CIRM
CALIFORNIA INSTITUTE FOR REGENERATIVE MEDICINE

Communications Subcommittee Meeting

KPIs and other business

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September 2026

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

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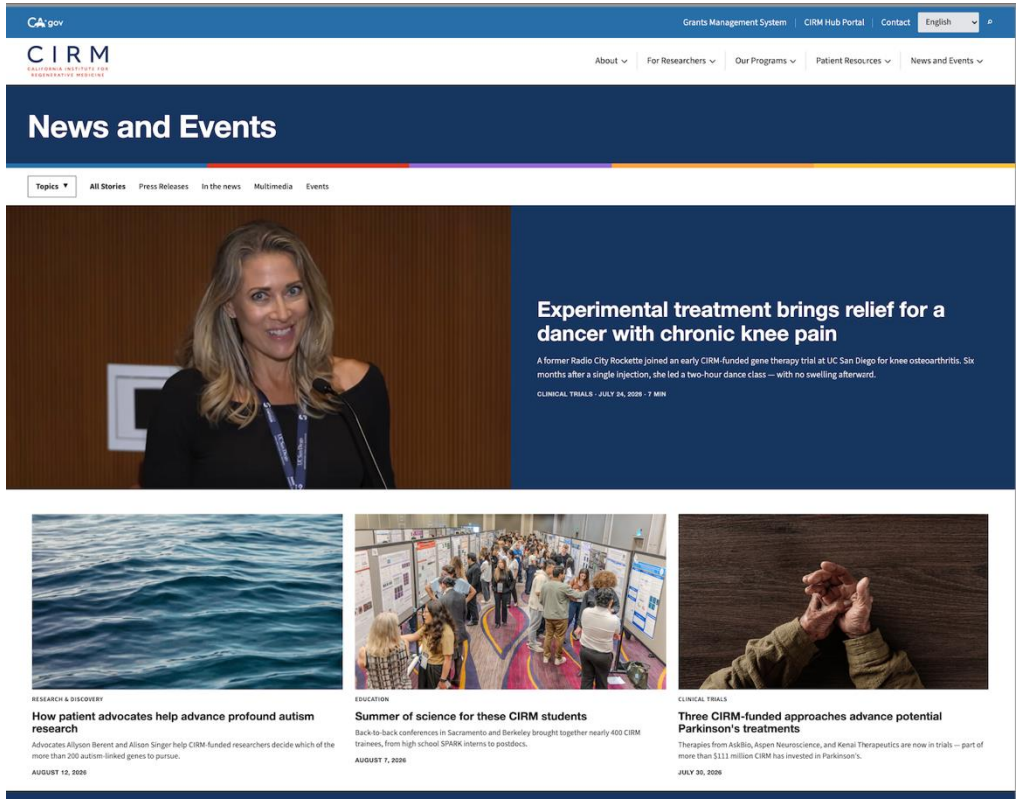
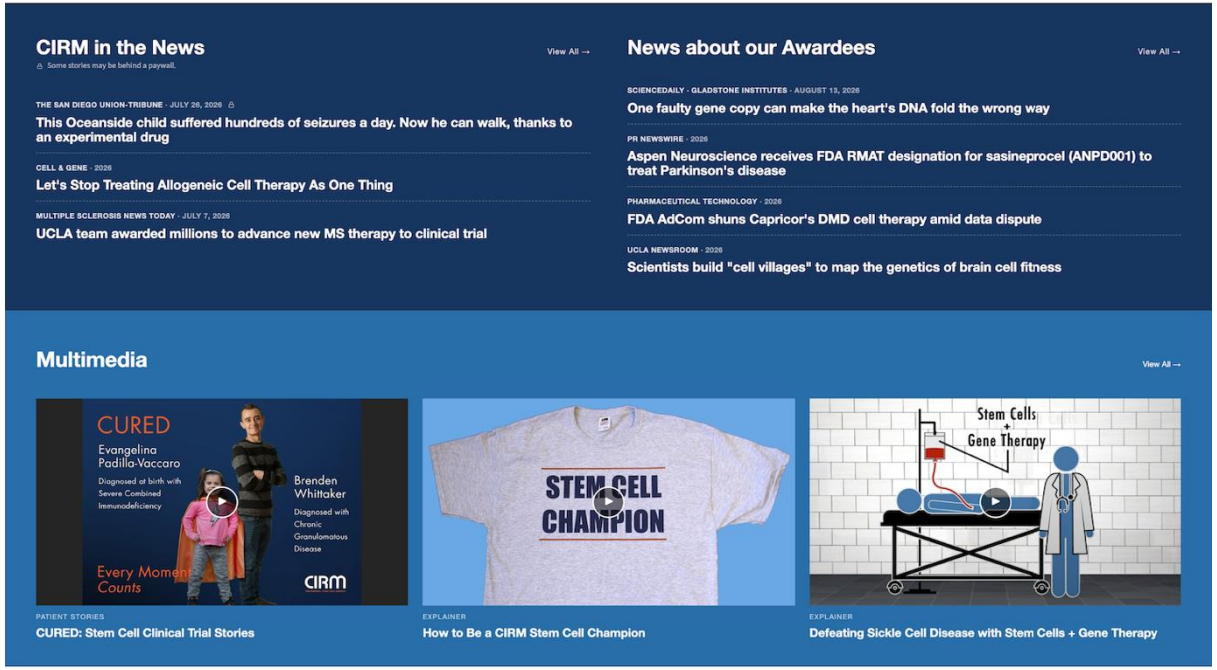
Newsroom transition





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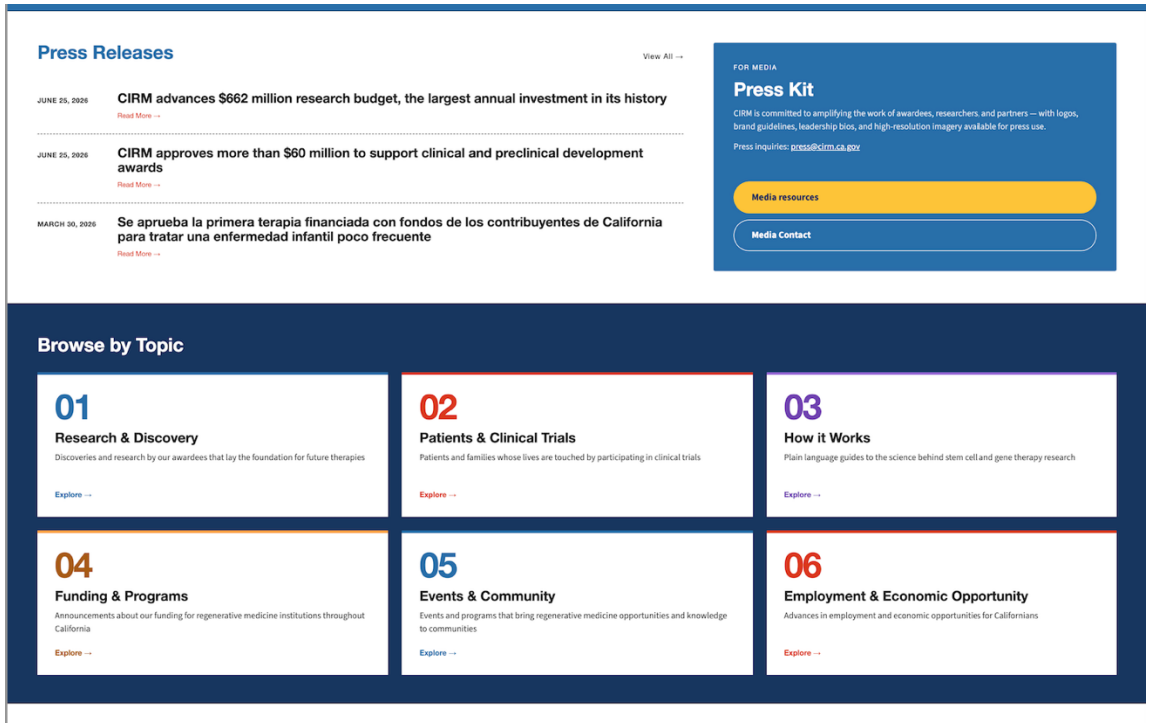
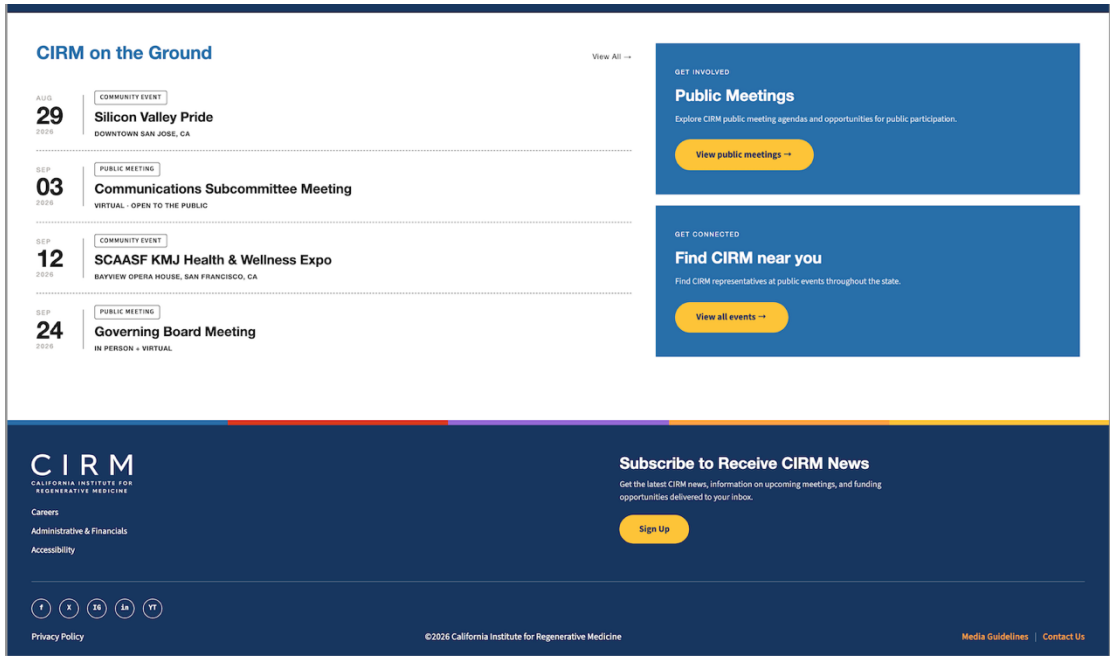
Newsroom transition cont.





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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

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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?)

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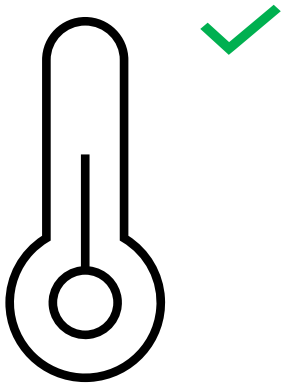
Direct vs. Indirect KPIs

We use both

Direct



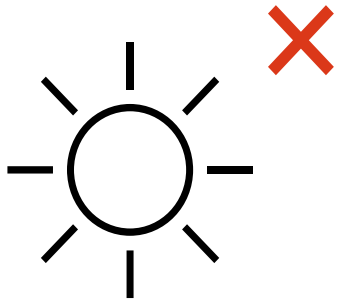
93 degrees

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?

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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

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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

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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

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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