



**STRATEGIC PLAN  
IMPLEMENTATION**

Color Coding

	On Target
	Working On
	Not Yet Initiated
	Attention Needed

OBJECTIVES	COMPLETED STRATEGIES	STRATEGIES IN PROCESS	PENDING STRATEGIES	STRATEGIES NEEDING ATTENTION	TARGET YEAR	PROGRESS DETAILS / NOTES
<b>OBJECTIVE:</b> Invest in and promote research focused on healthy cognitive aging			Identify research gaps in healthy cognitive aging and direct funding to support associated research		2024 - 2026	Ongoing discussion by the research committee; relaunch Pilot Grant Program may focus on specific research gaps
		Increase number of research applicants and grantees focused on the application of research in healthy cognitive aging beyond the McKnight Brain Institutes			2024 - 2026	Research committee has discussed several strategies to increase number of applicants to McKnight Innovator Awards (including adjusting the match requirement) and to the Clinical Translationa Research Scholarships. Any approved changes will be made in 2024 and tested to see if they have increased the number of aligned applications.
		Evaluate McKnight Brain Institutes individually and collectively to ensure advancement of Foundation's mission and defined metrics			Metrics & Uniformity Reporting 2024 Quantified Impact 2024 - 2026	Trustee Reviewer template MBI annual reports was piloted; template has been adjusted based on feedback provided by Trustees and will be discussed at the next research committee meeting, along with key metrics that should be gathered and evaluated
			Define and improve collaborative research and coordination across McKnight Brain Institutes		Definition 2024 Improvement 2025 - 2026	Pending conversations with Trustees to determine definition and goals/expectations related to frequency of collaborative work

		Increase research dissemination beyond research and academic communities			2024 - 2026	MBRF Team, BRG and Communications Working group collaborate on this goal. Communications campaign will enable broader research dissemination through the BrainWorks Research Hub, which has sections containing links to the latest research in cognitive aging, landmark studies, and "Hot Topics."
<b>OBJECTIVE:</b> Place education about the naturally aging brain and optimal cognition at the forefront of public awareness	Develop and launch a comprehensive campaign that demonstrates what normal brain aging is and what to expect to reassure the public and mitigate fear				2024 - 2026	This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024.
	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				2024 - 2026	This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024. The Brain Works hub contains resources for HCPs. Strategic outreach and specific strategies related to HCP audiences will take place during the second year of the campaign.
	Create a hub on the Foundation website to house resources for consumers and healthcare professionals, including campaign-specific tools and resources from other leading aging and brain health organizations				2024 - 2026	This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024, featuring the Bain Works resource hub.
	Reach younger audiences (age 35 to 50) and engage them with campaign messages and tools where they consume related information				2024 - 2026	This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024, featuring the Bain Works resource hub. Strategic partnerships with other organizations can support this strtaegy as well.

**OBJECTIVE:** Position the Foundation as the thought leader, research catalyst, and resource in age-related cognitive decline and memory loss

<p>Confirm and operationalize the definitions of cognitive aging, cognitive health, brain health, and related terms for public-facing messaging</p>				<p>2024 - 2026</p>	<p>Trustees met on Nov 27, 2023 to review and affirm working definitions as outlined in the Campaign Terminology Guide. This guide is a living document that will continue to be reviewed and updated as needed, by Trustees and team.</p>
	<p>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</p>			<p>2024 - 2026</p>	<p>This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024, featuring the Bain Works resource hub and has a goal to position the MBRF as a leading voice in cognitive aging. Media interviews conducted by Trustees as well as the tremendous participation in CAS IV is further supporting the Foudnation's leadership role. Partnership outreach through the ED has also supported this strategy, with the MBRF having been formally invited to join AARP's BRain Health Action Coalition as a Founding Advisor and a Collaborator to AAN's Brain Health Initiative. CAS IV will continue to reinforce the MBRF's leadership in cognitive aging.</p>
	<p>Be a convenor and collaborator with other leading aging and brain health organizations</p>			<p>2024 - 2026</p>	<p>MBRF is collaborating with new partners: AARP's Brain Health Action and AAN Brain Health Initiative - along with existing partners.</p>
	<p>Build share of voice to reach audiences multiple times through a variety of mediums</p>			<p>2024 - 2026</p>	<p>This strategy is in development since July, 2023. The campaign successfully launched on March 22nd, 2024, featuring the Bain Works resource hub, and is intended to build share of voice and to reach multiple audiences through various platforms (web, social media, broadcast media, print media, speaking engagements, etc.)</p>
	<p>Clarify and update board and staff roles, responsibilities, and functions</p>			<p>2024</p>	<p>Trustees held Executive Session meeting with Legal Counsel on January 11, 2024. In process of identifying next steps.</p>

**OBJECTIVE:** Ensure the organizational structure, resources, and capacity to operate, advance, and sustain the Foundation and its mission

		Review Foundation governance documents to ensure alignment with Foundation direction and requirements, updating as applicable		2024 - 2026	Pending decisions from previous strategy
	Review, monitor, and build board membership to optimize Trustee diversity and skill sets			2024 - 2026	M&G Committee discussed In March 2024 - not to recruit additional new Trustees for the time being; board is currently well-rounded
	Develop and implement board succession plan for Officers and Trustees based on governance best practice			2024 - 2026	M&G Committee discussed In March 2024 - not to recruit additional new Trustees for the time being; board is currently well-rounded
	Evaluate and secure a technology platform to track Foundation activities and metrics			2024 - 2026	Initial exploration of options has started; further evaluation will take place after campaign launch



**Color Coding**

	On Target (Met or Exceeded)
	Closely Aligned
	Not Achieved

**IMPLEMENTATION ACCOMPLISHMENTS**

SUCCESS MEASURES	2024 ACHIEVEMENT	2025 ACHIEVEMENT	2026 ACHIEVEMENT	NOTES
<b>OBJECTIVE: Invest in and promote research focused on healthy cognitive aging</b>				
Designated and funded research priorities through strategic partnerships	x	x	x	Research committee to identify specific priority areas/gaps
Number, diversity, and impact of funded applications beyond the McKnight Brain Institutes	x	x	x	Will measure after the 2024 funding cycles with AFAR and AAN/ABF
Quantified impact of McKnight Brain Institute investment	x	x	x	Metrics and Uniformity of Reporting - 2024; Quantified Impact - 2025-26
Uniformity of McKnight Brain Institute reporting	x	x	x	Metrics and Uniformity of Reporting - 2024; Quantified Impact - 2025-26
Frequency and amount of collaborative work among McKnight Brain Institute leaders and researchers	x	x	x	Definition - 2023; Improvement in 2025-26
Frequency, amount, and impact of research dissemination within the public arena	x	x	x	Measured through the Brain Works Campaign
<b>OBJECTIVE: Place education about the naturally aging brain and optimal cognition at the forefront of public awareness</b>				
Number of media placements with message mentions on normal brain aging	x	x	x	Measured through the Brain Works Campaign
Audience engagement with online campaign tools and resources as measured by number of visited pages and downloaded resources	x	x	x	Measured through the Brain Works Campaign
Number of resource materials delivered to the healthcare professional community and surrounding key audiences	x	x	x	Measured through the Brain Works Campaign
Number of thought leadership opportunities secured at healthcare professional focused conferences and events	x	x	x	Measured through the Brain Works Campaign

Number of resources downloaded from the hub	x	x	x	Measured through the Brain Works Campaign
Number of other leading organizations featured on Foundation's website hub and reciprocal visibility	x	x	x	Measured through the Brain Works Campaign
Number of impressions secured	x	x	x	Measured through the Brain Works Campaign
Number of media articles generated	x	x	x	Measured through the Brain Works Campaign
Social media reach and engagement, including increase in social media followers, likes, shares, and engagements with posts	x	x	x	Measured through the Brain Works Campaign
Increased web traffic	x	x	x	Measured through the Brain Works Campaign and outreach conducted by ED
Number of digital influencers engaged with campaign and reach of their audiences	x	x	x	Measured through the Brain Works Campaign
<b>OBJECTIVE: Position the Foundation as the thought leader, research catalyst, and resource in age-related cognitive decline and memory loss</b>				
Documented definitions approved by the Trustees	x	x	x	Completed
Foundation acknowledgement in funded and affiliated researchers' journal articles	x	x	x	Perhaps we should explicitly ask for this data point in the MBI annual reports, and send a kind reminder to acknowledge the MBRF in research articles that have benefited from the MBRF endowment/grants/investments
Number of speaking opportunities secured for the Foundation and McKnight Brain Institute experts	x	x	x	Measured through the Brain Works Campaign and outreach conducted by ED
Quality of strategic partnerships secured and activated	x	x	x	Outreach being done by the ED; will need to develop measures of success to evaluate this strategy
Number of Foundation resources and information shared via partner channels and distribution networks	x	x	x	Measured through the Brain Works Campaign and outreach conducted by ED

Number of partner resources featured or shared on Foundation website hub and reciprocal visibility	x	x	x	Measured through the Brain Works Campaign and outreach conducted by ED
Improvement in Foundation's search ranking for relevant terms	x	x	x	Measured through the Brain Works Campaign and outreach conducted by ED
<b>OBJECTIVE: Ensure the organizational structure, resources, and capacity to operate, advance, and sustain the Foundation and its mission</b>				
Trustee and staff roles and responsibilities aligned with function	x	x	x	Pending Further Discussion
Leveraged Executive Director capacity	x	x	x	Pending Further Discussion
Up-to-date and relevant governance documents including as informed by determined role clarity	x	x	x	Pending Further Discussion
Documented and executed board membership recruitment plan	x	x	x	M&G Committee discussed - not to recruit additional new Trustees for the time being; board is currently well-rounded
Reviewed and monitored board diversity and skill sets	x	x	x	M&G Committee discussed - not to recruit additional new Trustees for the time being; board is currently well-rounded
Documented and executed plan for board officers' development and succession	x	x	x	M&G Committee discussed - this will be a discussin item to revisit at meetings, to include careful tracking of board member terms
Single operational database to document, track, and report performance to the Foundation	x	x	x	In process; will accelerate exploration after campaign launch and CAS IV

