

MCKNIGHT BRAIN RESEARCH FOUNDATION (MBRF)
Meeting of the Research Committee of the Board of Trustees

Thursday, June 13, 2019
4:30 pm – 5:30 pm EDT

Conference Call Number 877-934-2901 Passcode 8630398

Members: Dr. Madhav Thambisetty, Chair; Dr. Richard Isaacson;
Dr. Sue Pekarske; and Dr. Mike Dockery, Chair, MBRF

Also Attending: Ms. Amy Porter

AGENDA

- | | | |
|----------------------------|---|---------------------------------|
| 4:30 pm EDT | 1. Call to Order/Welcome/Roll Call
a. Review of Committee Charter | Dr. Thambisetty |
| | 2. McKnight Clinical Translational Scholarship Awards
a. Review of Marketing Proposal
b. Selection of/Invitation to Reviewers | Dr. Thambisetty
Dr. Isaacson |
| | 3. Society for Neuroscience Poster Session
October 20, 2019, Chicago
a. Selection of/Invitation to Reviewers
b. Invite McKnight Scholars to Poster Session | Dr. Thambisetty
All |
| ACTION | 4. Proposal - McKnight Scholars to Attend/Present
at 12 th Inter-institutional Meeting in Miami
(on agenda for July 31 Trustees' Meeting) | Dr. Thambisetty |
| ACTION | 5. Proposal - Pre-Meeting Sessions 12 th Inter-Institutional
Meeting (on agenda for July 31 Trustees' Meeting) | Dr. Thambisetty |
| ACTION | 6. Cognitive Aging and Memory Interventional Core Report
(review of report and Core Committee's comments) | Dr. Thambisetty |
| | 7. Cognitive Reserve & Resilience Symposium,
Dr. Yaakov Stern (update) | Ms. Porter |
| ACTION | 8. Cognitive Aging Conference Spring 2020
Poster Session, Panel, Plenary Session, and/or Reception? | Dr. Thambisetty |
| 5:30 EDT
ACTION | 9. Other Business/Adjourn | Dr. Thambisetty
All |

McKnight Brain Research Foundation
Charter of the Research Committee
of the Board of Trustees

Purpose

The Research Committee shall encourage and assess research at the McKnight Brain Institutes (MBIs) by providing direction, focus and guidance for research that supports the McKnight Brain Research Foundation's (MBRF) mission to investigate cognitive aging, age-related cognitive decline and age-related memory loss (unrelated to Alzheimer's disease or other dementias). The Research Committee shall identify opportunities to promote and implement activities among the scientific community to foster greater interest in cognitive aging and age-related cognitive decline and memory loss. The Committee, by their example and leadership, shall encourage young investigators in this area of research. The Research Committee reports to the Board of Trustees.

Members

The Chair of the Board shall appoint a Research Committee, consisting of no fewer than three (3) members, inclusive of the Chair of the Research Committee and at least two other Trustees. Because the Committee is required to make substantive judgments about the quality of research studies and protocols, familiarity with research is the single most important criterion for service on the committee. The Chair of the Board shall serve as non-voting, ex officio member. The Committee may include other non-Trustee persons. The Executive Director shall serve as non-voting, ex officio member.

Meetings

The Research Committee shall meet at those times and places as determined by the Chair of the Committee, no fewer than two (2) times a year. The Committee shall maintain minutes of all meetings, which shall be regularly approved by the Committee and made available for distribution to the Board of Trustees.

Powers

The Research Committee shall provide oversight and guidance on research activities, inclusive of its partnerships and programs. The Research Committee shall review all requests, proposals and applications for funding of research or scholarships. The Research Committee makes recommendations on the merits and limitations of these requests to the MBRF Board of Trustees and may offer adjustments to the study protocol to allow for alignment with the MBRF mission. The Committee shall review and approve for recommendation the objectives and methods of study designs. The Committee will seek information and recommendations from the Cognitive Aging and Memory Interventional Core Committee and the MBRF Leadership Council and MBI Directors. The Committee will monitor progress on funded research studies, and will advise the Trustees and make recommendations.

The Research Committee shall work with the Chair of the Board of Trustees and the Executive Director to develop long range plans, and shall perform such other duties as may from time to time be required and approved by the Board of Trustees.

Marketing Communications Campaign Plan

SECTION 1: **EXECUTIVE SUMMARY**

SECTION 2: **TARGET AUDIENCE**

SECTION 3: **POSITIONING STRATEGY**

SECTION 4: **MARKETING MATERIALS**

SECTION 5: **WEBSITE MARKETING**

SECTION 6: **EMAIL MARKETING**

SECTION 7: **SOCIAL MEDIA**

SECTION 8: **PUBLIC RELATIONS**

SECTION 9: **BUDGET**

SECTION 10: **EVALUATION METRICS**

Marketing Communications Campaign

Campaign Name: 2020 Research Program

SECTION 1: EXECUTIVE SUMMARY

Scope

- This marketing communications plan has been developed to promote the open application period for the 2020 Research Program with the goal of acquiring applicants.
- The 2020 Research Program will offer a total of 15 scholarship opportunities to 20 recipients.
- Applications to launch June 17 (tentative)

Goal

- Build awareness within AAN membership and the larger neurology community of the Research Program and its significant commitment to neuroscience.

Business Objectives

Specific to McKnight Brain Research Foundation awards:

- Secure **8** applications for the 2020 CTRS's in cognitive aging and age-related memory loss

	Goal	Total Number of Applications
2018	5	7
2019	8	4

Overall Research Program Goals

- Secure **185** Research Program completed and submitted scholarship applications for the 2020 class.

	Goal	Total Number of Applications
2016	n/a	115
2017	136	138
2018	165	150

2019	170	165
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SECTION 2: TARGET AUDIENCE

Target Audiences

- AAN Junior Members (AUDIENCE SIZE: 5864)
 - US Junior Members (AUDIENCE SIZE: 4318)
 - International Junior Members (AUDIENCE SIZE: 1546)
- Program Directors (US) (AUDIENCE SIZE: 235)
- Associate Program Directors (US) (AUDIENCE SIZE: 100)
- Program Chairs (US) (AUDIENCE SIZE: 218)
- Clerkship Directors (US) (AUDIENCE SIZE: 160)
- AAN sections and AAN Synapse Online Communities
- Past recipients
- Past applicants
- Mentors of past applicants and recipients
- People who have expressed interest
- Department Chairs
- Division Chiefs

SECTION 3: POSITIONING STRATEGY

Strategies

- Personalize emails by targeting AAN member segments and providing them with information for the applicable scholarship(s) opportunities
- Incorporate variable data capabilities into email communications
- Utilize web tracking to monitor program website page traffic
- Promote two funding opportunities with earlier deadlines within their own tactics
- Utilize promotional space within AAN publications and online platforms
- Leverage AAN Career Center audience to feature funding opportunities
- Segment disease funding opportunity topics with targeted LinkedIn ads to groups who would be interested in research funding in those specific areas
- Engage past Research Program recipients/applicants, Program Directors, Program Chairs, Clerkship Directors, and Mentors through email and direct mail to help recruit applicants
- Work with cosponsoring non-profits on cross promotion efforts

Key Messaging

- McKnight Brain Research Foundation promotes research and investigation of the brain in the fundamental mechanisms that underlie the neurobiology of memory with clinical relevance to the problems of age related memory loss.
- American Brain Foundation brings researchers and donors together to cure brain diseases and disorders.
- AAN is committed to making a profound difference in the lives of researchers, which in turn will make a difference in the lives of patients with brain disease.
- 2020 Research Program offers 15 scholarship opportunities.
- The McKnight Clinical Translational Research Scholarships aim to encourage young investigators in seeking opportunities to establish future careers in the area of human cognitive aging.
- Funding comes from the McKnight Brain Research Foundation, American Academy of Neurology, and American Brain Foundation.
- Know someone who is in need of research? Encourage them to apply for the 2020 McKnight Clinical Translational Research Scholarships or one of the other Research Program scholarships.
- XX% of Research Program recipients go onto receive further longer-term research funding
- List the applicable scholarships and dollar amounts of funding available for each (details under each email in this plan)
- AAN.com/view/ResearchProgram
- October 1, 2019 deadline date

		# of Awards
1	Career Development Award Funded by the American Academy of Neurology <i>*Two Available</i>	2
2	Clinical Research Training Scholarship Funded by the American Academy of Neurology <i>*Three Available</i>	3
3	Clinical Research Training Scholarship in ALS Funded by The ALS Association and American Brain Foundation, in collaboration with the American Academy of Neurology	1
4	Clinical Research Training Scholarship in Lewy Body Diseases Funded by The Mary E. Groff Charitable Trust , the Alzheimer's Association, and the American Brain Foundation, in collaboration with the American Academy of Neurology	1
5	Clinical Research Training Scholarship in Neuromuscular Disease Funded by the Muscle Study Group and American Brain Foundation,	1

	in collaboration with the American Academy of Neurology	
6	Clinical Research Training Scholarship in Parkinson's Disease Funded by the Parkinson's Foundation and American Brain Foundation, in collaboration with the American Academy of Neurology	1
7	Clinical Research Training Scholarship in Tourette Syndrome Funded by the Tourette Association of America and American Brain Foundation, in collaboration with the American Academy of Neurology	1
8	Clinician Scientist Development Award in Multiple Sclerosis Funded by the National Multiple Sclerosis Society and American Brain Foundation	1
9	Lawrence M. Brass Stroke Research Award Funded by the American Heart Association / American Stroke Association and the American Brain Foundation	1
10	McKnight Clinical Translational Research Scholarship in Cognitive Aging and Age-Related Memory Loss Funded by the McKnight Brain Research Foundation through the American Brain Foundation and the American Academy of Neurology <i>*Two Available</i>	2
11	Neuroscience Research Training Scholarship Funded by the American Academy of Neurology <i>*Two Available</i>	2
12	Practice Research Training Scholarship Funded by the American Academy of Neurology	1
13	Richard Olney Clinician Scientist Development Award in ALS Funded by The ALS Association and American Brain Foundation, in collaboration with the American Academy of Neurology	1
14	Robert W. Katzman, MD Clinical Research Training Scholarship in Alzheimer's or related disorders Funded by the Alzheimer's Association and the American Brain Foundation, in collaboration with the American Academy of Neurology	1
15	Susan Spencer, MD Clinical Research Training Scholarship in Epilepsy Funded by the American Epilepsy Society, the Epilepsy Foundation, and American Brain Foundation, in collaboration with the American Academy of Neurology	1

SECTION 4: MARKETING MATERIALS

Marketing Deliverables

Print Deliverables created by the Communications team

- **Direct Mail**
 - ❖ **Brainstorming session to be scheduled by PM**
 - Deliverable #1: Postcard
 - Due Date: arrive in homes August 1

- Text: Similar concept to last year, refresh layout and testimonials
 - Alias: AAN.com/view/2020research
 - Audience:
 - US Junior Members (AUDIENCE SIZE: 4318)
 - Program Directors (US) AUDIENCE SIZE: 235
 - Associate Program Directors (US) AUDIENCE: 100
 - Program Chairs (US) (AUDIENCE SIZE: 218)
 - Clerkship Directors (US) (AUDIENCE SIZE: 160)
 - Past CRTS Recipients (2014-2019)
 - Past CRTS Applicants (2014-2019)
 - Mentors (past five years)
 - Print Cost: \$1500
 - Postage Cost: \$1000
-
- Deliverable #2: Postcard
 - Due Date: arrive in homes September 1
 - Text: Similar concept to last year, refresh layout and testimonials
 - Alias: AAN.com/view/2020research
 - Audience:
 - US Junior Members (AUDIENCE SIZE: 4318)
 - Print Cost: \$1000
 - Postage Cost: \$800
-
- **AANnews**
 - ❖ **Scheduled by Marketer**
 - **Month(s)**: July
 - **Text**: Now accepting applications for the 2020 Research Program
 - **Alias**: AAN.com/view/researchprogram
 - **Month(s)**: August
 - **Text**: 2020 Research Program
 - **Alias**: AAN.com/view/researchprogram
 - **AAN enews**
 - ❖ **Scheduled by Marketer**
 - **Date**: June 26
 - **Text**: 2020 Research Program Opportunities
 - **URL Link**: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=enews&utm_campaign=2020ResearchProgram
 - **Date**: July 10
 - **Text**: AHA Postdoctoral Fellowships, apply by August 15
 - **URL Link**: https://professional.heart.org/professional/ResearchPrograms/ApplicationInformation/UCM_316909_Application-Information.jsp

- **Date:** July 24
- **Text:** NMSS Clinician Scientist Development Award, apply by August 21 (14 for pre-application)
- **URL Link:** <https://www.nationalmssociety.org/For-Professionals/Researchers/Society-Funding/Training-Grants-and-Fellowships/Clinician-Scientist-Development-Awards>

- **Date:** July 24
- **Text:** 2020 Research Program Opportunities
- **URL Link:** https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=enews&utm_campaign=2020ResearchProgram

- **Date:** August 28
- **Text:** 2020 Research Program Opportunities
- **URL Link:** https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=enews&utm_campaign=2020ResearchProgram

- **Date:** September 11
- **Text:** 2020 Research Program Opportunities
- **URL Link:** https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=enews&utm_campaign=2020ResearchProgram

- **Leadership Update**
- ❖ **Scheduled by Marketer**
 - **Month(s):** July, September
 - **Text:** 2020 Research Program Opportunities, apply by Oct. 1
 - **URL Link:** https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=LU&utm_campaign=2020ResearchProgram

- **Print Ads**
- ❖ **Brainstorming session to be scheduled by PM**
 - New ad requested **Y/N**
 - Refresh existing ad **Y/N**
 - Evergreen ad **Y/N**

 - Ads scheduled by the Marketer
 - **Print Ad Due Date:** July 18
 - **Text:** Use similar ad to last year's concept but refresh
 - **Alias:** AAN.com/view/researchprogram

 - **PLACEMENTS:**
 - AANnews
 - ½ page: Issues
 - September

- **Neurology**
 - 1/2 page: Issues:
 - August 13
 - August 27
 - September 3
 - September 10
 - September 17
- **Neurology Today**
 - ½ Page: Issues:
 - August 22
 - September 5
 - September 19
 - iPad and Android Ad: Issues:
 - August 22
- **Neurology Filler Ad**
 - Text: All Research Awards; Application Deadline October 1
 - Issues:
 - July 23
 - July 30
 - August 6
 - August 20
 - September 17
 - September 24

Other Communication deliverables created by the Communications team

- **Synapse**
- ❖ **Project Champion will work with Member Engagement staff to assess appropriateness of Synapse as a communication channel**
 - Email copy for Section chair/vice chairs - see email section

• **Other Tactics**

Neurology Today Conference Reporter

- ❖ **Marketer to coordinate placement**
 - Emails covering the Alzheimer's Association International Conference (AAIC)
 - Copy: Now accepting 2020 Research Program applications
 - Run Dates: July 14-15
 - URL Link: aan.com/view/researchprogram

Career Center Posting

- ❖ **Marketer to coordinate placement**
 - Copy: AHA Postdoctoral Fellowships
 - Run Dates: July 15-August 15

- o URL Link:

Hero Image 640x508

Image Requested: Y/N

https://professional.heart.org/professional/ResearchPrograms/ApplicationInformation/UCM_316909_Application-Information.jsp

- o Cost: n/a
- o Copy: NMSS Clinician Scientist Development Awards
- o Run Dates: July 22-August 21
- o URL Link: <https://www.nationalmssociety.org/For-Professionals/Researchers/Society-Funding/Training-Grants-and-Fellowships/Clinician-Scientist-Development-Awards>
- o Cost: n/a
- o Copy: 2020 AAN Research Program Opportunities
- o Run Dates: July 29-September 30
- URL Link: <https://www.aan.com/education-and-research/research/aan-research-program/>
- o Cost: n/a

SECTION 5: WEBSITE MARKETING

Digital Deliverables

Digital deliverables created by the Communications team

WEBSITE

AAN.com – Home Page

- Due Date: Wednesday prior to run date
- Hero image requested: Y/N
- 3-column highlight image requested: Y/N
- Event image requested: Y/N

	Logged Out	Practicing Pat	Academic Alex	Resident Roger	Researcher Regina	Student Stephanie	APP Amir	Intern Iva	Comment [KC1]: Bridget to confirm whether or to include
Header 1 (15 characters)	2020 Research Program	2020 Research Program	2020 Research Program	2020 Research Program	2020 Research Program			2020 Research Program	
Header 2 (15 characters)									
Text (75 characters)	Funding opportunities for all career levels!	Funding opportunities for all career levels!	Funding opportunities for all career levels!	Funding opportunities for all career levels!	Funding opportunities for all career levels!			Funding opportunities for all career levels!	
URL/CTA (3 words total)	Apply today	Apply today	Apply today	Apply today	Apply today			Apply today	
Image									
Run dates									

3-column highlight 355x160

Image Requested: Y/N

	Logged Out	Practicing Pat	Academic Alex	Resident Roger	Researcher Regina	Student Stephanie	APP Amir	Comment [KC2]: Bridget to confirm whether to include or not
Header 1 (40 characters)	Apply Now for Research Funding	Apply Now for Research Funding	Apply Now for Research Funding	Apply Now for Research Funding	Apply Now for Research Funding			Apply Now for Research Funding
Text (125 characters)	The AAN is now accepting applications for the 2020 Research Program	The AAN is now accepting applications for the 2020 Research Program	The AAN is now accepting applications for the 2020 Research Program	The AAN is now accepting applications for the 2020 Research Program	The AAN is now accepting applications for the 2020 Research Program			The AAN is now accepting applications for the 2020 Research Program
URL/CTA (3 words total)	Learn more	Learn more	Learn more	Learn more	Learn more			Learn more
Image								
Run dates								

- ❖ *Project Champion is responsible for ensuring that web page content is up to date and submitted via process and within the timelines provided by DCS. Communications will provide writing assistance in drafting copy for newly developed pages and continue to provide review and edits of all submitted content.*

- o RFA PDF for each scholarship
 - CESC provide COMMUNICATIONS TEAM 2020 Research Program RFAs to be reviewed and proofed
- o Update content, application information, and RFA's on AAN.com Research Program pages (CESC)
 - Schedule separate meeting with DCS to determine improvements needing to the program webpage
- o Manage content updates throughout the campaign (CESC)

Comment [KC3]: Scheduled

BANNER ADS

Digital Banner Ads -- House Ad Placement

- ❖ *PM to coordinate placement*
 - o Concept: Similar to previous years, postcard and print ad
 - o URL Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=BannerAds&utm_campaign=2020ResearchProgram
 - o Run date: August 1 – September 30, 2019
 - o Placement:
 - o Neurology.org: 728x90 or 160x600
 - o Neurologytodayonline.com: 728x90 or 300x250
 - o CP.neurology.org: 728x90 or 160x600
 - o Nn.neurology.org: 728x90 or 300x250
 - o Ng.neurology.org: 728x90 or 300x250
 - o NT Conference Report **AND** NT eTOC: 300x250 static

SECTION 6: EMAIL MARKETING

Digital Deliverables

Marketing Automation: Informz

- o Web tracking requested Y/N
 - o Page URLs: <https://www.aan.com/education-and-research/research/aan-research-program/>
 - o Start / End Dates: June 1-October 1 2019

Emails

- o **Email #1**
- o **Email template:**

- [Communications will coordinate review/approval if email is sent by AAN President. Project Champion is responsible for securing review/approval if email is sent by AAN member]
- o Date: June 20, 2019
- o A/B Testing: yes, test list of awards versus button to learn more
- o **Version 1A: Informz, variable data list**
 - o Audience: Variable data list
 - o List: provided by Kara/PC
 - o Personalization: no
 - o Dynamic Content: yes
 - o Text: Now accepting applications for the 2020 Research Program, here are some awards you may be interested in, deadline October 1
 - o Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram
- o **Version 1B (sent via PC): Past Recipients**
 - o Audience: Past Research Program award recipients
 - o List: provided by Project Champion
 - o Text: We wanted you to be among the first to know that we are now accepting applications for the 2020 Research Program
 - o Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram
- o **Version 1C (sent via PC): Past Applicants/Interested Members**
 - o Audience: Past applicants of the Research Program, past members who have completed the interest form
 - o List: provided by Project Champion
 - o Text: Thank you for your past interest in the AAN Research Program. We are now accepting applications for the 2020 awards
 - o Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram
- o **Version 1D (sent via PC): Mentors**
 - o Audience: Mentors list
 - o List: provided by Project Champion
 - o Text: Now accepting applications for the 2020 Research Program, please share with those who may be interested, deadline October 1
 - o Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram
- o **Version 1E (sent via PC): Sponsors**
 - o Audience:
 - o List: provided by Project Champion

Comment [KC4]: Test generic list version versus personalized list

Add Ben into the review

Schedule follow up with him after send

- o Text: Now accepting applications for the 2020 Research Program, please share with those who may be interested, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Version 1F (sent via PC): Section Chairs/Vice Chairs**
- o Audience: Section chairs and vice chairs
- o List: Coordinate with Katie Boyle or Betsy Bjelde to send
- o Text: Now accepting applications for the 2020 Research Program, please share relevant awards with your sections, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Email #2**
- o Email template:
 - (Communications will coordinate review/approval if email is sent by AAN President. Project Champion is responsible for securing review/approval if email is sent by AAN member)
- o Date: July 18, 2019
- o A/B Testing: subject line

- o **Version 2: Informz, variable data list**
- o Audience: Variable data list
 - **Exclude**
- o List: provided by Kara/PC
- o Personalization: no
- o Dynamic Content: yes
- o Text: Now accepting applications for the 2020 Research Program, here are some awards you may be interested in, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Email #3**
- o Email template:
 - (Communications will coordinate review/approval if email is sent by AAN President. Project Champion is responsible for securing review/approval if email is sent by AAN member)
- o Date: August 20, 2019
- o A/B Testing: yes, test list of awards versus button to learn more

- o **Version 3: Informz, variable data list**
- o Audience: Variable data list
 - **Exclude**
- o List: provided by Project Champion
- o Personalization: no

- o Dynamic Content: yes
- o Text: Now accepting applications for the 2020 Research Program, here are some awards you may be interested in, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Email #4**
- o Email template:
 - (Communications will coordinate review/approval if email is sent by AAN President. Project Champion is responsible for securing review/approval if email is sent by AAN member)
- o Date: September 19, 2019
- o A/B Testing: yes, test list of awards versus button to learn more

- o **Version 4A: Informz, variable data list**
- o Audience: Variable data list
 - **Exclude**
- o List: provided by Project Champion
- o Personalization: no
- o Dynamic Content: yes
- o Text: Now accepting applications for the 2020 Research Program, here are some awards you may be interested in, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Version 4B (sent via PC): Past Recipients**
- o Audience: Past Research Program award recipients
- o List: provided by Project Champion
- o Text: We wanted you to be among the first to know that we are now accepting applications for the 2020 Research Program
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Version 4C (sent via PC): Past Applicants/Interested Members**
- o Audience: Past applicants of the Research Program, past members who have completed the interest form
- o List: provided by Project Champion
- o Text: Thank you for your past interest in the AAN Research Program. We are now accepting applications for the 2020 awards
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- o **Version 4D (sent via PC): Mentors**
- o Audience: Mentors list
- o List: provided by Project Champion

- Text: Now accepting applications for the 2020 Research Program, please share with those who may be interested, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- **Version 4E (sent via PC): Sponsors**
- Audience:
- List: provided by Project Champion
- Text: Now accepting applications for the 2020 Research Program, please share with those who may be interested, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

- **Version 4F (sent via PC): Section Chairs/Vice Chairs**
- Audience:
 - **Exclude**
- List: Coordinate with Katie Boyle or Betsy Bjelde to send
- Text: Now accepting applications for the 2020 Research Program, please share relevant awards with your sections, deadline October 1
- Link: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Email&utm_campaign=2020ResearchProgram

SECTION 7: SOCIAL MEDIA

Digital Deliverables

Digital deliverables created by the Digital Content team

❖ Section and/or appendix completed by the DCS team

Social Media

- Organic Social Media Channels
 - AAN Facebook
 - AAN Residents & Fellows Facebook
 - @AANMember Twitter
 - @aanbrain Instagram
 - ABF Facebook
 - @ABFBrain Twitter
 - ABF LinkedIn
- Organic Social Posts
 - AHA Postdoctoral Fellowships (deadline August 15)

- Run dates:
 - Week of July 1
 - Week of July 29
 - Messages:
 - Images: n/a
 - URL Link: https://professional.heart.org/professional/ResearchPrograms/ApplicationInformation/UCM_316909_Application-Information.jsp
- NMSS Award (Pre-application deadline August 14)
 - Run dates:
 - Week of July 8
 - Week of August 5
 - Messages:
 - Images: n/a
 - URL Link: <https://www.nationalmssociety.org/For-Professionals/Researchers/Society-Funding/Training-Grants-and-Fellowships/Clinician-Scientist-Development-Awards>
- 2020 Research Program
 - Run dates:
 - Week of July 15
 - Week of August 12
 - Week of September 9
 - Week of September 23
 - Messages: Funding opportunities for all career levels, apply by Oct. 1
 - Images: Based off new print add and postcard artwork
 - URL Link:
 - LinkedIn: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=LinkedIn&utm_campaign=2020ResearchProgram
 - Facebook: https://www.aan.com/education-and-research/research/aan-research-program/#utm_source=Facebook&utm_campaign=2020ResearchProgram
- Paid Digital Media
 - Display Ads
 - Social Platforms: LinkedIn and Facebook
 - Run Dates: August-September, 2019
 - Message: 2020 research funding available for all career stages!
 - Targeted Audience: primary audience, subspecialties
 - Budget: \$3000
- Social Media Images
 - 1200px x 1200px or 1200px x 900x
 - PNG or JPG
 - Image #1:
 - Due Date: July 19

SECTION 8: PUBLIC RELATIONS

Public Relations Deliverables

❖ Section completed by the Media/PR team

Press Release: Announcing awards/collaborations

- COMMUNICATIONS TEAM to discuss any awards or collaborations that warrant a press release
- COMMUNICATIONS TEAM to write and disseminate press releases
- CESC route press release to necessary parties for review and approval

SECTION 9: BUDGET

Budget				
	Printing (6108)	Postage (6101)	Professional Services (6701)	Total
2019 Budget				
Forecast Budget	\$2825	\$2025	\$4500	\$9350
Press Release			1000	
Postcard	2825	2025		
Social/digital			3000	
Partner website ads			500	
Total	\$	\$	\$	\$

SECTION 10: EVALUATION METRICS

Evaluation

Campaign success will be evaluated on the following:

- Securing 185 AAN Research Program completed and submitted scholarship applications for the 2020 class

SOCIAL MEDIA

- Interaction/Engagement, Click thrus

WEB PAGE TRACKING

- Google Tracking / UTM Tracking

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Proposal for Funding for the Evelyn F. McKnight Clinical Translational Research Scholars Program Events 2020

Objective

This is a request for funding of the *Evelyn F. McKnight Clinical Translational Research Scholars* and mentors attendance at: 1) the Inter Institutional Meeting, in Miami, April 1-3, 2020 and 2) the 2nd Annual *Evelyn F. McKnight Clinical Translational Research Scholars Dinner* at the 72nd AAN annual meeting in order to provide the Scholars with the opportunity to understand the McKnight Brain Research Foundation and the four McKnight Brain Institutes mission. These events would also allow them to meet and network with the Trustees, the other Scholars, the McKnight Brain Institute attendees, and share opportunities for potential collaborations.

Background

The McKnight Brain Research Foundation, the American Brain Foundation and the American Academy of Neurology created a scholarship award in order to advance research in cognitive aging to benefit people with age-related memory loss. Ten *McKnight Clinical Translational Research Scholarships in Cognitive Aging and Age-related Memory Loss* will be awarded for the period 2018 to 2022. The scholarships are funded by a \$1.65 million grant from the McKnight Brain Research Foundation, through the American Brain Foundation and the American Academy of Neurology. The partnership between the McKnight Brain Research Foundation and the American Brain Foundation, in collaboration with the American Academy of Neurology, has enormous potential to advance the awareness of age-related cognitive decline and memory loss as well as clinical translational research.

These Scholarships directly align with the McKnight Brain Research Foundation mission to inspire commitment and shared vision in the understanding and alleviation of age-related memory loss, promote collaboration and communication among research scientists, institutions, and organizations engaged in research in age-related memory loss, and nurture scientists dedicated to the exploration and innovative research in the understanding and alleviation of age-related memory loss.

The 1st dinner was held at the 71st AAN meeting in Philadelphia, and the Scholars and their mentors were grateful to be able to meet in person and learn about what each was doing, meet the Trustees the McKnight Brain Institute leadership in Miami and Dr Sacco, President of AAN. As the 3rd cycle of scholarships are awarded, the group thought it would be fitting to start to include the McKnight/AAN *Scholars* at the MBRF Inter-Institutional meetings.

The MBRF Inter-Institutional meetings provide all four Institutes an opportunity, one time a year, to get together face to face and learn about the new and exciting things each are doing and lay

groundwork for future collaborations. Thus, it is a truly fitting place for the McKnight/AAN *Scholars* to learn, network and collaborate about all that is new in age related memory loss.

Proposal

Therefore, this proposal requests funding for:

- 1) Travel, hotel and expenses for McKnight/AAN Scholars and their mentors to attend and present at the Inter-Institutional meeting in Miami April 1-3, 2020.
- 2) Funding for a 2nd Annual *Evelyn F. McKnight Clinical Translational Research Scholars Dinner* at the 72nd AAN annual meeting in Toronto, Ontario, Canada. We propose to move the dinner to Monday April 27th, 2020 since it seems to be a more convenient time.

These events would ensure the broader collaboration and integration of *McKnight Clinical Translational Research Scholars* with the MBRF Trustees, MBI leaders and investigators, additional mentors, and other scholars interested in clinical translational age-related memory loss research.

Currently, 4 McKnight Clinical Translational Research Scholarships have been awarded and another 2 will be awarded by 1st Quarter 2020, allowing for 6 scholars and 6 mentors to attend both events.

Coordination

The dates are listed above. If the events are approved by the Trustees, Dr. Tatjana Rundek and Susan Fox-Rosellini would continue along with Amy Porter to coordinate the programs.

Budget (See Attached)

We estimate that 6 *Evelyn F. McKnight Clinical Translational Research Scholars* and 6 mentors will attend the Inter Institutional Meeting in Miami. (10 would be covered in this budget, since Dr. Rundek and Dr. Camargo are included in the meeting) **\$16,000**

We estimate that 20 would attend the *Evelyn F. McKnight Clinical Translational Research Scholars Dinner on April 26th, 2020*. This estimate includes 6 Scholars, 6 mentors, some of the Trustees, and some of the MBI leaders. **\$4,000**

Evelyn F. McKnight Clinical Translational Research Scholars - Budget

Inter-Institutional Meeting in Miami - April 1-3, 2020

		Nights				
Hotel	10	2	\$229.00	\$0.00	\$10.00	\$4,780.00
		Cost				
Airfare and transportation	10	\$610.00				\$6,100.00
Food	10	\$405.00		\$891.00		\$4,941.00
						\$15,821.00

Note: Assumes 5 scholars and 5 mentors, Dr Camargo and Dr Rundek are already accounted for

Dinner at 72nd AAN Meeting in Toronto - April 27th, 2020

Dinner	20					\$4,000
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Interim One Year Progress Report

Project Title: A Pilot Intervention with Near Infrared Stimulation: Revitalizing Cognition in Older Adults

Pilot award funding time period: May 1, 2018-April 30, 2019 (Funds first available as of July 2018)

Investigators involved:

Dawn Bowers, Ph.D., University of Florida
Adam Woods, Ph.D., University of Florida
Gene Alexander, Ph.D., University of Arizona

Have there been any changes in any of the project aims or any other changes? Yes.

The method for delivering transcranial near infrared stimulation (NIR) has changed. Instead of using the Vielight Neurogamma system, we have switched back to the Medx System, as used in our pilot. This was a necessary change based on new information provided by the Vielight company (see below), which resulted in a substantial delay due to equipment acquisition issues.

Why did we change? In the McKnight Intervention Core proposal, we proposed using Vielight's Neurogamma unit for transcranial delivery of NIR light. This decision was based on 3 factors: a) results of a published open label case series in individuals with Alzheimer's disease (Saltemarche et al., 2017), b) availability of sham units for use in our double-blind placebo control study; and c) ease of placement of the NIR diodes on the scalp.

However, during Fall 2018, Vielight's science officer, Dr. Hilary Au, emergently contacted us. She indicated that new findings from a small sham controlled trial using the Neurogamma unit suggested that their NIR device was not performing as expected. Based on this information, we decided to revert to the original Medx NIR delivery system that we had previously used successfully in our prior pilot work (which gave rise to our original positive cognitive and imaging effects).

However, the MedX does not come equipped with automatic sham/blinding features. As such, Dr. Woods negotiated with the MedX engineers to specifically develop and build Sham/Blinded devices for this study. This negotiation and the subsequent engineering time, with additional quality control testing, consumed approximately 5 months of the initial budget period. In addition, the total cost of the 4 Sham and 4 Active devices was \$26,739 which exceeded the equipment costs in the McKnight Intervention Core Pilot budget by approximately \$11,000; this difference in cost was made up from monies allocated to Dr. Woods from retention funds, IDCs, and funding available in the Center for Cognitive Aging and Memory.

Although this entire process of switching the NIR delivery devices and developing a sham version for the MedX system added several months to our study start-up period, we believe it was essential to support the rigorous scientific goals of the project. Specifically, this development provides the necessary features required for execution of a rigorous and interpretable blinded randomized controlled trial of NIR effects on cognition and brain function. Additionally, this change in the NIR systems required an IRB revision at both UF and UA due to device change and testing of sham and active devices for equivalency of heat regulation. Despite this necessary equipment-based delay, we were able to make significant progress in other aspects of the study and are now ready to proceed with the pilot study as planned.

Brief progress overall and by specific aims:

- Infrastructure development. This included development of project manuals (MOP's), IRB protocols, and cross-site sharing of stimulus and testing materials. We obtained all the needed cognitive testing materials and shared these across the two testing sites.
- Cross-Site training on intervention. This included a visit by UF co-investigators to the UA for training on the NIR stimulation invention and training on the primary cognitive study outcome (ARENA)
- Development of Sham NIR stimulation devices for MedX system, via working with engineers at MedX. (See above). Use of these sham devices now enables triple blinding (participant blinding, interventionist blinding, assessor blinding) in the current trial.
- We wrote and submitted a collaborative, cross-institutional R01 grant to NIA to extend the NIR invention approach for healthy older adults with increased risk for Alzheimer's disease. This multi-site application was submitted (MPIs: Bowers, Woods, Alexander) in October 2018, was positively reviewed, scoring within the NIA payline, in March 2019. Per request from Program, an initial response to critiques has been submitted for consideration in the funding decision process. The grant is currently pending council decision and final funding decision by NIA program.

Total MBRF Funds expended in YR 1: \$25,043.93

- University of Florida: \$9052
 - MedX Equipment - \$6799.94
 - NIH toolbox: 499.99;
 - Travel to UA: \$1000
 - Personnel involved in recruitment (4/1/19-4/30/19): \$752.00
- University of Arizona: \$15,992
 - Equipment and Supplies - \$9583
 - Personnel: \$6,409

Additional financial contributions by MPIs from non-MBRF Pilot funds: Total \$15,329

- University of Florida:
 - Bowers: \$1752, for Nasal Stimulators (from IDC)
 - Woods: \$11,032 for Medx Equipment (from IDC, retention package, Center funds)
- University of Arizona:
 - Alexander: \$2,545 for Nasal Stimulators

Plans for the next project year:

During this upcoming year, our primary goal is participant recruitment and enrollment across the two sites, including N=26 at the UF and N=26 at the UA. We fully expect to reach our original recruitment target goals by the end of year 2.

As such, we would like to request carry forward of unspent funds from YR 1, which will be required for participant and staff costs for timely completion of the study.

Project Title:

Uncovering Risk Profiles of Deception and Mitigating Susceptibility to Scamming in Midlife and Older Age: A Novel Intervention Tool

Pilot award funding time period:

05/01/2018-04/30/2020

Investigators involved:

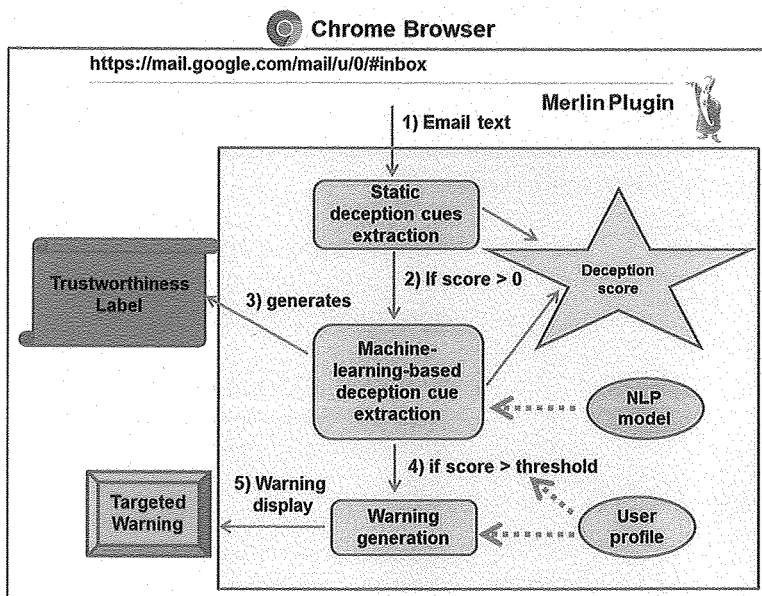
Natalie Ebner, Daniela Oliveira, Bonnie Levin, Sarah Getz, Matthew Grilli, Robert Wilson

Has there been any changes in any of the project aims or any other changes? (If yes, please specify, otherwise say No).

No

Brief progress overall and by specific aims:

Aim 1: Develop a prototype of MERLIN, an automated warning tool to support decision-making online. The browser plug-in MERLIN will scan email text to deliver alerts when an email is deemed suspicious, by combining methods from machine learning with our previous work identifying the particular psychological principles of influence or “weapons” (e.g., authority, commitment, liking, social proof) used by scammers to lure users into visiting web pages that procure personal information or into clicking on links to malicious downloads.



One central feature in MERLIN is its ability to detect use of influence (i.e. use of the weapons of influence) in email text. We have completed manual coding of over 1000 emails regarding use of influence from emails we had previously selected from study participants and taken from existing corpora. Coding was based on a coding manual that we have developed. We trained 8 independent coders in use of the manual. We have extracted the “bag-of-words” features from the over 1000 coded emails and have started running machine learning experiments. In particular we are currently working on extracting stylometric features based on four previous algorithms which have been used for authorship attribution.

Figure 1 shows the planned MERLIN infrastructure.

Aim 2: Develop the in-lab Scam Identification Task (SIT), a new behavioral task to effectively “scam people in the lab” and will allow validation of the efficacy of MERLIN under controlled conditions.

We have completed the design of SIT. In SIT, participants are presented with a series of emails which they must classify as being either safe or phishing emails. The phishing emails are real phishing emails; the safe emails are real safe emails (e.g., from banks) that are matched to the phishing emails for factors such as word count, purported identity of sender, and type of transaction involved (e.g., click on link or download attachment).

Compose
Inbox (160)
Starred
Important
Drafts
More ...

Sender <games@withfriends.com>
To Lee Ryan

Dear Lee,

Your friend Carol sent you a free gift through Games with Friends, a new social media site for keeping in touch through games and trades. Check out what Carol got you by following the link below:

<http://www.tucsonweekend.com/gift-social/>

Carol
Games with Friends

Definitely
SafeProbably
SafeProbably
ScamDefinitely
Scam

Figure 3 depicts the pilot behavior on SIT from 82 younger adults and 9 older adults showing the large individual differences in sensitivity and bias.

Aim 3: Quantify the cognitive, physical, and socio-affective correlates of scam susceptibility to tailor MERLIN to age-specific user profiles. Scam susceptibility will be measured using self-reported measures, SIT (from Aim 2), and performance on our previously developed Phishing Internet Task (PHIT), an ecologically valid task to elicit scam-related behavior in the real world, by sending simulated phishing emails to participating Computer users, unbeknownst to them, and measuring the extent to which users fall for the "attacks" (i.e., clicking on the link present in the emails).

We have developed a comprehensive neuropsychological battery for identifying scam susceptibility profiles. This battery is specifically tailored to assess cognition, mood and emotional well-being, socio-affective functioning, computer efficiency, functional abilities, and scam detection ability.

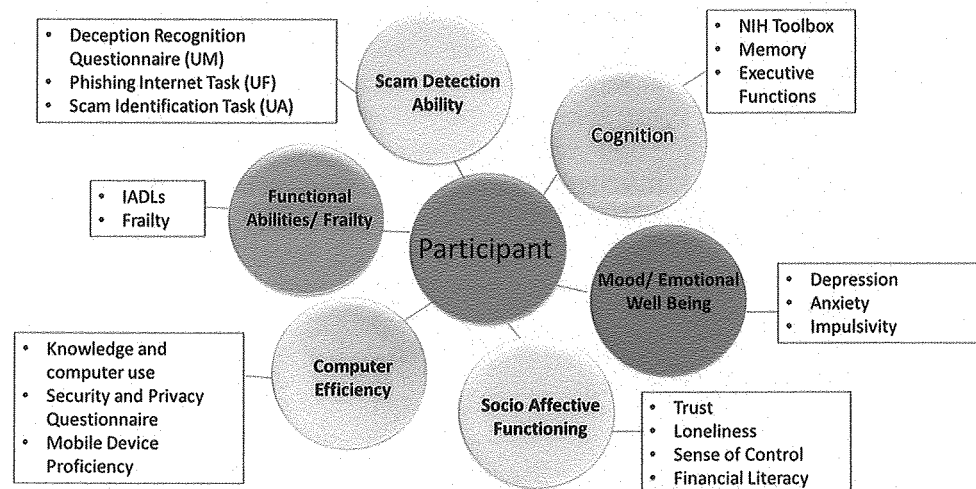


Figure 4 gives an overview of the test battery developed to determine susceptibility profiles.

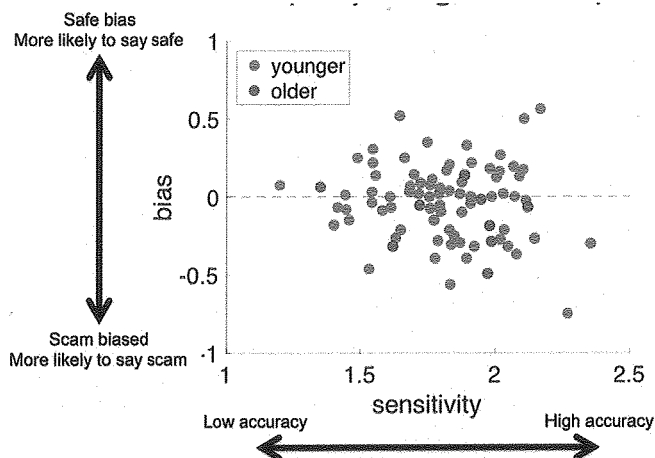
We have additionally developed a new online questionnaire for detecting susceptibility to scams. This tool is composed of 17 Scenarios, of which 8 are real life scams based on FBI reports and 9 are legitimate requests for information or money. The questionnaire also assesses key socio-

demographic questions pertinent to scamming experience, computer use, and familiarity with one's potential for deception. Our initial pilot data (N=53) shows that participants are relatively efficient at identifying scams as abstract hypothetical scenarios. However, response patterns are discrepant from self-report, with 25% of participants indicating they had been a victim of a scam and 55% indicating their friends have been scammed. This suggests a discrepancy between assessment of knowledge regarding deception and actual scamming experience.

In its previous version, PHIT was focused on emails only. We have extended the PHIT infrastructure by integrating phishing messages sent via social media, phone text message, snail mail in addition to email, to

Figure 2 shows a representative screen from SIT in which participants must classify the email on a scale from definitely safe to definitely scam.

We have piloted SIT in 82 younger adults and 9 older adults. Initial analysis of behavior has focused on Sensitivity (d') and Bias (i.e., overall propensity to say scam or safe). This analysis reveals large individual differences with a hint that older adults may be more conservative overall - i.e., more likely to say scam than safe.



capture the currently most frequently used communication methods to distribute phishing. For this PHIT extension, we have created a larger set of phishing messages that can be applied outside of the immediate Gainesville catchment area (i.e., in the data collection at UM). Also, the data recording has been streamlined in the revised infrastructure.

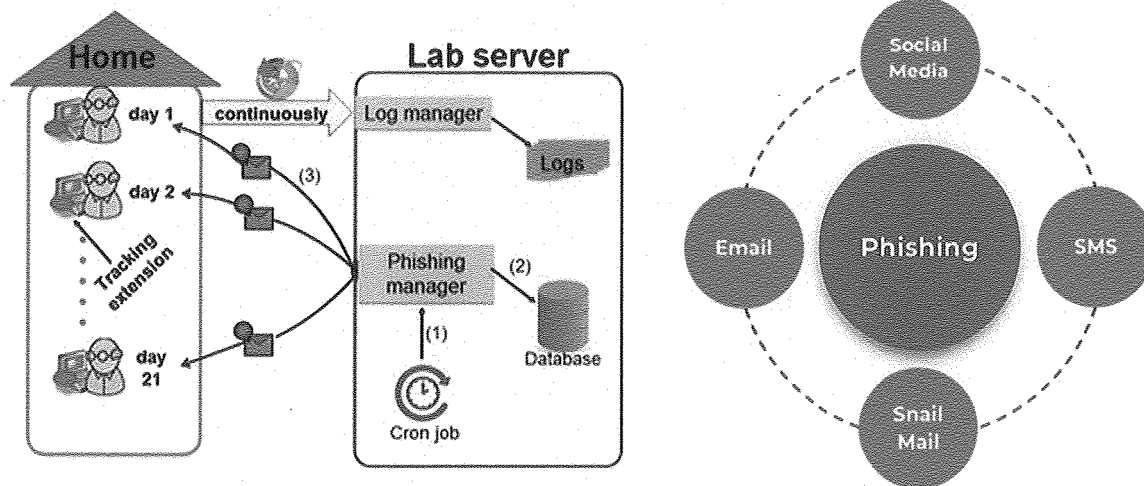


Figure 5&6 depict the PHIT infrastructure extensions.

Plans for the next project year:

Aim 1

We will complete the basic MERLIN infrastructure in this upcoming funding period and refine it with incoming data from the UA and UM sites for increased personalization of MERLIN (e.g., use in cognitive frail individuals). We are also working on a publication and a patent for the MERLIN infrastructure.

Aim 2

Data collection for older adults in the SIT task will be completed in the next months and results are planned to be written up and published during this next funding period. Additional goals for the next year include: 1) Develop a new version of SIT that can be implemented in an fMRI study; 2) Administer SIT in an MCI population (in collaboration with UM), and 3) Develop a new version of SIT that systematically manipulates weapons of influence.

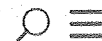
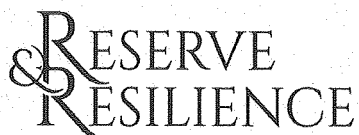
Aim 3

We have incorporated our neuropsychological battery and scam detection questionnaire along with the PHIT and SIT tasks into our submitted IRB protocol and are awaiting final approval, at which point data collection will launch. We will be reaching out to community leaders and centers to facilitate volunteer participation. The goal for the next funding period is to complete data collection at UM.

Grant preparation:

Because older adults are particularly susceptible to phishing emails, the National Institute on Aging (NIA) has a strong interest in these problems and we intend to submit this June an R21 to the following call: PAR18-538: Decision Making and Aging in Alzheimer's Disease: <https://grants.nih.gov/grants/guide/pa-files/PAR-18-538.html>

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COLLABORATORY ON RESEARCH DEFINITIONS FOR RESERVE AND RESILIENCE IN
COGNITIVE AGING AND DEMENTIA



1ST WORKSHOP ON RESEARCH DEFINITIONS FOR
RESERVE AND RESILIENCE
IN COGNITIVE AGING AND DEMENTIA

SEPTEMBER 9-10, 2019 • BETHESDA, MD, USA

Research indicates that specific life exposures and genetic factors contribute to some people being more resilient than others, with lower rates of cognitive decline with aging and reduced risk of developing Alzheimer's disease and related dementia (ADRD). The factors associated with resilience have an important role in the development of interventions and health policies. There are likely several complex and highly interactive mechanisms that lead to these individual differences in vulnerability to decline, probably reliant on both structural and functional brain mechanisms. Investigators in this area have employed many terms encapsulating individual differences including resilience, cognitive reserve, brain reserve, brain maintenance, and compensation. In addition, there are terms commonly used in cognitive neuroscience studies of aging, such as efficiency, capacity, and compensation. However, the definitions of these concepts differ across researchers, and the translation from human to animal research is not well developed. It is important to bring together researchers from basic neuroscience to human studies to develop operational definitions for these concepts.

Along with these definitions, there is a need for translating these concepts so that they can guide research on all levels of epidemiologic, clinical, intervention, imaging and basic animal research. A particular challenge will be to identify corresponding concepts in neurobiology, animal models and models at the level of cells and molecules and approaches bridging those levels of analysis.

The three year, NIA-supported Collaboratory on Research Definitions will provide a platform for the exchange of ideas. The goal of the Collaboratory is to develop operational definitions, research guidelines, and data sharing platforms with consensus and assistance from the research community. To reach its goal the Collaboratory will hold **three cross-discipline workshops** that bring together investigators to discuss and come to consensus on these concepts, create focused work groups that will examine each of these issues, **fund pilot grants** designed to further the understanding and research applicability of these concepts, and to **develop data sharing and information exchange platforms** to help guide research in this area.



GOAL

The three year, NIA supported Collaboratory on Research Definitions will provide a platform for the exchange of ideas on definitions for the concepts of Reserve and Resilience and related concepts. The goal of the Collaboratory is to come to a consensus across the research community on operational definitions to further a cohesive research goal encompassing age-related and disease related cognitive decline.



OBJECTIVES

1. **ANNUAL WORKSHOP** – A novel approach to workshop where researchers from diverse background will have the opportunity to brainstorm the concept of reserve and resilience with each other and bring about consensus driven operational definitions.
2. **CREATE FOCUSED WORKGROUPS** – Establishing workgroups that will develop strategies to address specific plan across scientific disciplines.
3. **IDENTIFY AND FUND PILOT GRANTS** – Committees to identify promising research themes and fund pilot studies.
4. **DEVELOP DATA AND INFORMATION SHARING PLATFORMS** – Creating database of datasets relevant to the definitions for collaborative analytical research.



EXECUTIVE COMMITTEE MEMBERS

Yaakov Stern, PhD, Chair

Columbia University

Marilyn Albert, PhD

Johns Hopkins University

Carol Barnes, PhD

University of Arizona

Roberto Cabeza, PhD

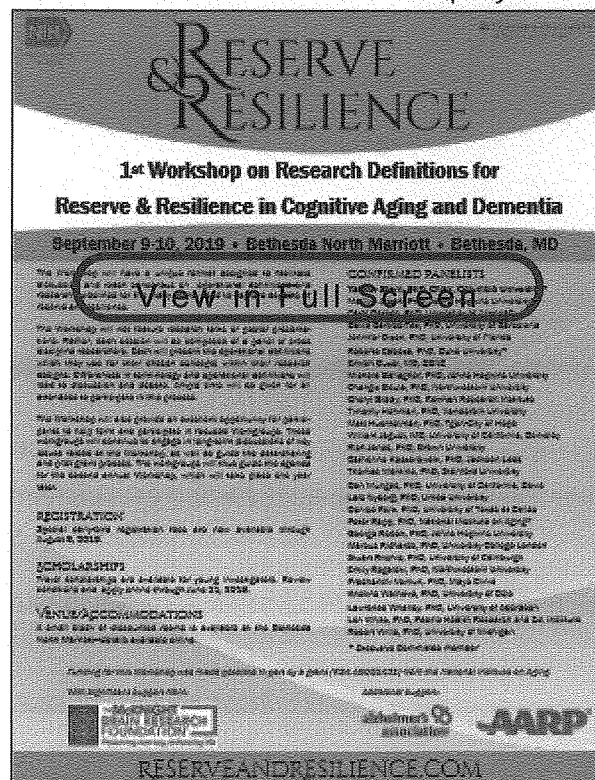
Duke University

Peter Rapp, PhD
National Institute on Aging

AT A GLANCE:
1st WORKSHOP ON RESEARCH DEFINITIONS FOR RESERVE AND RESILIENCE IN COGNITIVE AGING AND DEMENTIA

September 9 – 10, 2019 – Bethesda, MD, USA

Download and share the Workshop Flyer!



The workshop will have a unique format where researchers from across the field of age-related cognitive studies will have the opportunity to contribute to the formation of operational definitions and framework for future research. We estimate an audience of approximately 250-300 researchers from across the globe

1st Workshop Deliverables:

- Consensus driven operational definitions and framework for the concepts.
- Formation of workgroups that will address key programmatic issues for the research on the lines of the defined concepts.

Day I – Opening remarks (Executive committee) and Panel Discussions on the present heterogeneous definitions followed by peer-supported discussions with the audience.

2. Day II – Work groups (tentative workgroups)

- Animal models of aging
- Animal to human translational studies
- Data sharing
- Grants for Pilot studies in novel research topics



COUNTDOWN TO WORKSHOP

076 : 15 : 56 : 35
Day Hrs Min Sec

COUNTDOWN TO TRAVEL SCHOLARSHIP DEADLINE

000 : 00 : 00 : 00
Day Hrs Min Sec

Remind me of these deadlines!

Consider joining us as a sponsor!



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