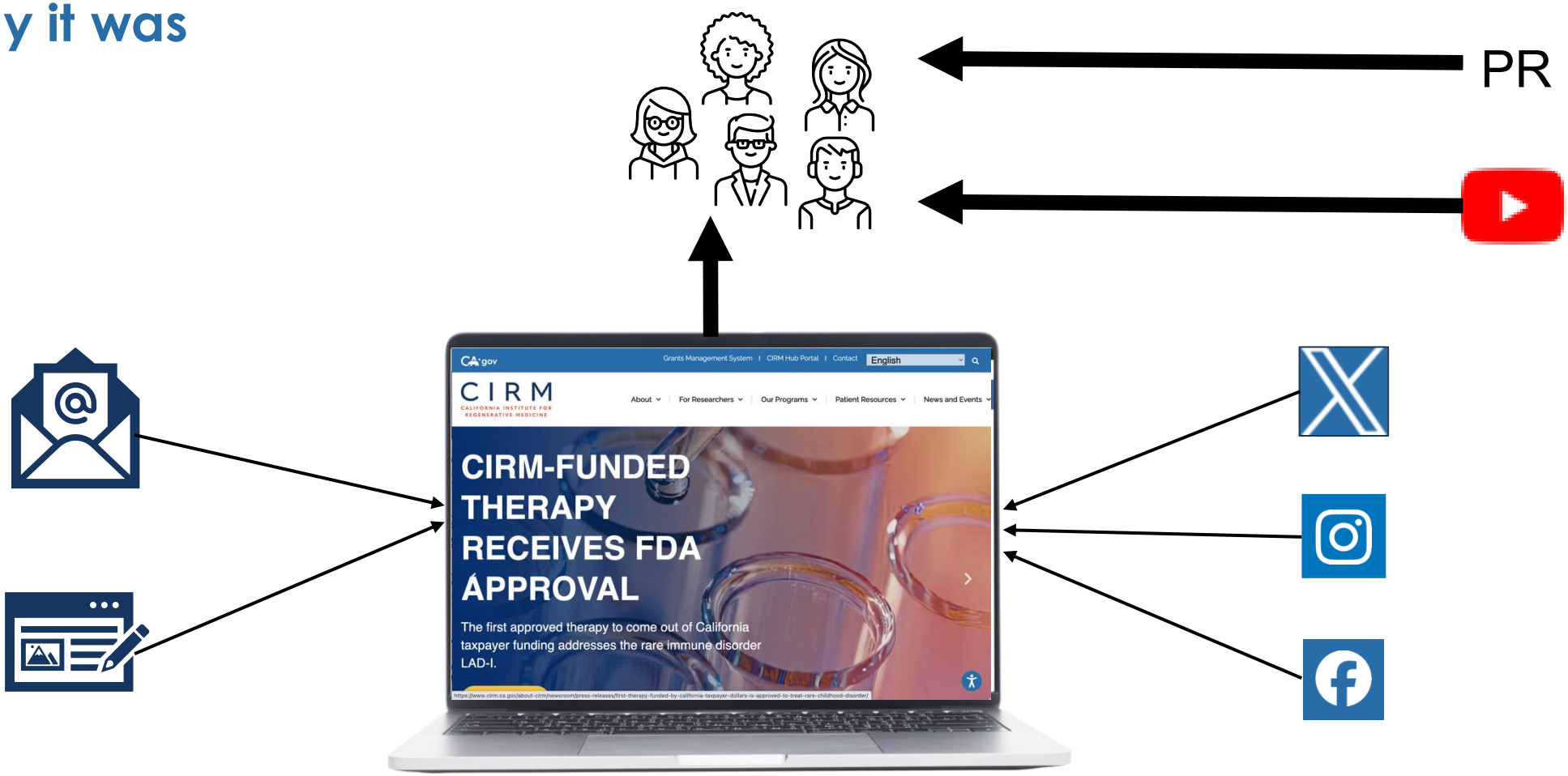
Communications ecosystem

The way it was



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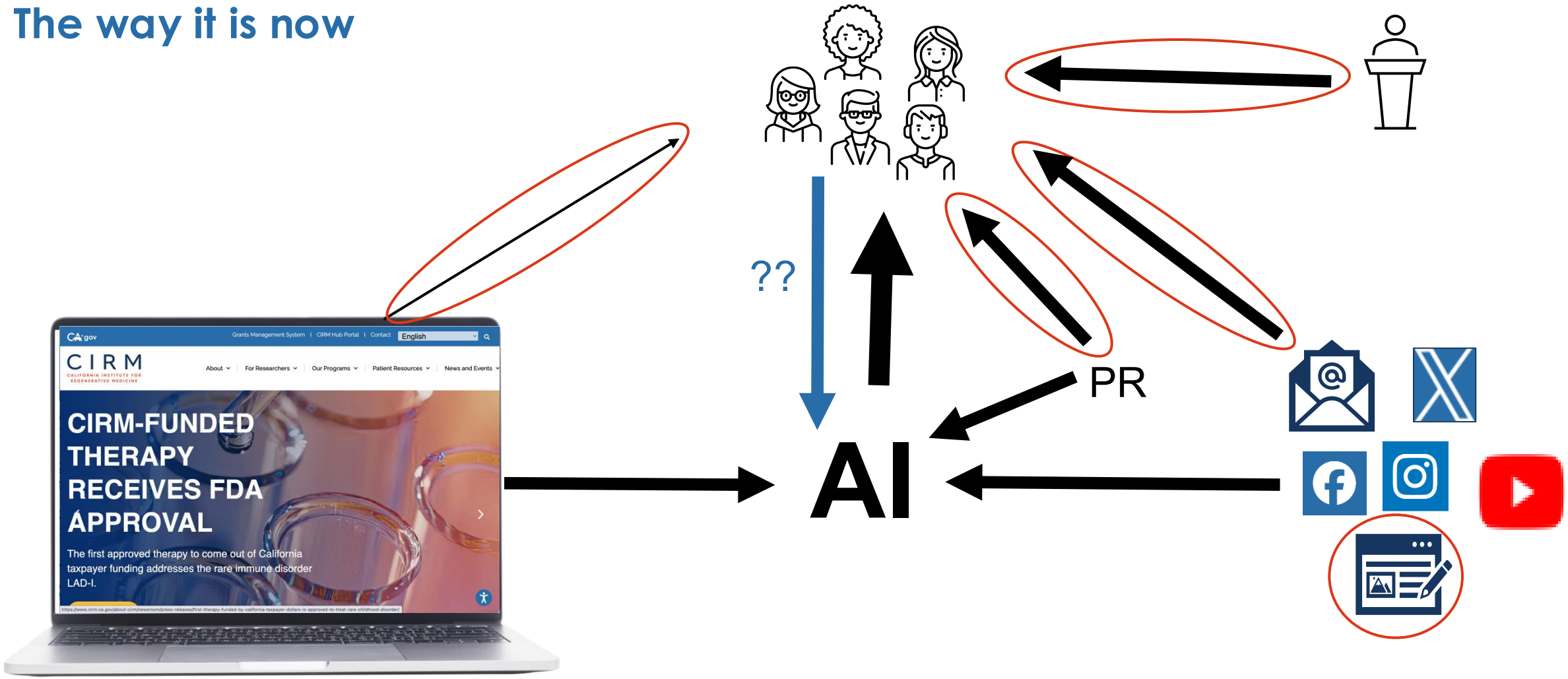
Communications ecosystem

The way it is now



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AI is driving priorities

What it means

- People are increasingly asking questions of AI rather than visiting websites via search (“Google zero”)
- All CIRM content & PR feeds into what AI models know about CIRM

∴ CIRM content & PR needs to be optimized for AI to deliver answers that spark hope, pride, trust, etc

As a result:

- PR is increasingly important
- Web AI optimization is increasingly important
- Moving the blog within the website framework will increase strategic content served by AI
- In person outreach allows CIRM to tell our own story

Metrics

- Website
- Blog
- Social media
- Outreach

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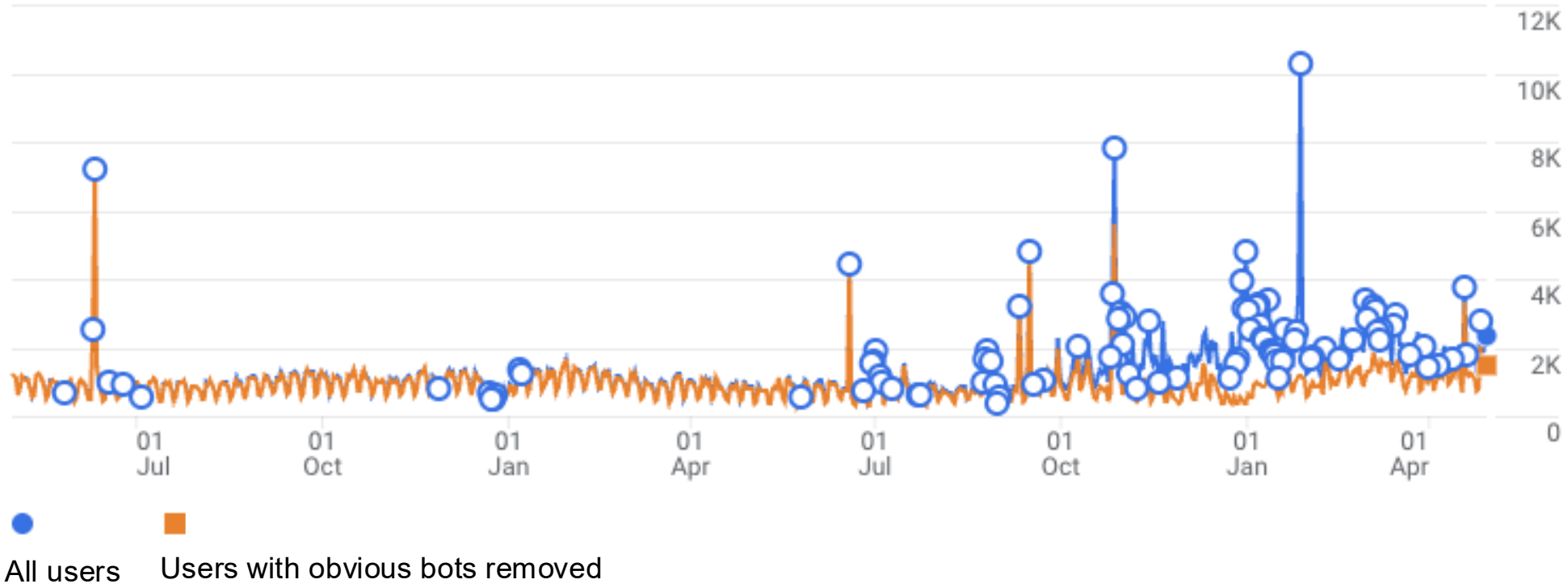
Website

Traffic is mostly flat, with lots of bots



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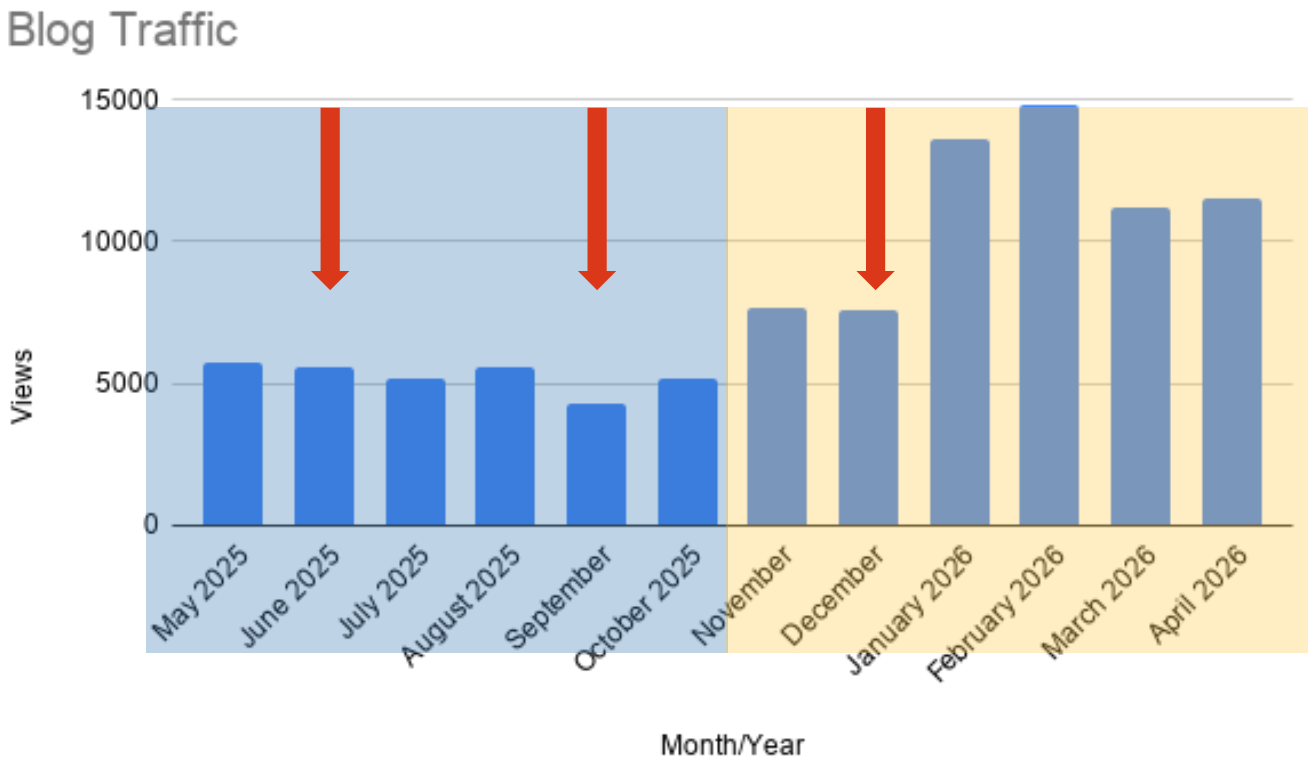
Blog views

Increased traffic in the past 6 months

122% increase in views second 6 months over first 6 months

- Presentations leading to my strategy



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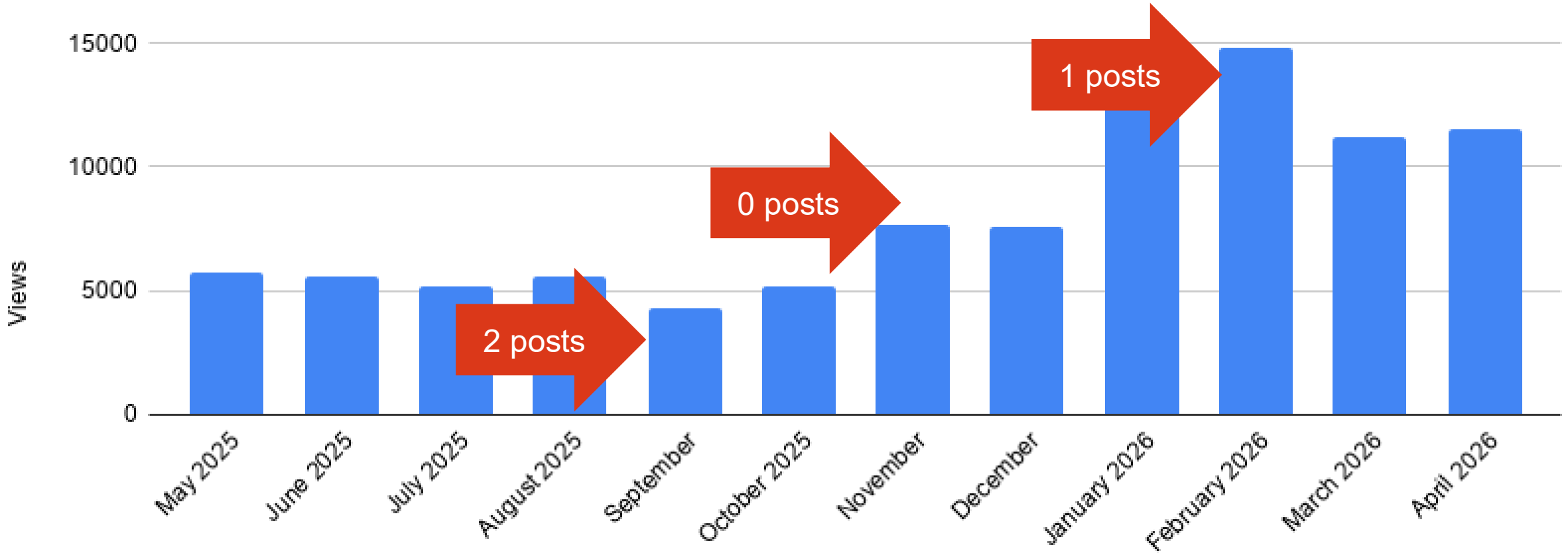
Blog views vs. post frequency

Traffic not driven by increased posts



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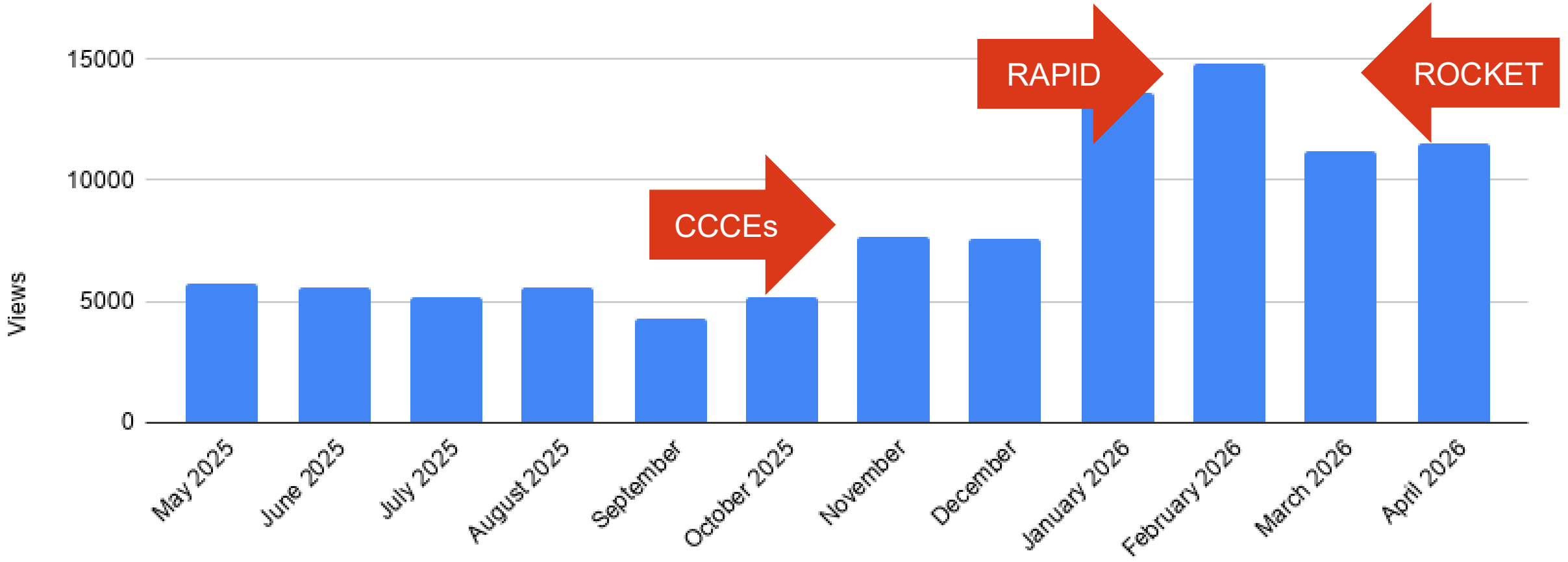
Blog views vs. mentions

Traffic follows an increase in online and print mentions



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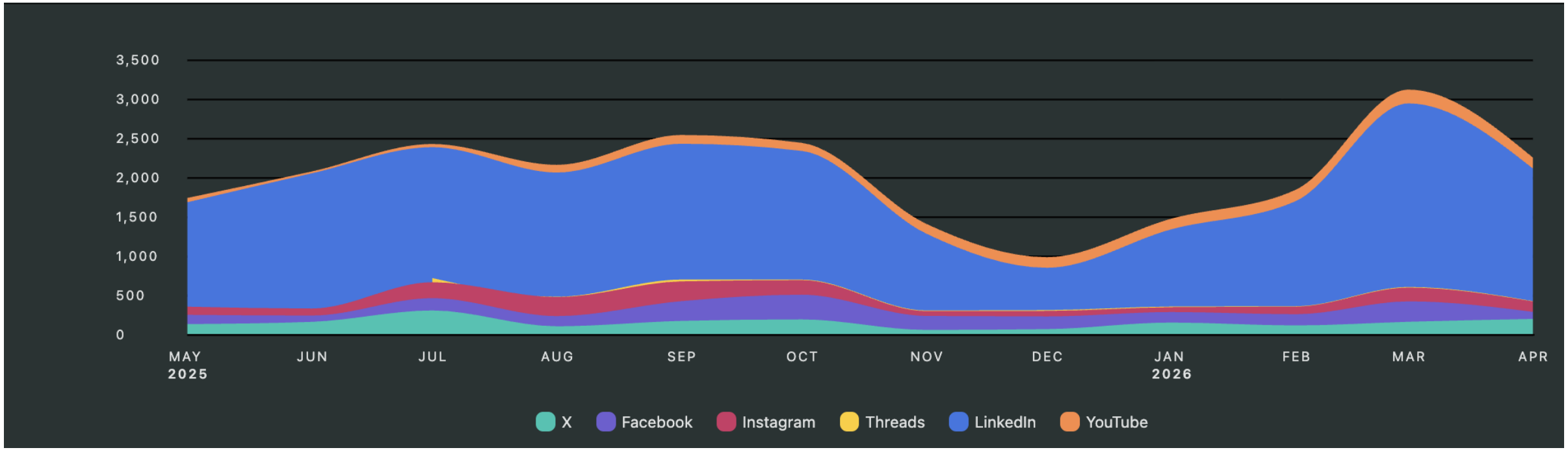
Social media

LinkedIn is our strongest channel but engagement is growing on YouTube and Instagram



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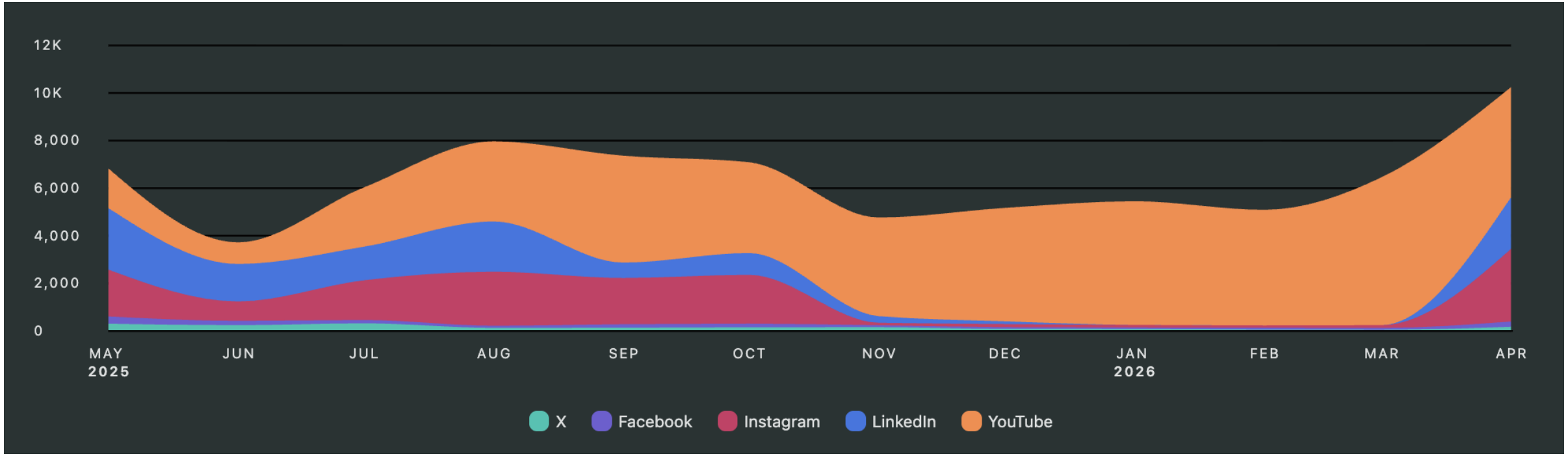
Social media

A look at video views by channel



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Outreach

Focus on major metropolitan areas

- 40 events
- 23 locations
- Emphasis on Latinx, Black, older adults & diseases CIRM is funding

Key take-aways

Areas of focus for FY26/27

- We need to optimize for AI
  - Make the website easily interpreted by AI
  - Move the blog to the website
  - Consistent focus and messaging across channels reinforces AI representation of CIRM
- PR drives both public visibility of CIRM and AI awareness
- Video is a missed opportunity
- Outreach efforts are missing large portions of California

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What we aren't doing

A small team has to focus

- We can't reach all demographics
  - Prioritize those most prevalent in CA
  - Prioritize communities around CCCEs
- We can't be on every channel
  - Prioritize channels where our message resonates
  - Prioritize areas of potential growth
- We can't be in every publication
  - Prioritize pitches to target publications
  - Identify stories that reach those audiences

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Budget

FY26/27

CIRM

FY 26/27 budget

Increases align with strategic priorities

Item	Description	Change
Valvespring	Replaces former creative agency: Annual report, extending CIRM's story across branded materials (including video), messaging support	None
Fors Marsh	PR agency: Media placements with a focus on CA, communities, multilingual; Earned media to improve AI optimization	**Increased budget to scale up to full year**
Dowitcher	Website vendor; Security & technical updates, remediation support, Program updates (i.e. posting new PAs), blog transition, AI engine optimization	None
Creative services	Writing support: Could also be used for video support or other communication services	None
California focus groups	Survey demographics across the state to assess priorities and awareness of CIRM	**One-time increase**
Outreach contractors	Assist with outreach activities throughout the state. This budget adds two new contractors (one existing)	**Increased**
Outreach events	Pays for sponsored events, booths, etc	**Increased**
Translation services	Translate CIRM materials into other languages to reach broader demographics	None
Personnel	Supports the existing FTEs plus one 2-year fixed-term position	**Temporary increase**