



Network Strategies to Drive Clinical Research Engagement

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The goal of this project was to create a professional network for the Rutgers Clinical Research Management master's program to foster relationships between potential and current clinical research professional workforce members. Two Qualtrics surveys were created after researching the social presence of the Rutgers SHP community, similar master-level programs, clinical research professional networks, and general social landscapes. Surveys were sent through LinkedIn and email with telephone reminders to the Rutgers SHP CRM community to gather demographic information, the preferred method of engagement, and desired network content. In addition, six alumni and two faculty SHP CRM members were interviewed via Zoom for further feedback. The data from these surveys were analyzed in Excel. The concept of the CRM Network was well received by the Rutgers CRM community as a tool to foster relationships between current and future clinical research professionals. Despite data limitations (small sample size and incomplete responses), survey results indicated respondents preferred engagement through email or LinkedIn. Desired engagement topics included alumni/faculty news, workforce opportunities, and networking events. A LinkedIn page, Facebook page, and website were created to highlight members' accomplishments and activities and facilitate more casual discussions. 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. The CRM Network was created and transferred to the CRM Network Committee for implementation, the development and management of future content, and future expansion.

NETWORKING STRATEGIES TO DRIVE CLINICAL RESEARCH ENGAGEMENT

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1 QUALTRICS SURVEYS

- Preferred method of engagement
- Desired network content



2 INTERVIEWS

- 6 alumni and 2 faculty interviewed virtually
- Gathered in-depth feedback and promotional content



3 DATA ANALYSIS

- Preferred email or LinkedIn
- Engagement topics:
 - Alumni/faculty news
 - Workforce opportunities
 - Networking events
- Interest in remote networking and mentoring events

4 IMPLEMENT



LinkedIn



Facebook



Weebly



Newsletter



5 TRANSITION

- Created CRM Advisory Committee for future network management

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