

C I R M

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

JUNE 8, 2026

Background



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

The team

A year of change

**Amy Adams,
Sr. Dir.
Comms**

Holly MacCormick

**Scott Hadly,
Dir. Content
Strategy**

**Christina Smith,
Social media**

**Carly Chillmon,
Operations
Comms**

**Aditi
Desai,
Outreach**

Jacqueline
Hantgen

Communications & Outreach Mission

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

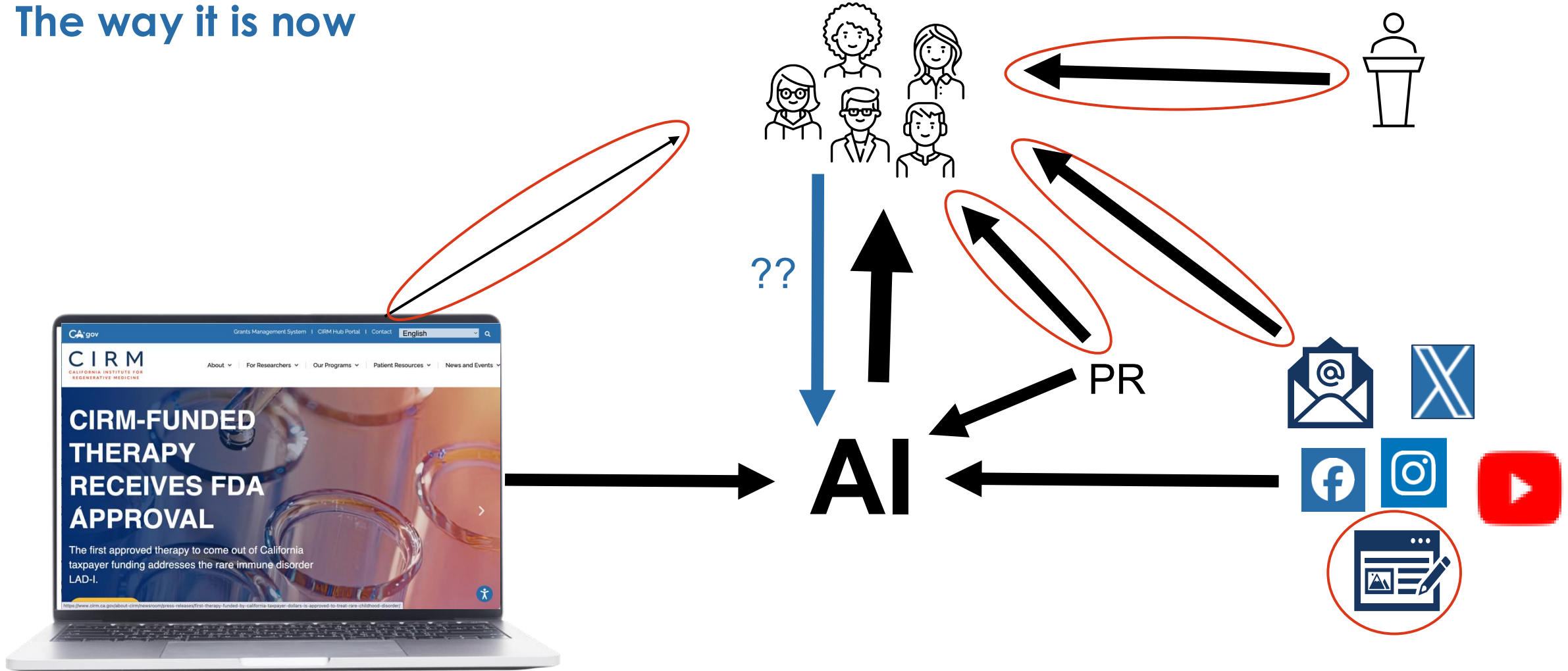
Communications ecosystem

The way it was



Communications ecosystem

The way it is now



Background

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

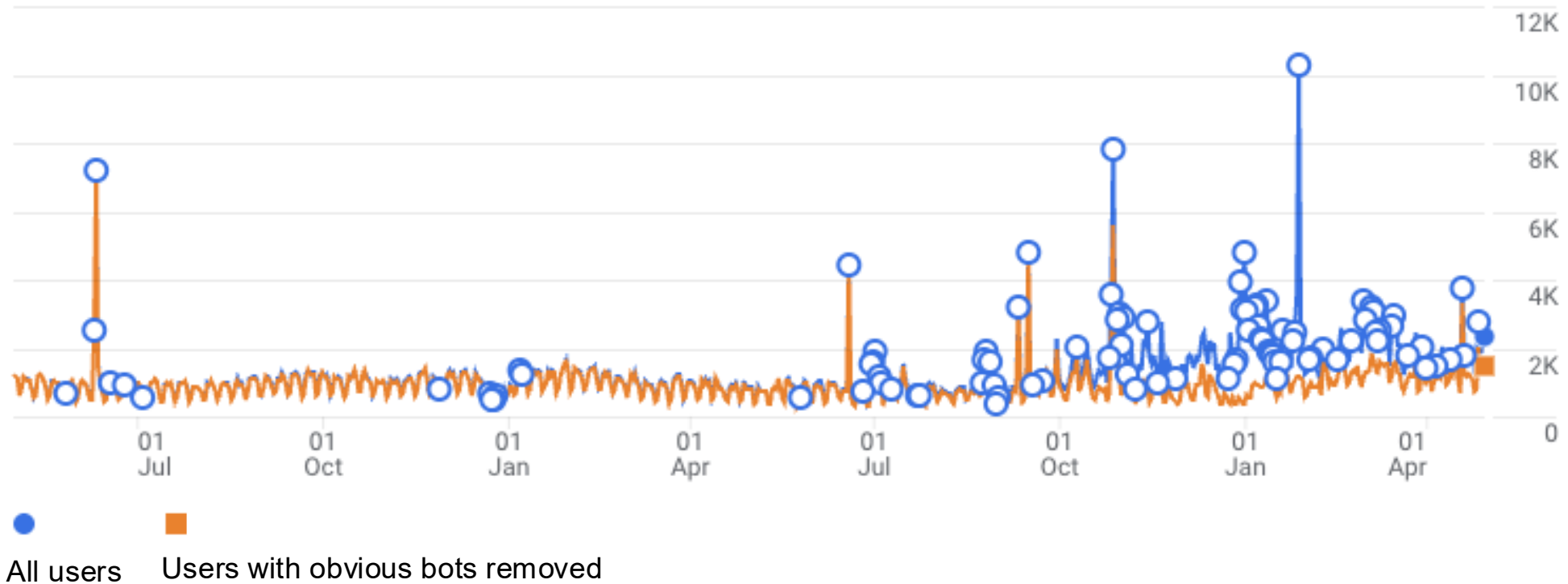


Metrics

- Website
- Blog
- Social media
- Outreach

Website

Traffic is mostly flat, with lots of bots



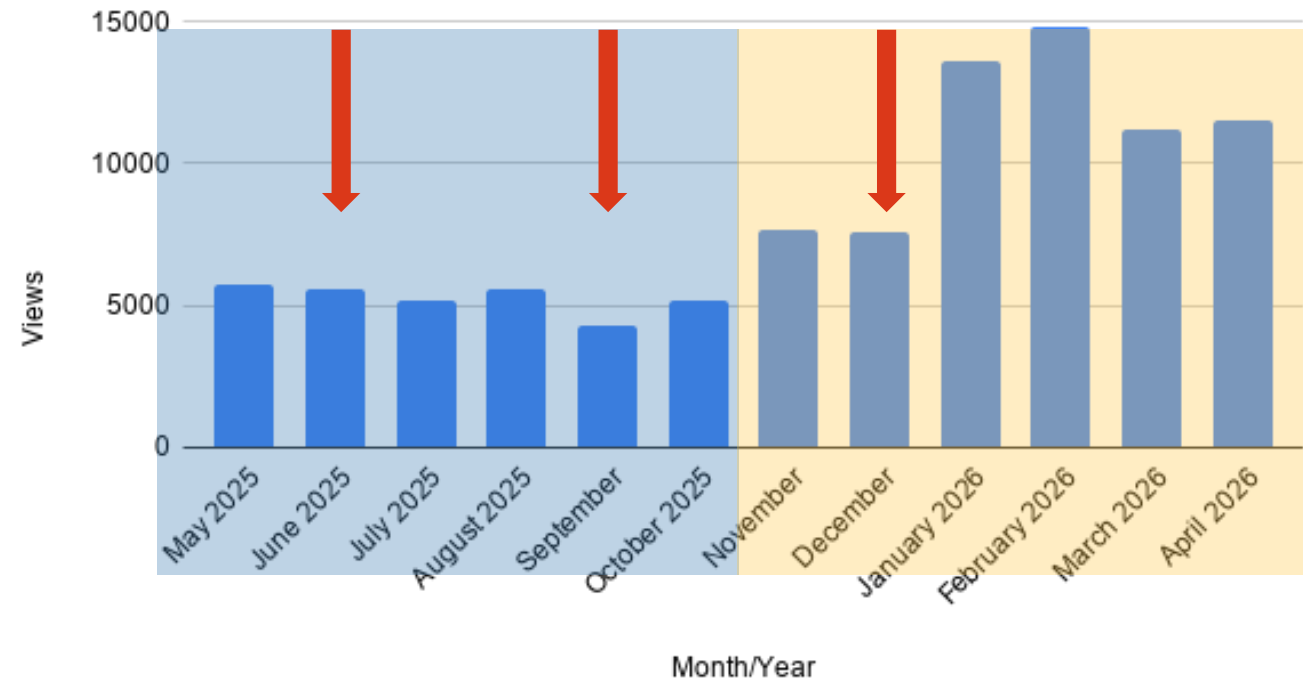
Blog views

Increased traffic in the past 6 months

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

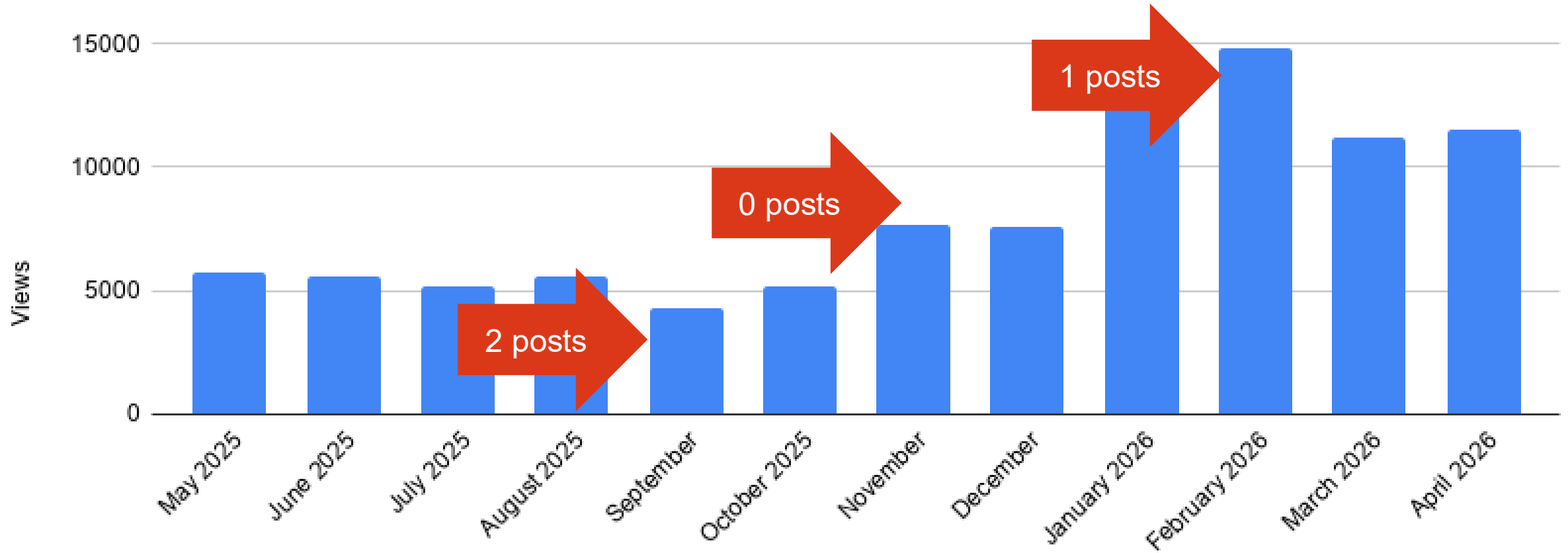
■ Presentations leading to my strategy

Blog Traffic



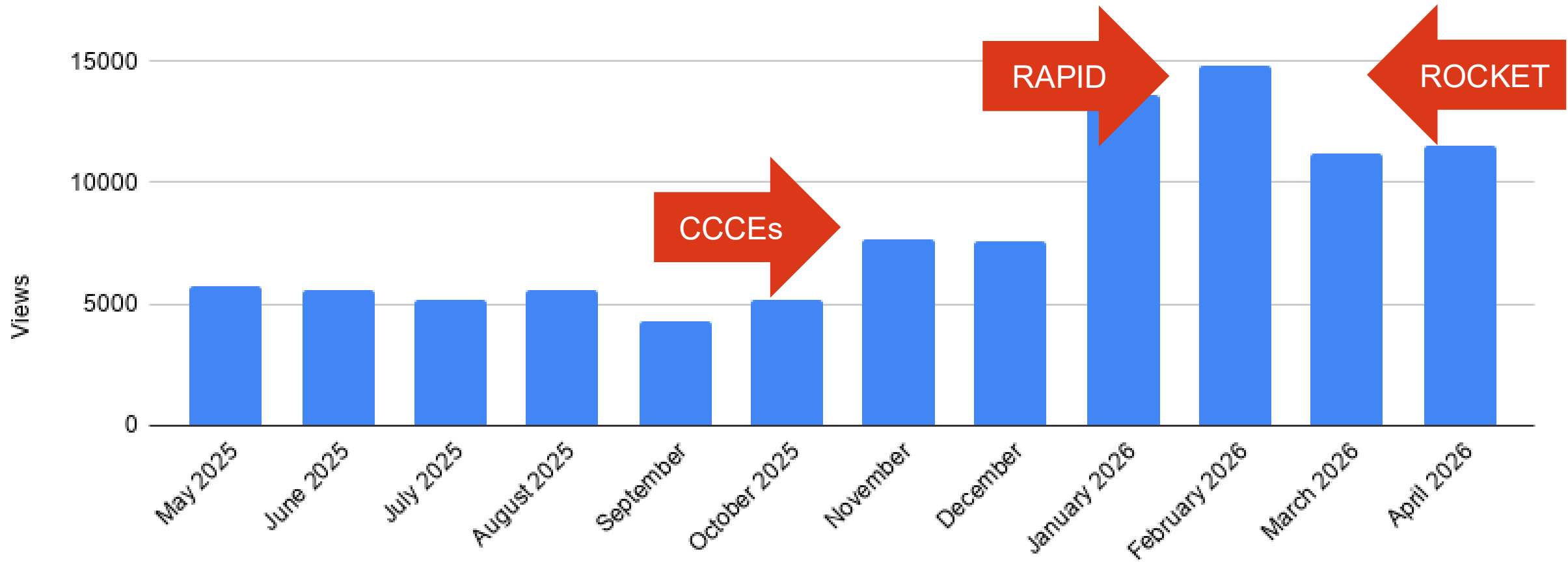
Blog views vs. post frequency

Traffic not driven by increased posts



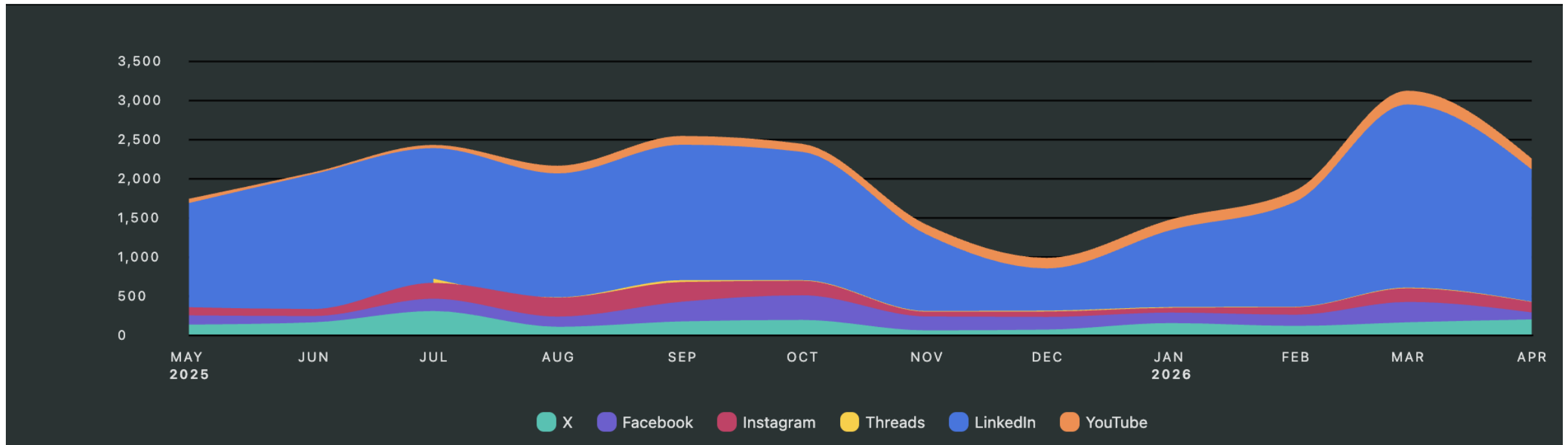
Blog views vs. mentions

Traffic follows an increase in online and print mentions



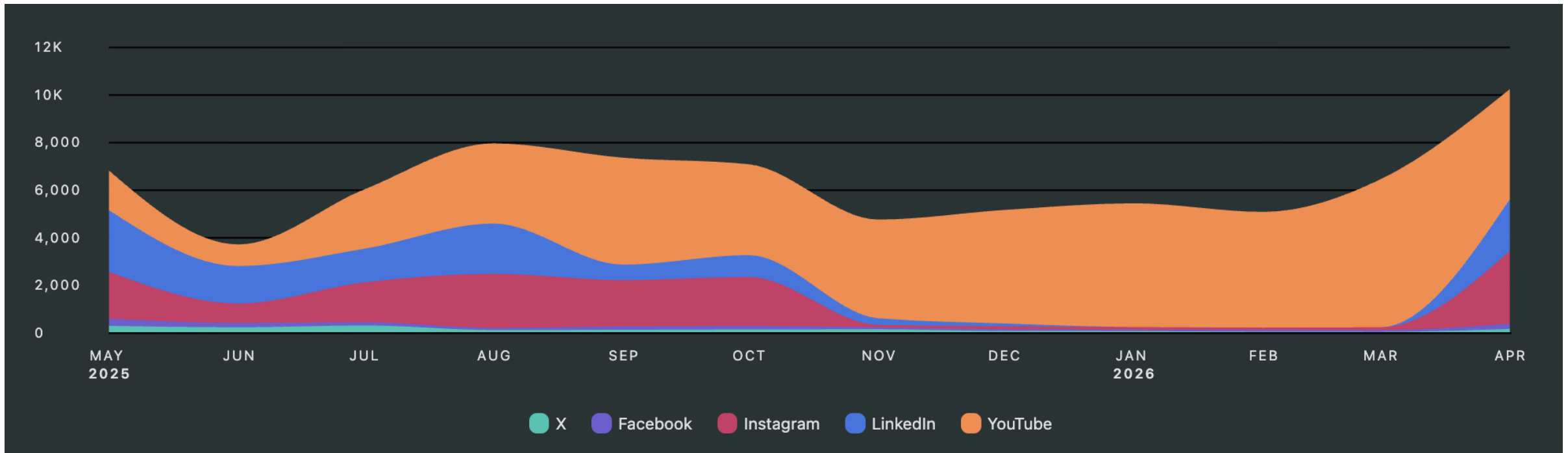
Social media

LinkedIn our main channel but engagement growing on YouTube and Instagram



Social media

A look at video views by channel



Outreach

Focus on major metropolitan areas

- 40 events
- 23 locations
- Emphasis on Latinx, Black, older adults & disease 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



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



Budget

FY26/27

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