

McKnight Brain Research Foundation (MBRF)

McKnight Brain Institutes (MBI)

Communications Working Group

An Advisory Group to the Board of Trustees

Purpose

The purpose of the Communications Working Group is to advise the McKnight Brain Research Foundation Board of Trustees on strategies to raise the level of public awareness about the importance and value to society of research in cognitive aging and age-related memory loss; to enhance public understanding of maintaining cognitive function and preserving memory; foster greater recognition of the history, achievements and current work of the McKnight Brain Research Foundation (MBRF); highlight the scientific research conducted within the network of McKnight Brain Institutes (MBIs); and share this information with the public in a relatable, engaging manner utilizing the McKnight network of experts.

The Communications Working Group will share expertise and ideas for elevating the McKnight Brain Research Foundation brand, will identify communication tools, resources, and audience segments, develop key messages, identify experts as possible spokespeople, identify media contacts, will suggest research of interest to the public, and will advise and recommend development of materials to share with MBRF and across the MBI network. The Communications Working Group will advise the MBRF Board of Trustees on the feasibility for national outreach including a public awareness campaign and will provide input into a communications plan to be reviewed and approved by the Board of Trustees.

Members

The Communications Working Group shall consist of 1 to 3 members from each McKnight Brain Institute. MBI Leadership shall nominate members who have expertise in one or more of these areas: communications, publications, marketing, website development, digital strategies, public relations, media relations, and/or other externally focused areas. Trustee Members will be appointed by the Chairman of the MBRF and, with the Chairman of the MBRF, these trustees will serve as ex officio members of the Communications Working Group. The Executive Director of the MBRF will serve as Chairman of the Communications Working Group.

Meetings

The Communications Working Group shall meet by phone at those times and places as determined by the membership of the group. The Communications Working Group may meet in person annually at the inter-institutional meeting of the McKnight Brain Institutes as determined by the Trustees of the McKnight Brain Research Foundation.