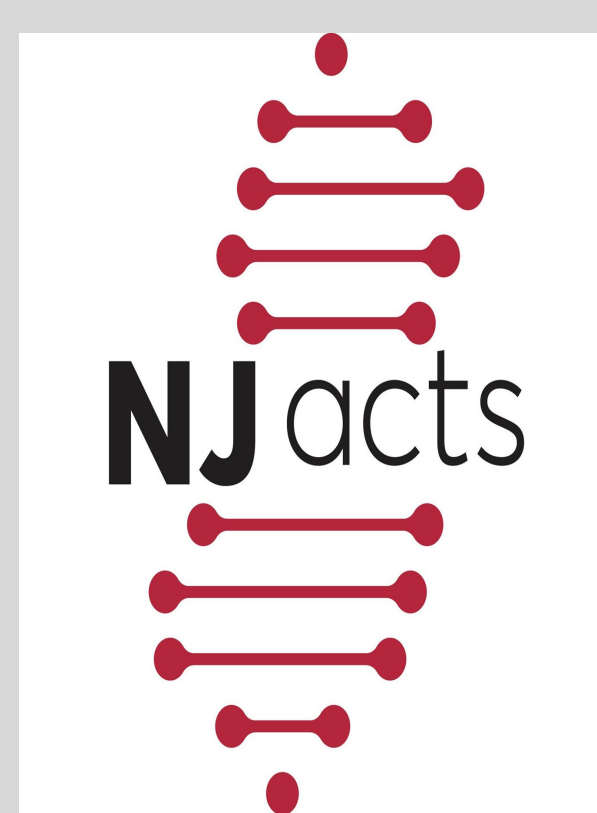


# Networking Strategies to Drive Clinical Research Management Workforce Engagement



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## Abstract

Professional networks can contribute several opportunities to stay continuously engaged with a community and its members. Networking can provide job opportunities, exchange of information, and development of professional and social contacts.

The goal of this project was to create a professional network for the Rutgers Clinical Research Management (CRM) program, a two-year master's level program at Rutgers School of Health Professions (SHP), to foster relationships between potential and current clinical research professional workforce members. The CRM Network was created based on a total of 30 Rutgers CRM community members who answered the engagement surveys. It was then transferred to the CRM Network Committee for implementation, development and management of future content, and future expansion.

The concept of the CRM Network was well received by the Rutgers SHP CRM community as a tool to foster relationships between current and future clinical research professionals.

## Methods/Approach

In order to construct a framework for the CRM network, an initial review of the social presence in master's level programs, including the Rutgers SHP community, several clinical research professional networks, and general social landscapes was conducted.

Subsequently, two Qualtrics surveys were created after the social presence review. The engagement questionnaires focused on demographic information, preferred method of engagement, desired network content, and various interests with supporting the network. The surveys were sent to Rutgers SHP CRM core and adjunct faculty, alumni, and key CRM stakeholders. Survey reminders were sent via LinkedIn and telephone.

In addition, two Rutgers SHP CRM faculty members and six alumni were interviewed via Zoom for further feedback. The data from these surveys were analyzed in Excel.

## Results

The surveys were sent to 102 individuals, and of those, approximately 30 people responded. Analysis of survey results indicated respondents preferred engagement through email or LinkedIn. Desired engagement content included alumni/faculty news, workforce opportunities, and networking events. In addition, participants indicated they would be interested in supporting the CRM Network through various methods (Figure 1). "Speak at networking events" (in-person, remote, and social) was the highest interest.

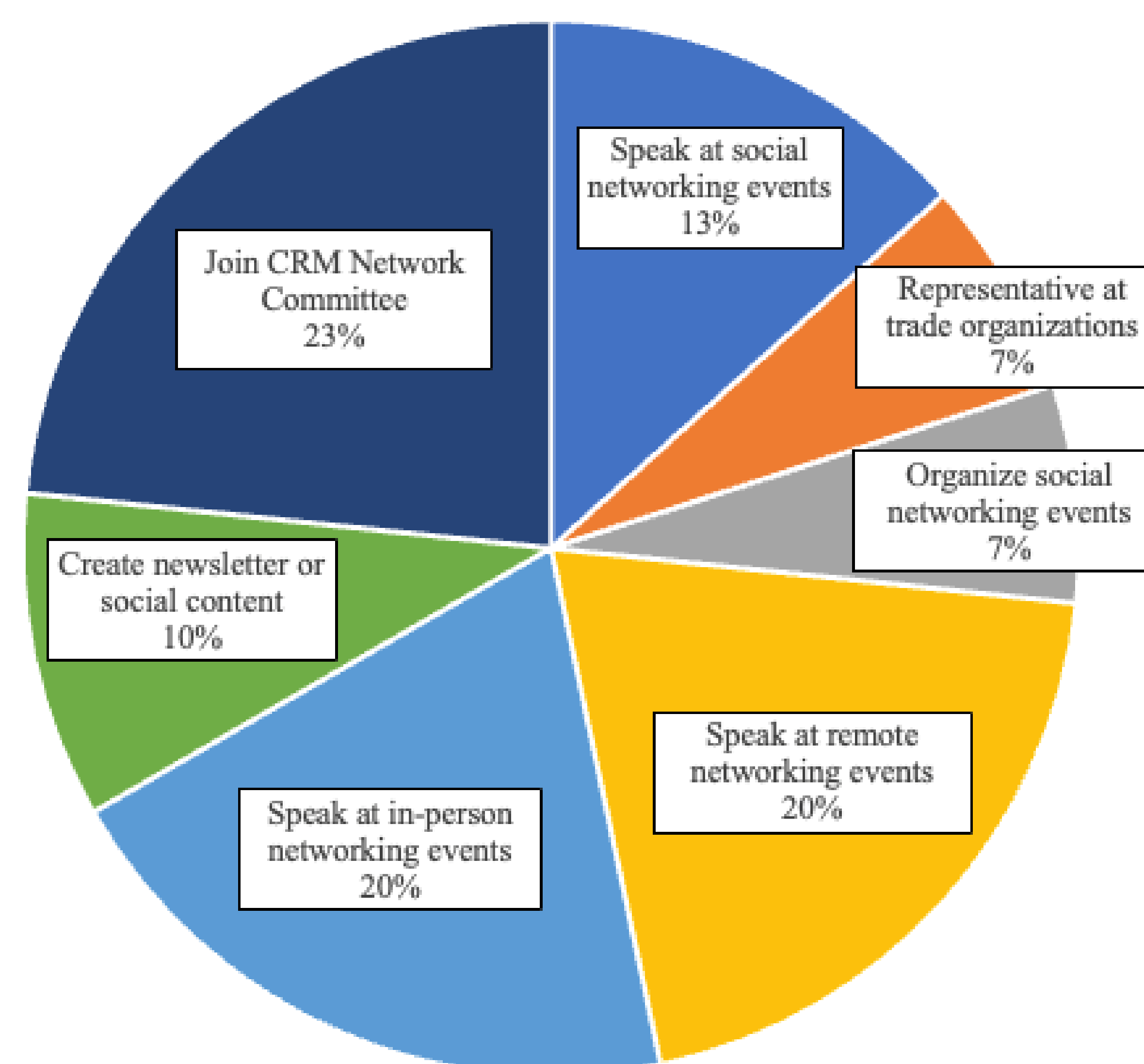


Figure 1: Rutgers SHP CRM Community Engagement Service Interests



Several promotional graphics were generated from faculty and alumni interviews. A promotional video titled "What is a CRM Professional?" was created (Figure 2) and put on the Rutgers SHP CRM program website.



Figure 2: Promotional Video About "What is a CRM Professional?"

A CRM Network Facebook page and LinkedIn Group (Figure 3) were created to highlight members' accomplishments and activities and facilitate more casual discussions.

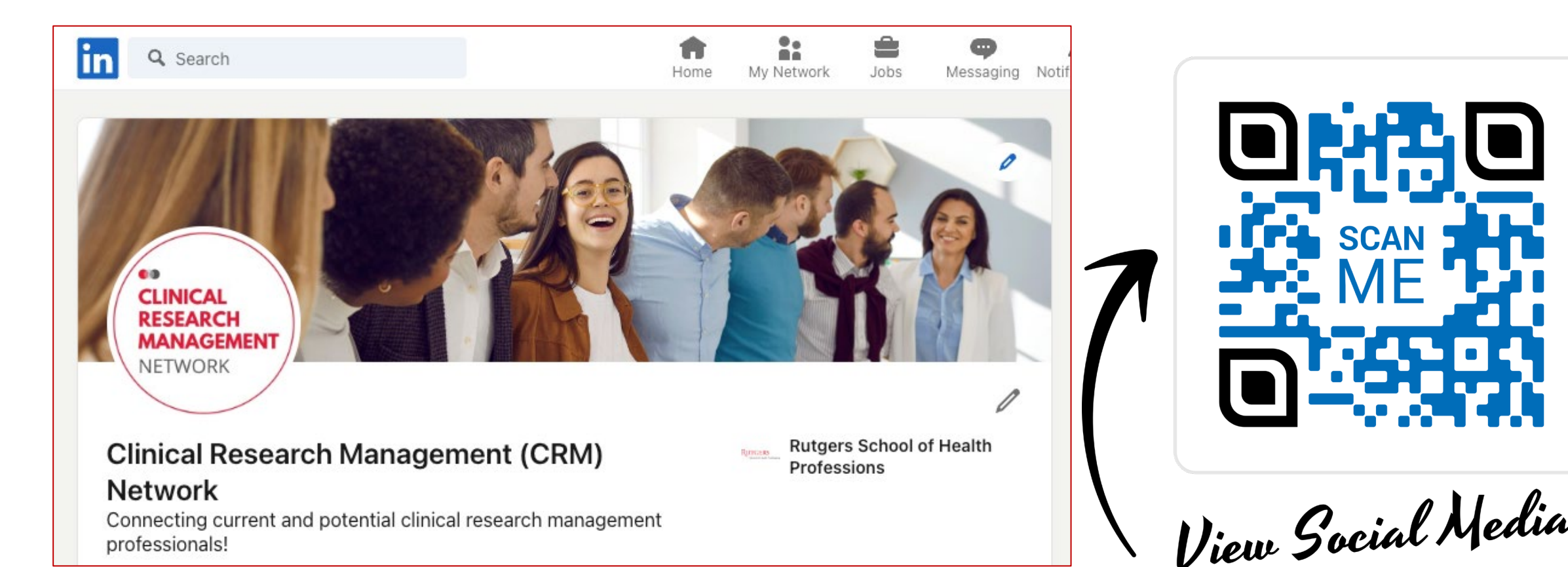


Figure 3: CRM Network LinkedIn Group

A Weebly site was created to promote the network and host a network directory, useful links/ resources, and CRM news and member highlights (Figure 4).



Figure 4: CRM Network Website

An electronic quarterly newsletter was developed to expand the content with alumni and faculty editorials and future opportunities to engage with the Rutgers CRM program. Seven participants volunteered to form a CRM Network Committee. A document was created which outlined roles, responsibilities, and a general structure for the committee.

## Conclusions

The CRM Network was created and transferred to the CRM Network Committee for implementation, the development and management of future content, and future expansion. It can be concluded that through the utilization of the social platforms, website, and newsletter, the CRM network will continue to grow.

## Acknowledgments

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