



McKnight Brain Research Foundation Strategic Plan



McKnight Brain Research Foundation Vision Statement:

To:

“Improve the quality of life through the understanding and alleviation of age related memory loss.”

Approved October 18, 2006

Reaffirmed November 1, 2012



McKnight Brain Research Foundation Value Statement:

- *Honesty/Integrity*
 - *The McKnight Brain Research Foundation (MBRF) conducts its affairs with the highest degree of honesty, integrity, and accountability and expects the same of others*
- *Commitment*
 - *The MBRF is committed to its vision to understand and alleviate age-related memory loss, and expects the same of its grant recipients and research partners*
- *Discovery*
 - *The MBRF values scientific curiosity and discovery leading to clinical intervention in age related memory loss*

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McKnight Brain Research Foundation Mission Statement

- **Lead** in generating interest and support of scientific research to understand and alleviate age-related memory loss
- **Inspire** commitment and shared vision in the understanding and alleviation of age-related memory loss
- **Nurture** scientists dedicated to the exploration of innovative research initiatives in age-related memory loss
- **Promote** collaboration and communication among research scientists, institutions, and organizations engaged in research in age-related memory loss
- **Partner** with research scientists, institutions, and organizations to promote research to understand and alleviate age-related memory loss
- **Recognize and Reward** significant achievement in discoveries leading to clinical intervention to understand and alleviate age-related memory loss

Approved December 11, 2006
Reaffirmed November 1, 2012



Mission, Goal, Strategy Planning

Mission Statement	Goal	Strategies
<ul style="list-style-type: none"> Lead in generating interest and support of scientific research to understand and alleviate age-related memory loss 	<ul style="list-style-type: none"> Increase the number of institutions, researchers, organizations and scientists whose focus is to understand and alleviate age-related memory loss Explore new avenues of potential research within the scientific community which could lead to the development of therapeutic and behavioral interventions and, ultimately, to improved outcomes for cognitive aging Raise the level of awareness both within the scientific community and among the public about the importance of research in cognitive aging and its tremendous value to society 	<ul style="list-style-type: none"> Grant/Gift agreements FNIH/NIA/MBRF Summit Website, media, communications Seminars, symposia, colloquia Inter-Institutional Meeting Leadership Council Travel Award Program IOM Study Assess the status of the current scientific knowledge in the normal aging and changes in cognition associated with the aging process Identify research scientists whose research focus is compatible with the MBRF vision Citations in publications and presentations Investment policy Governance and Succession Planning On-going assessment of the Foundation and all Foundation sponsored initiatives to assure satisfactory progress towards meeting the goals of the Foundation



Mission, Goal, Strategy Planning

Mission Statement	Goal	Strategies
<ul style="list-style-type: none"> Lead in generating interest and support of scientific research to understand and alleviate age-related memory loss 	<ul style="list-style-type: none"> Identify cross-disciplinary research emphasizing practical approaches to the development of therapeutic and lifestyle interventions designed to facilitate cognitive trajectories in the aging population Assure the progress towards the vision and goals of the Foundation is achieved MBRF strives for success in the management of the foundation and its support of research initiatives in age related memory loss 	<ul style="list-style-type: none"> Grant/Gift agreements FNIH/NIA/MBRF Summit Website, media, communications Seminars, symposia, colloquia Inter-Institutional Meeting Leadership Council Travel Award Program IOM Study Assess the status of the current scientific knowledge in the normal aging and changes in cognition associated with the aging process Identify research scientists whose research focus is compatible with the MBRF vision Citations in publications and presentations Investment policy Governance and Succession Planning On-going assessment of the Foundation and all Foundation sponsored initiatives to assure satisfactory progress towards meeting the goals of the Foundation

Mission, Goal, Strategy Planning

Mission Statement	Goal	Strategies
<ul style="list-style-type: none"> Inspire commitment and shared vision in the understanding and alleviation of age related memory loss 	<ul style="list-style-type: none"> Educate and raise the level of awareness in the scientific community about the importance of research in cognitive aging and its tremendous value to society Encourage the increase of the number of institutions, scientists, researchers, organizations that share the vision Foster an environment that would enhance the interest and focus on the recruitment of highly talented individuals into the field Educate and raise the level of awareness among the public about the importance of research in cognitive aging, the impact on their lifestyle and families. 	<ul style="list-style-type: none"> Grant/Gift agreements Increase the number of graduate and post-doctoral students in the field MBRF hosted Society for Neuroscience Poster Session Website, media, communications Seminars, symposia, colloquia, etc. Targeted awards, for both new investigators and students National spokesperson

Mission, Goal, Strategy Planning

Mission Statement	Goal	Strategies
<ul style="list-style-type: none"> Promote collaboration and communication among research scientists, institutions, and organizations engaged in research in age-related memory loss 	<ul style="list-style-type: none"> Increase collective understanding and knowledge of the process of learning and age related memory loss Sharing of the information and research in age-related memory loss Accelerate discoveries leading to the understanding and alleviation of age related memory loss 	<ul style="list-style-type: none"> Requirements in Grant/Gift agreements to collaborate FNIH/NIA/MBRF Summit Website, media, communications Scientific Publications Seminars, symposia, colloquia Inter-Institutional Meeting Leadership Council Focus groups Travel Award Program IOM Study MBRF hosted Society for Neuroscience Poster Session Site visits Recognition and rewards Establishing Brain Institutes committed to the vision of MBRF



Mission, Goal, Strategy Planning

Mission Statement

- Nurture scientists dedicated to exploration and innovative research initiatives in age related memory loss

Goal

- Encourage, maintain, support scientists whose focus is to understand and alleviate age-related memory loss
- Foster innovation
- Expand the number of research scientists whose focus is to understand and alleviate age-related memory loss

Strategies

- Ensuring that the institution fosters an environment conducive to the success of the research scientist
- Seed grants directed toward innovation
- New investigator awards
- Travel Award Program
- Track all post-doctoral students in programs or institutions that have received MBRF funding
- Increase the number of graduate and post-doctoral students in the field
- MBRF hosted Society for Neuroscience Poster Session



Mission, Goal, Strategy Planning

Mission Statement

- Partner with research scientists, institutions, and organizations to promote research to understand and alleviate age-related memory loss

Goal

- Leverage the financial and intellectual resources of the Foundation
- Raise the level of awareness of the understanding and alleviation of age-related memory loss
- Promote cooperation and collaboration within the scientific community
- Through partnerships, explore new avenues of potential research within the scientific community which could lead to the development of therapeutic, behavioral and life style interventions to improve outcomes for the aging

Strategies

- FNIH/NIA/MBRF Summit
- Seminars, symposia, colloquia
- Establish McKnight Brain Institutes
- Grant/Gift agreements
- Research Partnership with NIA and FNIH
- Partner with other national organizations
- Match funding with MBRF

Mission, Goal, Strategy Planning

Mission Statement	Goal	Strategies
<ul style="list-style-type: none"> Recognize and Reward significant achievement in discoveries leading to clinical intervention to understand and alleviate age-related memory loss 	<ul style="list-style-type: none"> Provide Incentive and encouragement Increase awareness Focus the outcome on clinical applications Expand the number of research scientists whose focus is to understand and alleviate age-related memory loss Reward and retain existing talent within the field Recognition 	<ul style="list-style-type: none"> Research prize awards Young investigator awards Seed grants New investigator awards Develop relationships with other institutions and organizations to increase awareness Individual communication Public Communication



Criteria for consideration of potential partnership opportunities

- Receptivity
- Matching funds
- Reputation
- Impact
- Opportunity for synergy
- Monitoring requirements
- Potential for success
- Physical and human resources (facilities and manpower)
- Honesty, integrity and commitment to transparency and accountability

Approved November 1, 2012



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