



McKNIGHT BRAIN
RESEARCH FOUNDATION
— *Preserving memory, enhancing life*

STRATEGIC PLAN

2024 - 2026

Approved by Board of Trustees on October 23, 2023

STRATEGIC PLAN

2024 - 2026

The McKnight Brain Research Foundation initiates this strategic plan reflective of critical priorities and strategies to advance its purpose, position, and operations. This strategic plan’s content is derived from a comprehensive analysis of the Foundation and the input of its Trustees and stakeholders. This plan is a ‘living’ document that can be updated and revised as it is implemented.

The duration of this strategic plan spans January 1, 2024 to December 31, 2026.

For the purpose of this strategic plan, the McKnight Brain Research Foundation defines cognitive aging as follows: Although cognition is sometimes equated with memory, cognition is multidimensional because it involves a number of interrelated abilities that depend on brain anatomy and physiology. Distinguishing among those component abilities is important since they play different roles in the processing of information and behavior and are differently impacted by aging. A conceptual definition of cognitive aging is a process of gradual, ongoing, yet highly variable changes in cognitive functions that occur as people get older. Cognitive aging is a lifelong process. It is not a disease or a quantifiable level of function.*

(*Source: National Academies of Sciences, Engineering, and Medicine. 2015. *Cognitive Aging: Progress in Understanding and Opportunities for Action*. Washington, DC: The National Academies Press.)

MISSION STATEMENT

To enhance life by preserving memory and supporting healthy cognitive aging through research and education
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VISION STATEMENT

A healthy brain throughout life

CORE VALUES

Integrity – Commitment – Discovery – Collaboration – Inspiration – Inclusion
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GOALS	OBJECTIVES
<p>Advance research and scientific knowledge associated with age-related cognitive decline and memory loss</p> <p>Educate the public and healthcare professionals about age-related cognitive decline and memory loss</p>	<p>Invest in and promote research focused on healthy cognitive aging</p> <p>Place understanding about the naturally aging brain and optimal cognition at the forefront of public awareness</p> <p>Position the Foundation as the thought leader, research catalyst, and resource in age-related cognitive decline and memory loss</p> <p>Ensure the organizational structure, resources, and capacity to operate, advance, and sustain the Foundation and its mission</p>



OBJECTIVE: Invest in and promote research focused on healthy cognitive aging				
STRATEGIES	SUCCESS MEASURE	TIME FRAME	RESPONSIBILITY	PROGRESS
Identify research gaps in healthy cognitive aging and direct funding to support associated research	Designated and funded research priorities through strategic partnerships	2024 - 2026	Research Committee	
Increase number of research applicants and grantees focused on the application of research in healthy cognitive aging beyond the McKnight Brain Institutes	Number, diversity, and impact of funded applications beyond the McKnight Brain Institutes	2024 - 2026	Research Committee / Executive Director	
Evaluate McKnight Brain Institutes individually and collectively to ensure advancement of Foundation's mission and defined metrics	Quantified impact of McKnight Brain Institute investment Uniformity of McKnight Brain Institute reporting	Metrics & Uniformity Reporting 2024 Quantified Impact 2024 - 2026	Board / Research Committees / External Reviewers	
Define and improve collaborative research and coordination across McKnight Brain Institutes	Frequency and amount of collaborative work among McKnight Brain Institute leaders and researchers	Definition 2024 Improvement 2025 - 2026	McKnight Brain Institute Leadership Council / Board Chair	
Increase research dissemination beyond research and academic communities	Frequency, amount, and impact of research dissemination within the public arena	2024 - 2026	Communications Working Group / BRG Communications	



OBJECTIVE: Place education about the naturally aging brain and optimal cognition at the forefront of public awareness				
STRATEGIES	SUCCESS MEASURE	TIME FRAME	RESPONSIBILITY	PROGRESS
Develop and launch a comprehensive campaign that demonstrates what normal brain aging is and what to expect to reassure the public and mitigate fear	Number of media placements with message mentions on normal brain aging Audience engagement with online campaign tools and resources as measured by number of visited pages and downloaded resources	2024 - 2026	BRG Communications / Strategic Communications Consultant / Education Committee	
Act as a resource for healthcare professionals by equipping them with resources and information about cognitive aging and memory loss they can share with their patients	Number of resource materials delivered to the healthcare professional community and surrounding key audiences Number of thought leadership opportunities secured at healthcare professional focused conferences and events	2024 - 2026	BRG Communications / Strategic Communications Consultant / Executive Director	
Create a hub on the Foundation website to house resources for consumers and healthcare professionals, including	Number of resources downloaded from the hub	2024 - 2026	BRG Communications / Strategic Communications Consultant /	



campaign-specific tools and resources from other leading aging and brain health organizations	Number of other leading organizations featured on Foundation's website hub and reciprocal visibility		Executive Director / Education Committee	
Reach younger audiences (age 35 to 50) and engage them with campaign messages and tools where they consume related information	Number of impressions secured Number of media articles generated Social media reach and engagement, including increase in social media followers, likes, shares, and engagements with posts Increased web traffic Number of digital influencers engaged with campaign and reach of their audiences	2024 - 2026	BRG Communications / Strategic Communications Consultant / Education Committee	



OBJECTIVE: Position the Foundation as the thought leader, research catalyst, and resource in age-related cognitive decline and memory loss				
STRATEGIES	SUCCESS MEASURE	TIME FRAME	RESPONSIBILITY	PROGRESS
Confirm and operationalize the definitions of cognitive aging, cognitive health, brain health, and related terms for public-facing messaging	Documented definitions approved by the Trustees	2024	Communications Committee / Education Committee / BRG Communications / Strategic Communications Consultant / Executive Director	
Reinforce the Foundation’s position as leading research supporting organization on cognitive aging by leveraging the credibility and voice of its Trustees and McKnight Brain Institute experts	Foundation acknowledgement in funded and affiliated researchers’ journal articles Number of experts quoted in media articles with Foundation recognition Number of speaking opportunities secured for the Foundation and McKnight Brain Institute experts	2024 - 2026	BRG Communications / Strategic Communications Consultant / Executive Director	



<p>Be a convenor and collaborator with other leading aging and brain health organizations</p>	<p>Quality of strategic partnerships secured and activated</p> <p>Number of Foundation resources and information shared via partner channels and distribution networks</p> <p>Number of partner resources featured or shared on Foundation website hub and reciprocal visibility</p> <p>Improvement in Foundation's search ranking for relevant terms</p>	<p>2024 - 2026</p>	<p>BRG Communications / Executive Director / Board</p>	
<p>Build share of voice to reach audiences multiple times through a variety of mediums</p>	<p>Number of brand mentions in media placements</p> <p>Increase in share of voice as measured by percentage of articles on relevant topics that include the Foundation</p> <p>Number of Foundation and McKnight Brain Institute experts quoted in media placements</p>	<p>2024 - 2026</p>	<p>BRG Communications / Strategic Communications Consultant</p>	



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	Improvement in Foundation's search ranking for relevant terms			
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OBJECTIVE: Ensure the organizational structure, resources, and capacity to operate, advance, and sustain the Foundation and its mission				
STRATEGIES	SUCCESS MEASURE	TIME FRAME	RESPONSIBILITY	PROGRESS
Clarify and update board and staff roles, responsibilities, and functions	Trustee and staff roles and responsibilities aligned with function Leveraged Executive Director capacity	Completion 2024 Oversight Support 2025 - 2026	Board / Executive Director / Legal Counsel	
Review Foundation governance documents to ensure alignment with Foundation direction and requirements, updating as applicable	Up-to-date and relevant governance documents including as informed by determined role clarity	2024	Membership and Governance Committee	
Review, monitor, and build board membership to optimize Trustee diversity and skill sets	Documented and executed board membership recruitment plan Reviewed and monitored board diversity and skill sets	2024 - 2026	Membership and Governance Committee / Board	
Develop and implement board succession plan for Officers and Trustees based on governance best practice	Documented and executed plan for board officers' development and succession Documented and executed board	2025	Membership and Governance Committee / Board	



	membership recruitment plan			
Evaluate and secure a technology platform to track Foundation activities and metrics	Single operational database to document, track, and report performance to the Foundation	2024 - 2025	Executive Director / Corporate Trustee / Board	