

Enhancing the Visibility of the Research Enterprise: Institute for Drug Resistance as a Prototype

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Objective:

Communicating Importance of the Scientific Enterprise --
Research success outpaces our scientific visibility.

Increase the visibility of the UMMS research through
developing a library of “TED-like” talks for lay audiences.

“Library” will be a key resource to our institution for public
outreach, philanthropy, scientific partnerships and recruiting
and inspiring new diverse students and colleagues.

Institute for Drug Resistance(IDR) as a Prototype

Strategy:

- Identify faculty cohort
- Train faculty in science communication
 - Alan Alda Center for Communicating Science
 - ASBMB – Art of Science Communication
 - TED talk Masterclass
- Practice Session
 - Communications Office
 - Development Office
- Record Videos (10-20)
- Edit Videos (10-20)
- Launch on Institutes and Investigators Websites
- Development/Philanthropy Opportunities
- Faculty/Student Recruitment
- Business Development / Private Sector Partnerships

Results:

- **IDR faculty (28 faculty in 11 Departments/Programs)**
Biochemistry / Emergency Medicine / Infectious
Diseases / Mass Biologics / Medicine/ Microbio & Physio
Systems / Molecular Cell & Cancer Biology / Population
& Quantitative Health Sciences / Program in Molecular
Medicine / RNA Therapeutics / System Biology
- **IDR faculty participated in Aida Communication (n=28)**
- **Practice pitches (n=17)**
- **Recorded Videos (2+7+6=15)**
- **7 preliminary videos edited**
- **Launching website and first faculty hire – FY 2022!**



www.umassmed.edu/idr

*Evidence of Success Cancer Center reached out wanting to
do something similar.

Institute for Drug Resistance

IDR@UMMS: Innovation to Deter Drug Resistance
Infectious Disease Cancer



Next Steps & Success Metrics:

Next Steps:

- **Videos deployed**
 - Institute for Drug Resistance Website
 - Faculty’s websites
 - Departmental websites
- **Videos for publicity**
 - Faculty recruitment
 - Graduate recruitment
 - Educational outreach
 - Philanthropic opportunities
 - Private/Corporate Partnerships

Metrics of Success

- **Increase Awareness about Drug Resistance**
 - Website traffic – “top 10 websites at UMMS”
- **Recruitment of faculty and students**
- **Increase in Sponsored Research Success**
 - Grants
 - Philanthropy
 - Corporate Sponsorship
- **Strategy adopted in Departments / Programs
at UMMS & Beyond**

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