



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

Reaffirmed October 14, 2014

Reaffirmed February 6, 2017



McKnight Brain Research Foundation Value Statement:

- *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*
- *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*

*Approved October 18, 2006
Reaffirmed November 1, 2012
Reaffirmed February 6, 2017*



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 intended for clinical application 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

Amended October 14, 2014

Amended February 6, 2017

* The specific influence of aging on memory loss



Mission, Goal, Strategy Planning

Mission Statement

- Lead in generating interest and support of scientific research to understand and alleviate age-related memory loss

Goal

- 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 age related memory loss
- Raise the level of awareness both within the scientific community and among the public about the importance of research in age related memory loss and its tremendous value to society

Strategies

- Grant/Gift agreements
- FNIH/NIA/MBRF Summit
- Public outreach communications plan-Tactics-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
- Research Partnership (NIA)
- Inter-disciplinary cores
- Develop an annual operating plan and budget
- Consider communications as a partnership approach for future discussions



Mission, Goal, Strategy Planning

Mission Statement

- Lead in generating interest and support of scientific research to understand and alleviate age-related memory loss

Goal

- 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
- Influence the content of curricula for undergraduate, postgraduate medical education
- Influence the requirements for both initial and maintenance of board certification and professional licensure

Strategies

- Grant/Gift agreements
- FNIH/NIA/MBRF Summit
- Develop a Communications Plan – tactics, 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
- Research Partnerships (NIA)
- Inter-disciplinary cores
- Educate and advocate curricula standards with examining boards and accrediting bodies
- Educate and advocate with professional testing, licensing and accrediting authorities



Mission, Goal, Strategy Planning

Mission Statement

Goal

Strategies

- Inspire commitment and shared vision in the understanding and alleviation of age related memory loss

- Educate and raise the level of awareness in the scientific community about the importance of research in age-related memory loss and its tremendous value to society
- Encourage the increase in 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 age related memory loss, the impact on their lifestyle and families.
- Attract and cultivate partners to leverage awareness, education and funding of age-related memory loss.

- Grant/Gift agreements
- Increase the number of graduate and post-doctoral students in the field
- MBRF hosted Society for Neuroscience Poster Session
- Develop a Communications plan – tactics, Website, media, communications
- Seminars, symposia, colloquia, etc.
- Targeted awards, for both new investigators and students
- National spokesperson
- IOM study
- NIA Partnership
- Targeted outreach to potential partners (public and private foundations, etc.)
- Conversation with grantee institutions Memory Intervention Core to leverage strategies
- Endowed Chairs
- Lectureship



Mission, Goal, Strategy Planning

Mission Statement

Goal

Strategies

- Promote collaboration and communication among research scientists, institutions, and organizations engaged in research in age-related memory loss

- 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
- Increase awareness of current research within the scientific community for age related memory loss

- 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
- Research Partnerships
- Shared database of list of projects, scientists, etc. with brief description, contact person info
- CME offerings
- Block grants



Mission, Goal, Strategy Planning

Mission Statement

- Nurture scientists dedicated to exploration and innovative research initiatives intended for clinical application in age-related memory loss

Goal

- Encourage and support scientists whose main 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
- Facilitate development of therapeutic interventions for 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 fellows and/or trainees in programs or institutions that have received MBRF funding
- Increase the number of graduate and post-doctoral fellows and/or trainees in the field
- MBRF hosted Society for Neuroscience Poster Session
- Clinical research fellowship awards either alone or in partnership with other funding individuals or organizations



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 population
- Attract and cultivate partners to leverage awareness, education and funding of age-related memory loss.

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
- Targeted outreach to potential partners
- Consider communications as a partnership approach for future discussions
- Inter-Institutional Meetings



Mission, Goal, Strategy Planning

Mission Statement

- Recognize and Reward significant achievement in discoveries leading to clinical intervention to understand and alleviate age-related memory loss

Goal

- 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
- Recognize scientific achievements in age related memory loss

Strategies

- 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
- MBRF hosted Society for Neuroscience Poster Session
- Clinical research fellowship awards either alone or in partnership with other funders or organizations



Guidelines for funding

- Receptivity
- Amount of investment by MBRF, duration and ability to leverage matching funds
- Reputation
- Impact
- Innovation
- 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
Amended October 14, 2014
Amended February 6, 2017*



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