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

Celia Schiffer, PhD, Professor Biochemistry and Molecular Pharmacology; Director Institute for Drug Resistance, University of Massachusetts Medical School, Worcester, MA
ELAM Mentor: Dean Terence Flotte, MD

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

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 Alda 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

Acknowledgements:
Jennifer Berryman, Vice Chancellor, Communications
Bryan Goodchild, Senior Video Producer
Christina Zollo, Administrative Assistant
Nese Kurt-Yilmaz, Associate Professor Biochemistry
Connie Johnson, Prescott Stewart, colleagues
Corporate and Foundation Relations
Sofia Bragg, Abdallah Abbas, colleagues
Business Development & Innovation

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