

**MINUTES**  
**MCKNIGHT BRAIN RESEARCH FOUNDATION**  
**BOARD OF TRUSTEES**  
**Strategic Planning Meeting**  
**October 23, 2023**

The strategic planning session of the Trustee’s meeting of the McKnight Brain Research Foundation (MBRF) was called to order at 8:00 AM EDT on October 23, 2023.

The following members were present:

Dr. Michael Dockery, Chair  
Dr. Madhav Thambisetty, Vice Chair  
Dr. Patricia A. Boyle, Trustee  
Dr. John Brady, Trustee  
Dr. Sharon A. Brangman, Trustee  
Dr. Allison Brashear, Trustee  
Dr. Roy H. Hamilton, Trustee  
Dr. Susan Pekarske, Trustee  
Dr. J. Lee Dockery, Chair Emeritus  
Ms. Melanie Cianciotto, Corporate Trustee,  
Truist Foundations and Endowments Specialty Practice

Others attending:

Dr. Angelika Schlanger, Executive Director  
Ms. Valerie Patmintra, Senior Communications Advisor  
Mr. Robert Wall, Legal Counsel  
Mr. Stephen Ferrante, Group Victory, LLC  
Ms. Jane Barwis, BRG Communications  
Mr. Shannon McDaniel, BRG Communications  
Ms. Kate Worthy, BRG Communications  
Ms. Nicole Grady, BRG Communications

**1. Welcome, Introductions & Objective**

Dr. Mike Dockery called the meeting to order and welcomed the facilitator, Dr. Stephen Ferrante, Principal Partner, Group Victory, LLC. Dr. Ferrante shared the agenda for today’s meeting with all in attendance.

**2. Strategic Planning Process & Deliverable**

Dr. Ferrante provided an overview of the Strategic Planning Process. The MBRF is in the planning phase. This is the third of three facilitated sessions. The first two facilitated sessions included a subgroup of Trustees who helped draft content for the plan to allow for

an efficient full-board planning meeting. During today's session the foundation's mission, vision, values, goals, objectives, strategies, and success measures will be discussed. This process will yield a 3-year strategic plan for the MBRF.

### **3. Pre-Planning Assessment Findings**

Dr. Ferrante shared an overview of the Pre-Planning Assessment findings with all in attendance (Attachment 1). The key findings included:

- Strengths of the foundation – mission dedication, healthy cognitive aging niche, founding trustees and chair's invaluable work, qualified and accomplished trustees, committee structure, financial stewardship, MBIs, existing partnerships and matching awards, motivated -full-time executive director, thoughtfulness in work and growth, forward-thinking positive direction, longevity;
- History of the foundation – accomplishments of single founding trustee, trustee driven and administered history, increase in board of trustees membership, addition of full-time executive director, interest beyond research agenda, solid foundation with evolving needs;
- Priorities of the foundation – research; education; communication; - health promotion focused/ not disease-based approach; ensure return on investments in all efforts; desire to be visible, distinct, reputable, national, cutting edge, go-to thought leader;
- Education and Communication – need to be integrated and messaging needs to be consistent and informed by consulting firm's work; - don't replicate existing efforts/leverage unique brand and partnerships; promote brand, mission & outcomes; ensure ROI measurement;
- Target audiences of the foundation – general public/consumers/end users, primary care practitioners/health providers, researchers;
- McKnight Brain Institutes – get more from institutes; - relationship & collaboration; increase recognition, visibility & co-branding, application of research/translational science, impact and dissemination of studies; - standard reporting format/ROI measurement; - role in education & communication;
- MBRF Trustees – demanding workload, need to focus on governance, need for role clarity, increase process and decision-making efficiency, diversify and expand board of trustees, succession planning;
- MBRF Executive Director -better use of the position, clearer direction for operations, leverage Executive Director's talent, set Executive Director up for success, leverage contractors

### **4. Strategic Plan Development & Finalization**

Dr. Ferrante shared the initial goals and objectives of the strategic plan as created by the sub-committee of trustees that participated in the first two facilitated sessions. After discussion, the trustees agreed upon two goals and four objectives for the MBRF 2024 – 2026 Strategic Plan.

The agreed upon goals are:

- Advance research and scientific knowledge associated with age-related cognitive decline and memory loss.
- Educate the public and healthcare professionals about age-related cognitive decline and memory loss.

The agreed upon objectives are:

- Invest in and promote research focused on healthy cognitive aging.
- Place understanding about the naturally aging brain and optimal cognition at the forefront of public awareness.
- Position the Foundation as the thought leader, research catalyst, and resource in age-related cognitive decline and memory loss.
- Ensure the organizational structure, resources, and capacity to operate, advance, and sustain the Foundation and its mission.

The trustees discussed and agreed upon strategies, success measures, time frame and responsible parties for each of the objectives. The trustees would like to discuss and further clarify the fourth objective in more detail amongst themselves, and this will be done at an Executive Session at a future date in December or January. Mr. Wall has offered to help facilitate this discussion.

### **BRG Presentation – Communications Campaign**

The BRG team presented an update on the campaign. The overview included sharing the two most popular campaign names and taglines, with options for creative logos. Each of the trustees shared which campaign name, tagline and logo they preferred. The next step is to test the two preferred campaign names, taglines and logos by administering a consumer survey.

### **5. Strategic Plan Approval**

The MBRF Strategic Plan as amended (Attachment 2) was approved unanimously.

There being no further business, the meeting was adjourned at 3:00 PM EDT.

Respectfully Submitted,



Melanie A. Cianciotto  
Truist Bank, Corporate Trustee