



# **McKNIGHT BRAIN**

## **RESEARCH FOUNDATION**

*Preserving memory, enhancing life*

### **Meeting of the Communications Committee of the Board of Trustees**

**Thursday, October 5, 2025**

**6:00 – 7:00 PM ET**

**Via Teams (link in calendar invite)**

**Members Attending:** Dr. Patricia Boyle, Communications Committee Chair; Dr. Mike Dockery, MBRF Chair; Dr. John Brady; Dr. Sharon Brangman; Dr. Sue Pekarske; Dr. Alice Luo Clayton, Chief Executive Officer; Ex-Officio Committee Member

**Also Attending:** Dr. Lee Dockery, Chair Emeritus; Ms. Amy Porter, Interim Executive Director; Ms. Valerie Patmintra; Senior Communications Advisor; BRG Team –Mr. Shannon McDaniel; Ms. Maureen Higgins; Ms. Kate Worthy

### **AGENDA**

|                              |                                                                                 |                                          |
|------------------------------|---------------------------------------------------------------------------------|------------------------------------------|
| <b>6:00 pm ET</b>            | 1. Call to Order/Welcome/Roll Call                                              | Dr. Boyle                                |
| <b>6:05pm ET<br/>ACTION</b>  | 2. Approval of Minutes from the August 5, 2025 Communications Committee Meeting | Dr. Boyle                                |
| <b>6:10pm ET</b>             | 3. Communications Activity Timeline                                             | Dr. Boyle                                |
| <b>6:15 pm ET</b>            | 4. Healthy Aging Month Outreach Results Summary                                 | BRG/<br>Ms. Patmintra                    |
| <b>6:35 pm ET</b>            | 5. Year Three Communications Plan and Discussion                                | Dr. Luo Clayton<br>Ms. Patmintra/<br>BRG |
| <b>6:55 pm ET<br/>ACTION</b> | 6. Other Business and Adjourn                                                   | Dr. Boyle                                |

**MINUTES**  
**MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)**  
**MEETING OF THE COMMUNICATIONS COMMITTEE**  
**TEAMS MEETING**  
**August 5, 2025**

The Meeting of the Communications Committee of the MBRF was called to order at 6:00 pm EDT on August 5, 2025 by Dr. Patricia Boyle.

The following committee members were present:

Dr. Patricia Boyle, Communications Committee Chair  
Dr. Mike Dockery, MBRF Chair  
Dr. John Brady, Trustee  
Dr. Sue Pekarske, Trustee  
Dr. Alice Luo Clayton, CEO, Ex-Officio Committee Member

The following committee members were absent:

Dr. Sharon Brangman, Trustee

Others attending:

Dr. Lee Dockery, Chair Emeritus  
Ms. Melanie Cianciotto, Corporate Trustee  
Ms. Valerie Patmintra, Senior Communications Advisor  
Ms. Maureen Higgins, BRG Communications  
Mr. Shannon McDaniel, BRG Communications  
Ms. Emily Sullivan, BRG Communications  
Ms. Kate Worthy, BRG Communications

### **1. Call to Order**

Dr. Boyle welcomed the committee members and guests attending the meeting. She shared an overview of the meeting and requested feedback from the committee on what the MBRF wants to do with Communications and leveraging the BRG relationship while building a broader communications effort.

### **2. Approval of Minutes from the April 29, 2025, Communications Committee Meeting**

The minutes of the April 29, 2025, Communications Committee meeting were reviewed and approved as presented.

**Action Item 1: The minutes of the April 29, 2025, Communications Committee meeting were approved as presented.**

### **3. Communications Activity Timeline**

Dr. Boyle reviewed the updated activity timeline, noting that the BRG team would be joining the meeting soon to provide an update on the Brain Works campaign. She also noted that the next issue of the Mind Your Memory newsletter would be distributed in August and a more comprehensive communications plan will be presented at the October 20, 2025, Board of Trustees' Meeting.

#### **4. Brain Works Campaign Update**

##### **a. Media and Social Outreach and Results to Date**

Ms. Maureen Higgins, BRG Communications, presented a summary of media coverage secured for the Brain Works campaign to date. The campaign has surpassed all of the goals that were established at the beginning of the campaign. The MBRF website ranking has improved when doing a key terms search and elevated the brand to top search ranking with the key terms. The MBRF is the top organization sourced in articles mentioning cognitive aging. The Brain Works campaign has also received recognition as a finalist in the Media Relations category in the PR Daily's 2025 Nonprofit Communications Award.

Ms. Emily Sullivan shared that the campaign's digital coverage is also exceeding expectations. She shared the demographic breakdown of web visitors and social followers and offered key insights on what can be learned from this information. She also shared onsite behaviors such as page engagement and downloads.

In response to Dr. Mike Dockery's question about how to measure the interactions given the rising use of ChatGPT rather than Google, Ms. Worthy shared BRG is currently looking at Generative Engine Optimization (GEO) and how to utilize it.

#### **5. Year Three Communications Planning and Discussion**

Dr. Luo Clayton shared the year three communications planning should be done in the context of MBRF program development. This can be done by sustaining the Brain Works momentum with a more focused campaign and widening the lens to consider additional communications goals and strategies.

Ms. Patmintra shared the timeframe for developing the year three communications plan. During August and September Ms. Patmintra and Dr. Luo Clayton will analyze campaign analytics to date, reflect on campaign successes and opportunities, and secure Education and Communications Committee member feedback. The detailed Brain Works and ongoing communications plan will be shared at the October Board of Trustees' Meeting.

Ms. Patmintra shared the Phase III Strategic Objectives which are:

- Leverage communications to reinforce the MBRF's position as a research-driven organization
- Analyze campaign analytics to identify priority audiences and tailor content
- Evolve the MBRF website into a leading resource on the science and medicine of cognitive aging
- Deepen current partner relationships and develop new ones

Ms. Patmintra also reviewed the audience segmentation of the General Public, Researchers, and Health Care Providers (HCPs).

The committee members provided their feedback:

- Need to develop content and get the message to researchers
- Engage researchers in a more targeted way
- Really highlight the programs the MBRF sponsors
- Need to remember the MBIs, they need to be knitted together and have a more developed purpose
- Perfect opportunity to help the MBIs augment and share their messages

## **6. Next Steps**

The Year Three Communications and Planning will be shared with the Education Committee later this week. The goal is to build the content in terms of education and/or research and move from a pure awareness campaign to an awareness and education campaign.

## **7. Adjourn**

With no additional items for discussion, Dr. Boyle called for adjournment of the meeting at 7:10 p.m. EDT.

Respectfully Submitted,

Valerie Patmintra  
Senior Communications Advisor



# **McKNIGHT BRAIN**

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### **Communications Activity Timeline**

#### **Updated September 24, 2025**

| <b>Activity</b>                     | <b>Date/Status</b> | <b>Action</b>                                                                          | <b>Responsible Party</b> | <b>Comments</b>                                                                                                                                                                                                                                                                                         |
|-------------------------------------|--------------------|----------------------------------------------------------------------------------------|--------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Patient Education Brochures</b>  | <b>Complete</b>    | Drafted content and designed two new patient education brochures                       | V. Patmintra             | The “Cognitive Aging Explained” and “Keeping Your Brain Healthy” brochures are both posted on the Helpful Resources page of the website and on the “About Cognitive Aging” and “Brain Health Tips” pages of the Brain Works microsite.                                                                  |
| <b>MBRF Organizational Brochure</b> | <b>Complete</b>    | Updating the MBRF Organizational Brochure to Post for the 25 <sup>th</sup> Anniversary | V. Patmintra             | <p>The organizational brochure has been updated to include new visuals, updated metrics and information on the MBRF and updated content for each of the four MBIs.</p> <p>The updated brochure is featured on the Foundation’s 25<sup>th</sup> Anniversary celebration landing page on the website.</p> |
| <b>MBRF Anniversary Video</b>       | <b>Complete</b>    | MBRF 25 <sup>th</sup> Anniversary Highlights Video                                     | V. Patmintra<br>BRG      | The MBRF’s anniversary video is featured on the website and was included in social media promotion efforts as part of the activities commemorating the Foundation’s 25 <sup>th</sup> anniversary.                                                                                                       |
| <b>Mind Your Memory Newsletter</b>  | <b>Ongoing</b>     | Quarterly Newsletter with Consumer-Focused News and Highlights                         | V. Patmintra             | The Mind Your Memory consumer newsletter began distribution in September 2022 and is distributed quarterly to the Foundation’s organizational contacts list and to consumers who sign-up for distribution on the website.                                                                               |

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|---------------------------------|----------------|----------------------------------------------------------------------------|--------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 |                |                                                                            |              | The Fall 2025 issue of the newsletter is being drafted and will be distributed in mid-October.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>McKnight Brain Website</b>   | <b>Ongoing</b> | Home Page Refresh and Ongoing Content Development                          | V. Patmintra | <p>Based on results from the User Testing initiative, the website navigation was updated at the end of July with new headers designed to draw audiences into the content most relevant to their needs. The organizational content about the Foundation is also now separated across two tabs titled “Our Work” and “About Us.” Following completion of the navigation update, new content has been added to the Blog and News pages of the website on a weekly basis.</p> <p>The Brain Works microsite launched on March 22 as part of the campaign kickoff activities and features a Resource Hub with materials from the MBRF as well as other leading cognitive aging and brain health organizations. The Hot Topics section of the microsite is updated regularly to feature campaign news and consumer-friendly research updates from the MBIs.</p> <p>A Brain Works button is featured in the McKnightBrain.org’s primary navigation and a hero image highlighting the campaign was added to the homepage carousel to help users flow seamlessly between the two areas of the site.</p> |
| <b>PCP Education Initiative</b> | <b>Ongoing</b> | Develop content to build a dedicated area of the website for PCP education | V. Patmintra | <p>The Brain Works Year Two campaign recommendations include ideas for engaging with healthcare professionals via partnerships with relevant membership organizations.</p> <p>A partnership opportunity with the American Academy of Family Physicians has been secured and materials on brain health and cognitive aging have been developed and posted on the AAFP’s patient-facing website FamilyDoctor.org and in the physician trade Family Medicine Today.</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |

|                     |                |                                                                                                        |              |                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------|----------------|--------------------------------------------------------------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                     |                |                                                                                                        |              | Results of the AAFP partnership will be shared with the Education Committee when they meet on October 5. An expanded partnership to include surveying the AAFP membership on their cognitive aging education needs is being explored as part of the year three communications plan.                                                                                                                      |
| <b>Social Media</b> | <b>Ongoing</b> | Develop monthly content themes and make regular posts to the MBRF Twitter, Facebook and LinkedIn pages | V. Patmintra | <p>Developing themes and drafting content on a monthly basis to make 2-3 posts per week. Leveraging boosted Facebook posts and Google ads to drive additional traffic to the McKnightBrain.org website.</p> <p>Resulting from additional social media advertising and promotion, the MBRF's social media following has increased by more than 500% since the Brain Works campaign launched in March.</p> |

|                                       |                                  |                                                                |                                                                                                                         |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
|---------------------------------------|----------------------------------|----------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Tracking and Quarterly Reports</b> | <b>Began in 2019<br/>Ongoing</b> | Conduct media tracking and provide quarterly updates.          | V. Patmintra                                                                                                            | <p>A comprehensive report of media coverage and website traffic generated from the Brain Works campaign will be included for review with materials for the August Trustees' meeting.</p> <p>A media results report summarizing the Healthy Aging Month outreach will be shared with the Communications Committee during the October 2 meeting.</p>                                                                                                                                                                                                         |
| <b>Communications Working Group</b>   | <b>Began in 2019<br/>Ongoing</b> | Zoom meetings with members of the Communications Working Group | <p>A. Porter<br/>A. Clayton<br/>V. Patmintra</p> <p>Last Meeting: March 12, 2025</p> <p>Upcoming Meeting: Fall 2025</p> | <p>Efforts to reinvigorate working with the Communications Working Group will be included as part of the year three communications plan.</p> <p>Quarterly meetings with members of the Communications Working Group to discuss and engage in ongoing activities, including:</p> <ul style="list-style-type: none"> <li>Identifying core competencies needed for each MBI's communications outreach</li> <li>Reviewing, vetting and approving materials</li> <li>Providing input on upcoming studies with relevant consumer/medical media angles</li> </ul> |

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|---------------------------------------|---------|--|------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                       |         |  |                                                | <ul style="list-style-type: none"> <li>Identifying young researchers and studies of note to highlight on the MBRF website</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Brain Works Public Awareness Campaign | Ongoing |  | V. Patmintra<br>A. Clayton<br>A. Porter<br>BRG | <p>The <b><i>Brain Works: Optimize Your Brain Span</i></b> campaign launched on March 22 with a Satellite Media Tour, launch of the Brain Works microsite and ongoing media outreach. Results from the first few months of the campaign were shared with the Trustees during the May meeting, along with high level plans for year two of the campaign. Plans for the campaign's second year will be formalized following the meeting.</p> <p>Year Two Brain Works campaign activities, including ongoing media relations, distribution of an online public service announcement, influencer activation with Dr. Joy and a partnership opportunity with the American Academy of Family Physicians were completed by the end of June. Results reporting will be shared with the Communications Committee during the August 5 meeting.</p> <p>A comprehensive FY 2025-26 communications plan has been developed based on campaign results to date and input from the Communications and Education Committees. The full plan will be shared with the Communications Committee during the October 2 meeting and with all of the Trustees during the October 20 meeting.</p> |