

CIRM

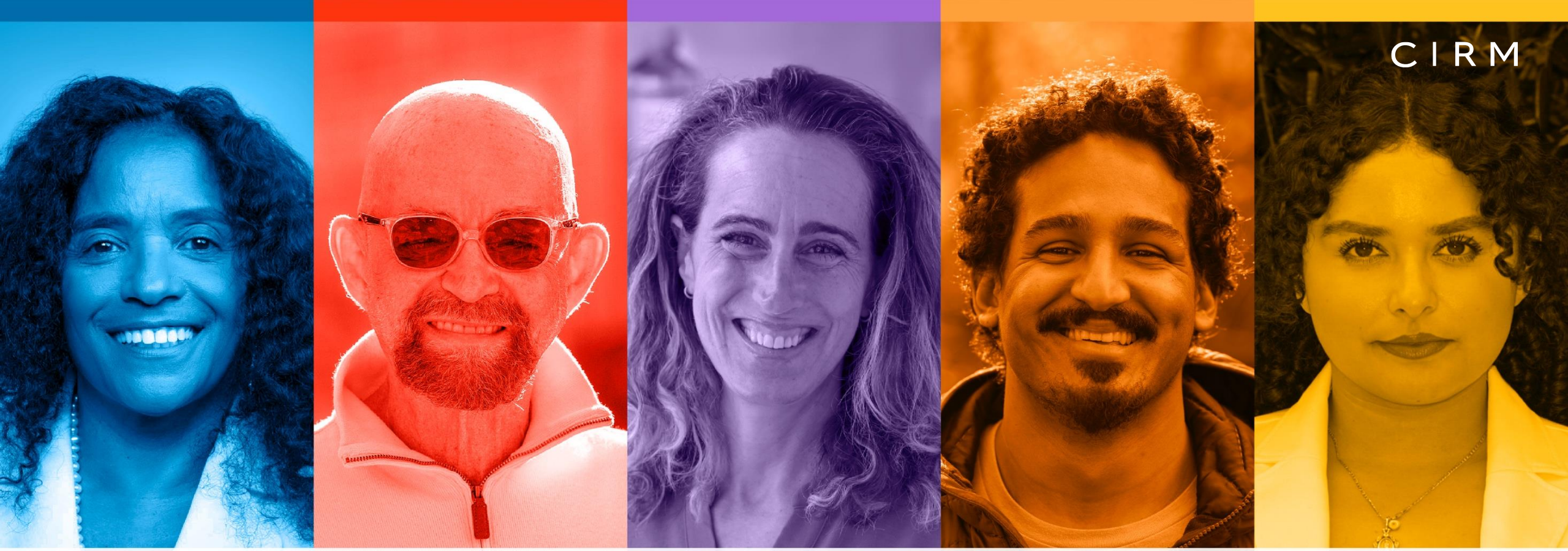
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Communications Subcommittee Meeting

KPIs and other business

Amy Adams, Senior Director of Communications

September 2026



CIRM

To accelerate world-class science and deliver transformative regenerative medicine treatments in an equitable manner to a diverse California and the world

Agenda

General updates

Communications KPIs

Your questions

General updates

- Social media sharing
- Newsroom transition
- Outreach coordination

BONUS ITEMS

- Board newsletter
- Quarterly report

Social media sharing

"How can we help?"

1. Follow CIRM on your social media platform(s) of choice
2. Share CIRM posts with your network
3. Share CIRM posts with your network
4. Share CIRM posts with your network
5. Like or comment on CIRM posts
6. Read CIRM stories and talk about them with friends, family, colleagues

General updates

Newsroom transition

CA.gov

Grants Management System | CIRM Hub Portal | Contact | English

CIRM
CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

About | For Researchers | Our Programs | Patient Resources | News and Events

News and Events

Topics | All Stories | Press Releases | In the news | Multimedia | Events



Experimental treatment brings relief for a dancer with chronic knee pain

A former Radio City Rockette joined an early CIRM-funded gene therapy trial at UC San Diego for knee osteoarthritis. Six months after a single injection, she led a two-hour dance class — with no swelling afterward.

CLINICAL TRIALS · JULY 24, 2025 · 7 MIN



RESEARCH & DISCOVERY

How patient advocates help advance profound autism research

Advocates Alyson Berent and Alison Singer help CIRM-funded researchers decide which of the more than 200 autism-linked genes to pursue.

AUGUST 12, 2025



EDUCATION

Summer of science for these CIRM students

Back-to-back conferences in Sacramento and Berkeley brought together nearly 400 CIRM trainees, from high school SPARK interns to postdocs.

AUGUST 7, 2025



CLINICAL TRIALS

Three CIRM-funded approaches advance potential Parkinson's treatments

Therapies from AskBio, Aspen Neuroscience, and Kental Therapeutics are now in trials — part of more than \$111 million CIRM has invested in Parkinson's.

JULY 30, 2025

CIRM in the News

Some stories may be behind a paywall.

THE SAN DIEGO UNION-TRIBUNE · JULY 26, 2025

This Oceanside child suffered hundreds of seizures a day. Now he can walk, thanks to an experimental drug

CELL & GENE · 2025

Let's Stop Treating Allogeneic Cell Therapy As One Thing

MULTIPLE SCLEROSIS NEWS TODAY · JULY 7, 2025

UCLA team awarded millions to advance new MS therapy to clinical trial

View All →

News about our Awardees

SCIENCEDAILY · GLADSTONE INSTITUTES · AUGUST 13, 2025

One faulty gene copy can make the heart's DNA fold the wrong way

PR NEWSWIRE · 2025

Aspen Neuroscience receives FDA RMAT designation for sasineprocel (ANPD001) to treat Parkinson's disease

PHARMACEUTICAL TECHNOLOGY · 2025

FDA AdCom shuns Capricor's DMD cell therapy amid data dispute

UCLA NEWSROOM · 2025

Scientists build "cell villages" to map the genetics of brain cell fitness

View All →

Multimedia



PATIENT STORIES

CURED: Stem Cell Clinical Trial Stories



EXPLAINER

How to Be a CIRM Stem Cell Champion



EXPLAINER

Defeating Sickle Cell Disease with Stem Cells + Gene Therapy

Newsroom transition cont.

Press Releases

JUNE 25, 2026

CIRM advances \$662 million research budget, the largest annual investment in its history

Read More →

JUNE 25, 2026

CIRM approves more than \$60 million to support clinical and preclinical development awards

Read More →

MARCH 30, 2026

Se aprueba la primera terapia financiada con fondos de los contribuyentes de California para tratar una enfermedad infantil poco frecuente

Read More →

FOR MEDIA

Press Kit

CIRM is committed to amplifying the work of awardees, researchers, and partners — with logos, brand guidelines, leadership bios, and high-resolution imagery available for press use.

Press Inquiries: press@cirm.ca.gov

Media resources

Media Contact

Browse by Topic

01

Research & Discovery

Discoveries and research by our awardees that lay the foundation for future therapies

Explore →

02

Patients & Clinical Trials

Patients and families whose lives are touched by participating in clinical trials

Explore →

03

How it Works

Plain language guides to the science behind stem cell and gene therapy research

Explore →

04

Funding & Programs

Announcements about our funding for regenerative medicine institutions throughout California

Explore →

05

Events & Community

Events and programs that bring regenerative medicine opportunities and knowledge to communities

Explore →

06

Employment & Economic Opportunity

Advances in employment and economic opportunities for Californians

Explore →

CIRM on the Ground

AUG 29 2026

COMMUNITY EVENT

Silicon Valley Pride

DOWNTOWN SAN JOSE, CA

SEP 03 2026

PUBLIC MEETING

Communications Subcommittee Meeting

VIRTUAL - OPEN TO THE PUBLIC

SEP 12 2026

COMMUNITY EVENT

SCAASF KMJ Health & Wellness Expo

BAYVIEW OPERA HOUSE, SAN FRANCISCO, CA

SEP 24 2026

PUBLIC MEETING

Governing Board Meeting

IN PERSON + VIRTUAL

GET INVOLVED

Public Meetings

Explore CIRM public meeting agendas and opportunities for public participation.

View public meetings →

GET CONNECTED

Find CIRM near you

Find CIRM representatives at public events throughout the state.

View all events →

C I R M

CALIFORNIA INSTITUTE FOR
REGENERATIVE MEDICINE

Careers

Administrative & Financials

Accessibility

Subscribe to Receive CIRM News

Get the latest CIRM news, information on upcoming meetings, and funding opportunities delivered to your inbox.

Sign Up

f

x

36

an

YT

Privacy Policy

©2026 California Institute for Regenerative Medicine

[Media Guidelines](#) | [Contact Us](#)

7

Outreach coordination

Coordinated with shared calendars, emails, shared resources

CIRM Trainees – gaining experience + assisting

CIRM Team volunteers – assisting + learning

CIRM Outreach – general CIRM awareness

Clinical Network Outreach – clinical trial recruitment



Coming soon...

Board newsletter & Quarterly communications metrics report

Board newsletter

- Sent second week of the month via email (starting September)
- Includes information and updates from the CIRM Team
- Also includes news
 - CIRM stories
 - Stories by CIRM awardees
 - CIRM-in-the-news
- Highlights from outreach events
- And your requests

Comms quarterly report

- Posted to Boardable quarterly (starting in September)
- Includes updates on communications & outreach KPIs
- Includes learnings from experiments, and insights on trends

KPIs

How we measure success (detailed in the 2026 strategy)

Goals are the destination (where do we want to go?)

KPIs are the dashboard (Are we there yet?)

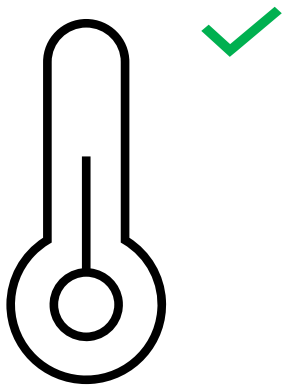
Strategy is the route (How will we get there?)

OKRs are the annual execution commitments (what do I need to do to get there?)

Direct vs. Indirect KPIs

We use both

Direct



93 degrees

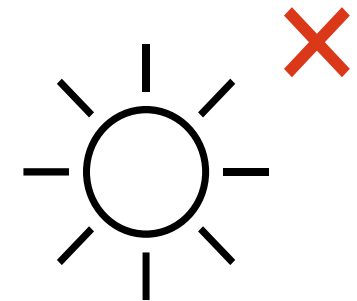
What % of people say they support our work?

Indirect



Hot

Are an increasing number of people liking, sharing, reading, and watching our content?



Looks sunny

Do people I meet know about CIRM?

Direct KPIs

Public

1. **Metric 1:** YoY increase in statewide name recognition of CIRM and favorable sentiment toward CIRM's value to California in statewide focus groups or surveys
2. **Metric 2:** Percent of webinar or outreach participants who take a post-event survey and have a favorable view about CIRM's value to California through research, clinical trials, workforce training, or economic impact.
3. **Metric 3:** Percent event attendees who take a short survey and have a favorable view about CIRM's value to California through research, clinical trials, workforce training, or economic impact.

Direct KPIs = More surveys



Direct KPIs

Patients/advocates

1. **Metric 1:** # visits to the clinical trial dashboard page from an outreach event referral source
2. **Metric 2:** # advocacy groups requesting CIRM presence at events or patient-focused activities
3. **Metric 3:** # of patient advocates speaking publicly on behalf of CIRM
4. **Metric 4:** Percent who agree CIRM provides value in California or is improving their disease area in outreach event surveys

Direct KPIs = Surveys +
website visits + events



Direct KPIs

Scientists/industry

1. **Metric 1:** YoY increase in requests for meetings with CIRM, conference speakers, or other engagement
2. **Metric 2:** YoY increase in successful navigation to priority funding, application, and program information pages after website updates
3. **Metric 3:** Number of awardees willing to speak publicly on CIRM's behalf (webinars, CIRM events)

Direct KPIs = Website visits + events + meetings



Direct KPIs

Lawmakers

1. **Metric 1:** Number of times lawmakers share accurate CIRM messaging on social media posts intended for constituents
2. **Metric 2:** Number of lawmaker offices requesting follow-up after receiving district materials
3. **Metric 3:** Number of lawmakers participating in CIRM briefings, site visits, events, or public acknowledgments

Direct KPIs = Social media
+ meetings + events



Indirect KPIs

For all audiences

- ☐ Overall engagement (likes, shares, comments) on CIRM social media platforms
- ☐ Number of unique views of CIRM stories (currently the blog)
- ☐ Number of newsletter sign ups and % open rates on average
- ☐ Webinar attendance and newsletter sign ups post-webinar
- ☐ Earned media in priority markets
- ☐ Statewide distribution of attended outreach events
- ☐ Newsletter sign ups at events