M-REACH Support Strategy

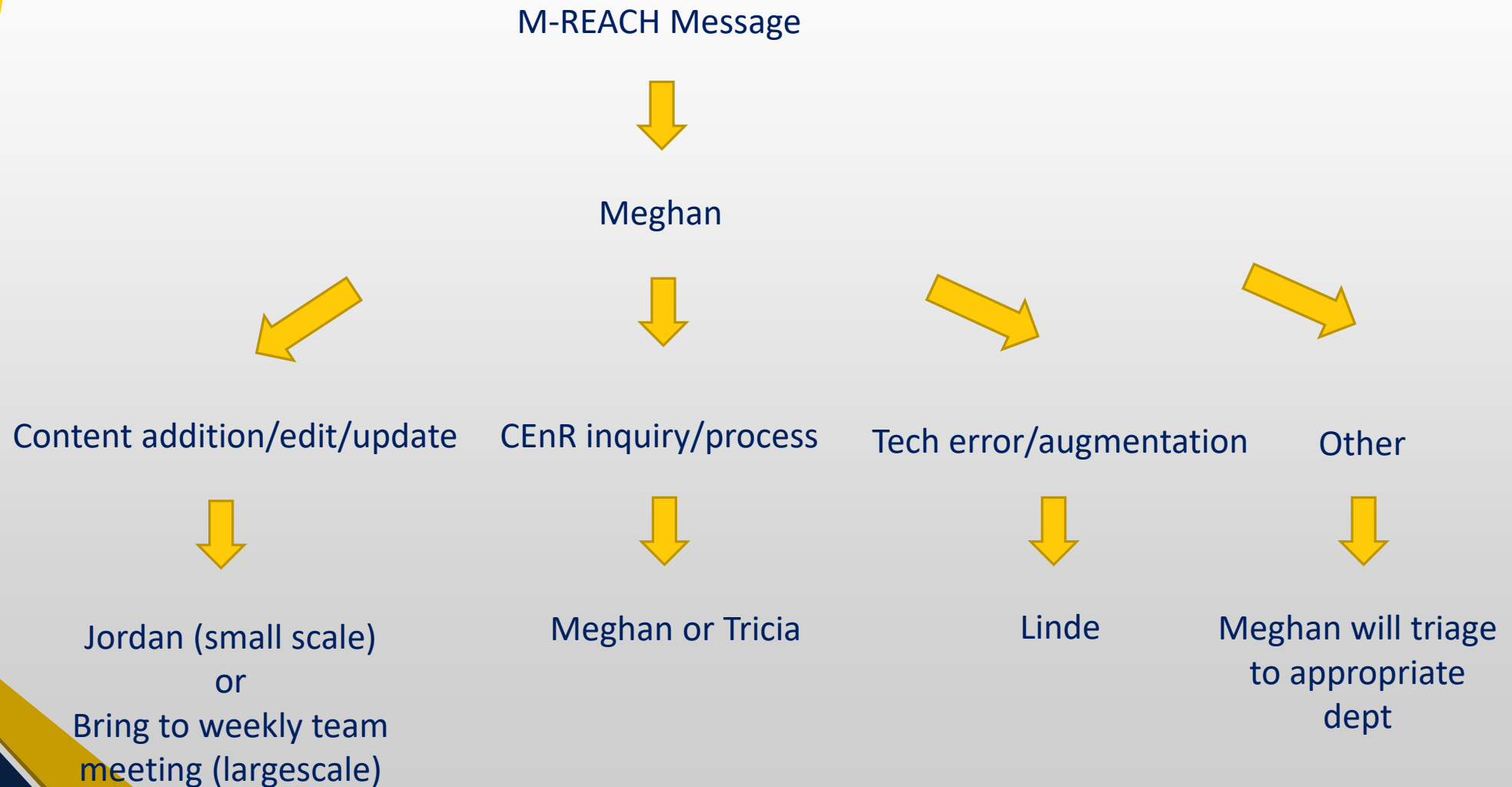Meghan, Jordan, Linde, and Tricia

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M-REACH Team

- Meghan-Product Manager
- Jordan-Communications Support
- Linde-Tech Support
- Tricia-Leadership Support
- Aalap-Leadership/Experiential Support
- Ayse-General Support/Guidance
- Karen-General Support/Guidance

*Team meets weekly

Decision Tree

M-REACH Message

⬇

Meghan

Content addition/edit/update   CEnR inquiry/process   Tech error/augmentation   Other

⬇   ⬇   ⬇   ⬇

Jordan (small scale)
or
Bring to weekly team
meeting (largescale)   Meghan or Tricia   Linde   Meghan will triage
to appropriate
dept

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Meghan

- 50-70% Time Dedication
  - Will flex based on demand

- Serve as Product Manager (job description pulled from LinkedIn)
  - Make strategic decisions, create a roadmap to guide product from conception through design and into wide release
  - Bridge the gap among the different departments involved in successfully bringing product to market, including R&D, engineering, manufacturing, marketing, sales, and customer support
  - Ultimate goal is the creation and launch of product – growing market and evolving to meet customer needs

Jordan

- 10-25% Time Dedication
- Marketing Plan:
  - Phases #1-2 (Internal)
  - Phase #3 (External)
  - Phase #4 (Users)
- Videos – Jordan H. + Linde
  - Instruction guide
  - Marketing: Feature promotion + Testimonies

Video #1 – Working Script

Are you a researcher looking to conduct studies that demonstrate clear impact on the health of local communities?
Or maybe you're part of a community organization fighting for better health for you and your neighbors?

What you need is each other--A reliable partner you can go to for resources and expertise. An equitable relationship based on trust and mutual goals.

This is a key facet of what we call community-engaged research, where academic institutions and community organizations come together to make real and lasting change in the form of practices, programs, and ultimately policies that mobilize resources and influence systems.

M-REACH is your hub for all your community-engaged resource needs. Walk through the research process, broaden your network, and get the support you need to ultimately improve the health of communities throughout Michigan.

M-REACH. Create an account today.

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Marketing Plan – Phase #1

Date	Audience	Channel(s)	Sender(s)
12-Oct-20	MM faculty	Personalized email	Erica + Tricia + Meghan
13-Oct-20	BBBB Retreat attendees	Demo, Q&A	Linde + Meghan
15-Oct-20	BBBB Retreat registrants	Mailchimp follow-up	Jordan
20-Oct-20	Key informants	Personalized email	Meghan
3-Dec-20	CE listserv	CE Bridges	Jordan
7-Dec-20	MICHR clientele	CEnR definition on MICHR website	Jordan + Nicole
9-Dec-20	MICHR listserv	Breakthrough	Jordan + Nicole

Marketing Plan – Phase #2

Date	Audience	Channel(s)	Sender(s)
	MICHR staff	All-Staff meeting	Tricia + Meghan + Linde
	MICHR staff ambassadors (Participant Recruitment, EMG, MIAP, etc.)	Personalized email	Tricia + Meghan + Jordan

Marketing Plan – Phase #3

Date	Audience	Channel(s)	Sender(s)
	MM + U-M faculty	Email invitation to select members	Deans of research
	MM + U-M faculty	Newsletters: MM Headline, U-M Record, and etc.	Jordan + Mary Masson
	MSU, Michigan Tech, Grand Valley faculty	Email invite: Be first users of new platform and ambassadors among peers	Erica + Tricia
	EMU, Wayne State, Western, Central faculty	Email invite: Tested by other universities	Erica + Tricia
	Community orgs	Email invite	CE Team
	Public	MICHR social: FB, Twitter	Jordan + Nicole
	Ginsberg Center + Detroit URC + Poverty Solutions + Susan Goold's IHPI Group + Targeted public	Roadshow (Virtual demo + Q&A) - Development process	Meghan + Linde + Jordan
	Market research + outreach	Email invite	Jordan (Research) + CE Team (Outreach)

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Marketing Plan – Phase #4

Date	Audience	Channel(s)	Sender(s)
	Already registered – Feature reminders	Personalized email	Jordan
	Targeted public	Testimony video	Jordan P + Jordan H

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Linde

- 2-5% Time Dedication (Present – March)

- 40% Time Dedication (April – July)

- COVID-19 topic page ✓

- Design v. 2 – Launch July 2021

  - Reassessment:

    - April 2021 or when we hit 100 users

Deliverables & Goals

- Year #1: Present – Feb 2022

- User goal: 100 by March 2021

  - Roadshows (Virtual Demo + Q&A) in community and academic settings

- Launch v.2 July 2021

  - Reassessment period, including user focus groups and testimonies

  - Transition to new CRM

- User goal: 1,000 by Feb 2022

- Developing strategy to incorporate UMHR community

Next Steps

- MICHR CE integration
  - Presentation, timeline, and check-ins to ensure team members are using M-REACH in their current and future projects
- Jordan - Market research: Target audiences
  - What universities and institutions should we be reaching out to specifically?
  - M-REACH ambassadors?
- Create evaluation plan with Eli and Ellen (evaluation core at MICHR)
  - Logic model is in draft form
- Aalap and Linde suggested dissemination among other CTSA CE Cores. We can form an adapters group to learn from each other

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