National Center for Advancing Translational Sciences (NCATS)
Clinical and Translational Science Awards (CTSA) Program

Coordination, Communication and Operations Support (CCOS) Center

Guidance for CTSA Surveys
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Submitted by:

Stephan Bour, PhD
Principal Investigator
Kerry James, MPH, PMP
Project Manager

Contents

Version History

Version	Author	Date	Notes
1.0	CCOS	12/22/2022	o Delivered per CCOS contract requirement
2.0	CCOS	09/14/2023	o Updated email addresses and POC and other CCOS website and form hyperlinks
3.0	CCOS	2/28/24	o Revised title of document to CTSA Survey Guidance (from CTSA Survey Strategy and Design Plan) o Added this version control table and Table of Contents o Incorporated content from the NCATS CTSA Program Policy and Procedures for Surveys into this document (Section 3.2 OMB/PRA) o Minor edits to content to streamline
4.0	CCOS	11/11/24	o Added language to Section 4.1 approving a working group's application includes approving surveys and intended audience
5.0	CCOS	9/18/2025	o Added more detail to clarify Section 4 survey request and approval process (e.g., points of contact during approval process and submission details) and Section 4.1 considerations before submitting a survey request. Updated Table 1 to reflect current approval process.
6.0	CCOS	11/11/2025	o Added section 4.5.3 about notifying target audience in advance of survey distribution; updated language about time frames for SC and NCATS approvals.

1. Introduction

The CTSA Program supports high quality translational and clinical research locally, regionally, and nationally and fosters innovation in research methods, training, and career development. The intellectual capital and resources within the CTSA Program are rich sources of information. Surveys are one of the main avenues by which the CTSA Program and NCATS gather key data regarding the "state of-the-CTSA-Consortium" in various domain areas. These may include working group surveys, capabilities and practices surveys spanning over 60 CTSA Hubs and several thousand CTSA Program participants.

Key to obtaining accurate data for decision-making, reporting, and scientific publication is the support of a professional survey team and a CTSA-wide accepted tool, REDCap®. Under the Coordination, Communication and Operations Support (CCOS) Center, the CCOS survey team at the University of Rochester (UR) will support CTSA program groups to design, develop, and implement surveys as well as analyze survey results to harness some of the knowledge and experiences across the CTSA. The goal is to gain a deeper and more data-driven understanding of issues of importance to the CTSA Program, identify trends across the program, elucidate pain points, evoke discussion, discover opportunities and innovations, inform decisions, and document impact.

In this guidance document, we have outlined a standardized process for submitting a survey request, gaining necessary approvals, survey development through analysis, dissemination and archiving in the CCOS Survey Library. The process incorporates evidence-based practices that produce reliable results.

1.1. Survey Definition

For the purposes of this Guidance document, the term "Survey" is defined as a data collection instrument consisting of a structured series of questions to elicit responses (e.g., facts or opinions) from a predetermined sample of respondents. The following terms should be considered potentially synonymous with "Survey" and therefore applicable to the Program Policy & Procedures for Surveys:

- Questionnaire
- Structured Interview
- Self-Administered Form
- Online Form
- Online Checklist
- Poll
- Census
- Evaluation
- Qualitative forms (e.g., semi-structured interview forms)
- Other (e.g., data calls, canvas, probe)

2. Roles and Responsibilities

2.1. Survey Author / Requestor

The survey author or requestor is responsible for submitting the survey instrument along with a variety of other information requested in the CCOS Survey Request [form](#) and collaborating with the CCOS Survey team and the CCOS facilitator to address questions, review survey drafts, assist with pretesting (if applicable), and other tasks as needed during the survey process. If the requestor is developing a survey independently of the CCOS Survey Team, it is the requestor's responsibility to ensure that the survey is of high quality, well designed (including adequate pre-testing and pilot testing as necessary for both content and function), answers important questions relevant to the program, and obtains regulatory and governance approval.

2.2. CCOS Survey Team

The CCOS Survey Team located at UR is comprised of survey design, program evaluation, behavioral and public health science subject matter experts. This team will support the development of reliable and valid survey instruments, with attention to the clarity and structure of an instrument.

The range of support provided by the CCOS Survey Team will depend on CTSA priorities, available CCOS resources, survey timeline, as well as other requirements outlined by the requestor in the survey request form.

The types of support that the CCOS Survey Team may provide includes the following:
- Receipt and coordinate survey requests and all follow-up communication throughout the survey process
- Provide consultation and support regarding IRB and OMB submission, review, and exemption processes
- Assess the analytic goals against the survey questions to ensure design integrity
- Conduct key informant interviews prior to survey development
- Manage survey design and development process with requestor(s) and SMEs including providing guidance on readability, sequential flow, and organization (e.g., skip patterns, navigation, online functionality, etc.) and quality assurance for structured, closed ended survey questions as well as more open ended, qualitative instruments and focus group guides
- Configure survey questions in REDCap® and conduct pretesting
- Management and oversight of survey dissemination to target audience
- Conduct review of data quality
- Analyze data per analytic plan
- Advise on generating descriptive data reports from REDCap®
- Delivery of survey results and report per plan
- Log, track, and archive all survey tools on the survey section of the CCOS which is accessible to consortium stakeholders
- If invited by the hub manuscript authors, contribute to manuscripts for publications (e.g., methods and results sections)

3. Regulatory Approvals

3.1. Institutional Review Board

For surveys conducted with support from the CCOS Survey Team, compliance with UR Institutional Review Board (IRB) review policies and procedures is required. The CCOS Survey Team will provide guidance and support for navigating the submission, review and approval or exemption processes with the UR IRB. For surveys not managed by the CCOS Survey Team, the requestor will need to consult and coordinate with their local IRB and/or other applicable IRBs before final survey deployment; it is the responsibility of the requestor to adhere to applicable local IRB policies and procedures. The CCOS Survey Team is available to consult with the requestor on IRB compliance.

3.2. Office of Management and Budget (OMB) Paperwork Reduction Act

A Federal agency cannot collect or sponsor a collection of information from **10 or more public respondents** without obtaining approval from **the Office of Management and Budget (per the Paperwork Reduction Act[1])**. This tends to be a lengthy approval process, often taking several months for processing and approval. However, due to the **21st Century Cures Act**, a bipartisan effort "to accelerate the discovery, development, and delivery of 21st Century Cures", NIH research activities are exempt from PRA approval.

> *SEC. 2035. Exemption for the National Institutes of Health from the Paperwork Reduction Act requirements. Subchapter I of chapter 35 of title 44, United States Code, shall not apply to the voluntary collection of information during the conduct of research.*

Research is defined as *a systematic investigation, including research development, testing and evaluation, designed to develop or contribute to generalizable knowledge* (46 CFR 46.102 and the Common Rule .102(l)).

When making determinations to assess whether the proposed survey is subject to PRA clearance, NIH needs an answer to the following questions:
1. Will the program analyze the survey outcomes in a systematic way?
2. Will the program publicize the results of your systematic analyses?

If the answer to both questions is yes, then the program is conducting NIH research and will be considered exempt from the PRA approval requirements as outlined by the 21st Century Cures Act.

An example of a survey that would be exempt from PRA approval includes the following:

- Customer Satisfaction / Feedback Surveys if outcomes are analyzed in a systematic way and the results are publicized.

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[1] 44 U.S.C. Chapter 35, the Paperwork Reduction Act of 1995 (PRA), see https://policymanual.nih.gov/1825#52E077E2
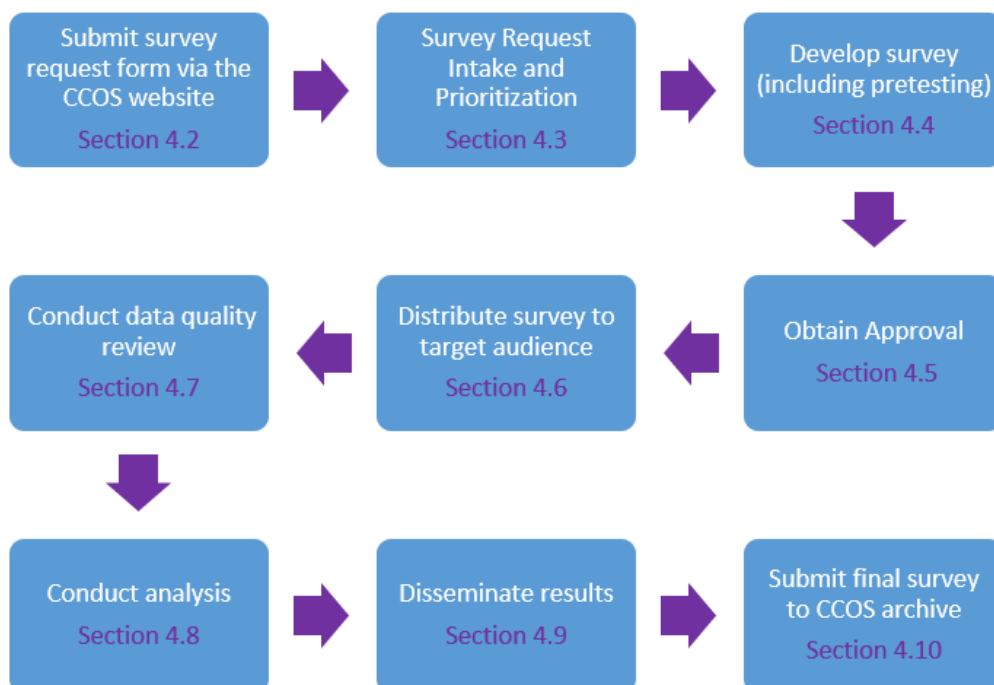
Navigating OMB for CTSA Program Surveys

The survey requestor / submitter will address these OMB specific questions when completing the **CCOS Survey Intake Form**.

➢ If **unsure** if the activity is research, the CCOS UR Team, working with NCATS, will obtain a determination through the NIH Office of Policy for Extramural Research Administration.

➢ The CCOS Survey Team will document exemption from PRA.

➢ If the activity is **not** research, but NCATS determines that the survey is of value to proceed, NCATS staff, working with the survey submitter(s), will develop the appropriate materials and submit the request to the NIH Office of Policy for Extramural Research Administration for processing of PRA approval. The CCOS Survey Team will proceed with survey activities after PRA approval is obtained by NCATS staff and survey submitter(s).

4. Survey Request and Approval Process

Before implementing a survey to any group or member of the CTSA Program, requestors are required to submit the survey for review and receive approval. **This requirement applies *regardless* of whether the requestor requires assistance from the CCOS Survey Team**. The review process ensures that the CCOS Survey Team can prevent surveys from being sent to overlapping audiences and adjust the survey schedule to avoid conflicts or overwhelming the audience. The steps in the process are detailed in this flow chart:

Submit survey request form via the CCOS website — Section 4.2 → Survey Request Intake and Prioritization — Section 4.3 → Develop survey (including pretesting) — Section 4.4 → Obtain Approval — Section 4.5 → Distribute survey to target audience — Section 4.6 → Conduct data quality review — Section 4.7 → Conduct analysis — Section 4.8 → Disseminate results — Section 4.9 → Submit final survey to CCOS archive — Section 4.10

4.1. Considerations before submitting a survey request

➢ The CCOS survey team is planning to create and maintain a library of validated CTSA survey templates and survey items that CTSA members can reference and use in new surveys to build efficiency and facilitate team science.

➢ It is advisable to consult with the CCOS survey team and/or your Grant PO before creating any survey drafts to see if similar survey items/questions or surveys have been previously developed to save time and effort and avoid duplication.

➢ To maximize efficient use of time and resources, NCATS encourages two or more ECs to collaboratively and strategically identify shared areas of interest that can be addressed in a single survey and share the results among the respective EC Leadership and/or Sub-Committee representatives.

➢ All surveys must align with relevant agency priorities. Submitted surveys are subject to review and approval by NCATS prior to distribution.

4.2. Survey Request Form

The first step in the CTSA survey submission process is to complete the survey request form. The form requires the following information:

- Proposed survey title
- Author(s) / Requestor(s) information (e.g., Name of primary/lead author as well as secondary/back up contact, Institutions, Hubs, contact information)
- If applicable, Lead CTSA Group requesting this survey + Other CTSA Groups involved in survey (if any)
- Outline of survey concept and purpose
- Confirmation of OMB / PRA exemption
- Intended audience/identification of listserv
- Timeline for survey development and deployment, including pre-testing
- Data collection plan
- Distribution method
- Plan to disseminate results
- Level of CCOS Survey Team support requested (e.g., survey design, development, distribution, data cleaning, analysis, and report generation)
- Draft of a proposed survey and other relevant documents

4.3. Survey Request Intake and Prioritization

Once the survey request form is submitted and reviewed internally, the CCOS survey team will reach out to the author(s)/requestor(s) via email or schedule a virtual meeting to address any questions and discuss details

included in their request form. Additionally, the CCOS Survey Team members will also consult with the CCOS Meeting Coordinator (MC) (if appropriate) assigned to the requestor group to facilitate resolution of questions.

The CCOS Survey Team will review the request against the priorities of the CTSA Program Steering Committee and NCATS DCI Leadership, estimate the level of effort and available CCOS resources, and timelines for survey rollout. If CCOS resources are limited or CCOS is uncertain of how to prioritize a request, NCATS will provide guidance regarding prioritization of survey requests to best serve the CTSA Program.

The CCOS Survey team will notify the survey requestor(s) via email of the determination of prioritization, level of CCOS Survey Team support and the approximate schedule for survey development and deployment.

4.4. Survey Development

For surveys approved for CCOS Survey Team support, a CCOS Survey Team member will be assigned as the main point of contact for the development of the survey from development through finalization.
- ➢ The survey will first be drafted in an MS word (.doc) file and shared with the requestor(s) and any subject matter experts as needed to solicit initial feedback.
- ➢ The survey will be designed to maximize readability, sequential flow, and organization (e.g., skip patterns, navigation, online functionality, etc.).
- ➢ For Qualitative instruments (e.g., semi-structured interview guides, focus group guides, open-ended data collection forms, etc.), development will also include concept, domain, and item development as well as consultation with a qualitative survey/behavioral science SME.
- ➢ Up to 4 revision cycles, the survey questions will be configured into the online survey platform (REDCap®) with quality assurance routines built into the form (e.g., range checks, required response fields). See **Appendix A** for an example survey.
- ➢ Once configured in REDCap®, additional review and pretesting will occur.
- ➢ Once the survey is finalized in REDCap® the CCOS survey team will notify the author/requestor when the survey is ready for distribution.

For surveys that are not approved for CCOS Survey Team support, or do not need CCOS Survey Team support, **the requestor or requesting group** will need to submit their final developed and approved survey to the CCOS Survey Team for them to add to the tracking documents for that survey.

4.4.1. Required language to be included in surveys

Survey instruments and related communications are required to include the following information. Some exceptions may be allowed for wording, placement, or inclusion but changes would need to be approved by the CCOS survey team.

Funding Statement:

This research is supported by the National Center for Advancing Translational Sciences of the National Institutes of Health [under Award Number] or [name of EC], when applicable.

Volunteer Responders:

Responding to this survey is voluntary. The data will be analyzed in a systematic way and the results of the systematic analyses will be publicized at a future date. The systematic results of the [Name/Descriptive Title of Survey] will be provided on behalf of [author of the survey]. The content is solely the responsibility of the authors and does not necessarily reflect the official views of the National Center for Advancing Translational Sciences or the Federal Government.

Confidentiality/Anonymity:

Your responses will (or will not) be anonymous.

Results:

Identify how results will be shared. For example: "*The CCOS CENTER will post aggregated data and/or a summary of the survey results onto the CCOS CENTER website.*"

Point of Contact:

If there are any questions regarding this survey please contact [contact name, affiliation, and email address].

4.5. Survey Request Approval

Once a survey request form has been submitted and a determination is made regarding prioritization, CCOS Survey Team support and survey development timeline, the survey request will need to follow the CTSA approval path as described in this section.

A survey request may originate from one or more CTSA groups or from a Hub or from NCATS. The survey support approval process varies by requesting group as well as target audience. Please see
It is **highly recommended** that survey leads build ample time in their timelines (a minimum of 3 months prior to targeted survey launch date) for the survey review and approval process due to potential delays in getting on the SC calendar, revision cycles, etc.
Table 1 for a snapshot of the approval process by survey type.

4.5.1. Points of Contact for Survey Approval process

For surveys that are coming out of a CTSA Enterprise Committee, Working Group, or Consortium Group, the **assigned CCOS Meeting Coordinator** (MC) for that group will facilitate the approval process, working closely with the CCOS Survey Team and primary and secondary author / requestor (as needed).

In **all** other cases, the CCOS survey team **will assign a CCOS Point of Contact** (POC) for requestors to facilitate the approval process.

CCOS survey team will work with the CCOS PI and PM to engage with the NCATS COR to determine the priority of requested surveys when there are competing timelines.

For each survey, the CCOS survey team will keep NCATS apprised of the survey development process and include the NCATS representative for the group requesting the survey and the COR in the approval process.

4.5.2. Submitting Survey for Review and Approval

The **CCOS Survey Team** contacts the **CCOS MC or POC** who will coordinate the review process with designated reviewers listed in **Table 1**.

For surveys requiring Steering Committee (SC) approval, CCOS MC or POC will email ***steeringcmte@ccos.ctsa.io*** with the information below provided by the CCOS Survey Team:

- A summary of the survey's purpose
- A draft of the survey[2]
- Proposed timeline

The SC Administrative team will schedule the review at the earliest available SC meeting, **which may be 1–2 months out**. Once scheduled, the SC Administrative team will circulate the survey materials to the SC **2–4 weeks before the meeting**.

As noted in **Table 1**, the final version of the survey will need approval by the NCATS Division of Clinical Innovation (DCI) leadership prior to survey dissemination. This ensures that the survey is compliant with federal agency priorities. **The CCOS survey team will facilitate this final review and approval process.**

It is **highly recommended** that survey leads build ample time in their timelines (a minimum of 3 months prior to targeted survey launch date) for the survey review and approval process due to potential delays in getting on the SC calendar, revision cycles, etc.

4.5.3. Notifying Target Audience of Survey

Survey leads should notify the target audience ideally 2 weeks before the survey is distributed, providing a clear overview of the topic, estimated survey completion time, and timeline. Early communication can enhance how the survey is received and may improve response rates by allowing participants to plan ahead.

The MC or POC will provide support for this step to ensure that this notification goes to the appropriate distribution list in a timely manner.

4.6. Survey Distribution

The CCOS Survey Team will manage the survey distribution process of the REDCap® survey according to the distribution plan described in the survey request form or agreed upon after submission. Most often, the survey will be distributed using existing CTSA group distribution lists or similar curated email lists when appropriate. Survey invitation and reminders emails will be developed as part of the survey distribution plan. The CCOS Survey Team will track the metrics of the survey distribution (e.g., sent, opened, etc.) along with survey response rates as needed.

➢ For surveys that **do not** use CCOS Survey Team support, **they must contact the CCOS Survey Team** before distribution for confirmation that all approvals have been received and that the distribution does not overlap other surveys being distributed to the consortium.

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[2] This should be a near final version of the survey so that a re-submission is not required. If substantive changes are made after SC review / approval, the CCOS point of contact will work with authors and NCATS leadership to determine if a resubmission is needed.

Table 1. CTSA Survey Approval Process by Survey Source and Audience

Survey Source	Target Audience	Vetted / Reviewed by	CTSA Steering Committee Approval Needed?	Final Approval by NCATS DCI Leadership?
A. Working Group	Within Sponsoring EC	EC Lead Team & NCATS Liaison	No	Yes
	Other CTSA Group	Group Lead Teams & NCATS Liaisons	No	Yes
	CTSA Program Hubs (included in WG proposal)[3]	NCATS Liaison for WG	No	Yes
	CTSA Program Hubs (**not** included in WG proposal)	NCATS Liaison for WG	Yes	Yes
B. Enterprise Committee	Within EC	EC Lead Team & NCATS Liaison	No	Yes
	Other ECs or CTSA Groups	EC or Group Lead Teams & NCATS Liaisons	No	Yes
	CTSA Program PIs	EC Lead Team & NCATS Liaison	Yes	Yes
E. Consortium Groups	Within Consortium Group	Group Leadership Team & NCATS Liaison	No	Yes
	Other CTSA Group(s)	Group Leadership Teams & NCATS Liaisons	No	Yes
	CTSA Program PIs	Group Leadership Team & NCATS Liaison	Yes	Yes
D. CTSA Program Consortium Grantee (U Award, TIN, CCIA, RC2)	CTSA Group(s)	Group Lead Team(s) & NCATS Liaison(s)	No	Yes
	CTSA Program Hubs	NCATS Program Officer	Yes	Yes
F. NCATS DCI Request for Information[4]	Consortium-wide	DCI Leadership - 1st review, Hub Administrators - 2nd review	Yes	Yes
H. External Survey[5] (non CTSA, Industry, Foundations, etc.)	Any CTSA Program related group or activities	DCI Leadership - 1st review, CCOS Survey Team - 2nd review	Yes	Yes

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[3] Working Group surveys do not need Steering Committee approval if the survey plan (items laid out in 4.2 Survey Request Form) was included in the approved WG proposal and outlined deliverable schedule.

[4] The NCATS DCI Requests for Information follow a different process than what is outlined for surveys in this guidance. Any suggestions for RFIs should be routed to Steering Committee Pods or through hub program officer.

[5] Approval of surveys from external parties will be contingent on the potential of the survey results to be of value to the CTSA Program. Approval does not imply that any of the respondents are required to respond.

4.7. Data quality review

The survey team is available to attend requestors' monthly meetings (EC meetings, Working Group meetings, etc.) to provide updates on survey development, status, and/or preliminary data. Once the survey is closed, the CCOS survey team will conduct a review of data quality by checking: missing data, inconsistencies, and other data quality reports available in REDCap®. The CCOS survey team will consult with the author/requestor at this stage if any questions about how to manage data quality issues arise.

4.8. Data Analysis

The draft analytical plan will be finalized in parallel with the survey development. The CCOS survey analysts will most often use SAS statistical software for quantitative data analysis and theme coding for qualitative data analysis. Results provided will typically include survey response and completion rates, relevant demographics and other summary statistics using graphs, bar charts and other data visualizations. Along with the results, a code book will be generated.

4.9. Dissemination of Results

PRA research-exempt survey results will be posted and promoted through the CCOS website and other communication channels as appropriate.

➢ The CCOS Survey Team will draft an Executive Summary, highlighting the purpose, methods, summary of findings, next steps, etc. See **Appendix B** for a "Sample Report of Survey Results," which provides an example of an Executive Summary.
➢ Survey results will be presented in aggregate, unless specified otherwise such as in information sheet/survey preamble (e.g., anonymous qualitative quotes, or quantitative outliers)
➢ The Survey Team will work with the author / requestor to determine the best format for dissemination of results such as manuscript, .ppt presentation, poster, webinar, newsletter, etc.
➢ Survey results will be linked and/or posted on the CCOS website and other channels, as described in the dissemination plan.
➢ For surveys requiring NCATS DCI Leadership and/or CTSA Program SC approval, a copy of the final report will be provided to the CTSA Program SC and/or NCATS DCI Leadership by the CCOS.
➢ Any recommendations arising from the survey results must follow Federal Advisory Committee Act (FACA) requirements.

4.10. Final Survey to CCOS Library

Once the survey results are final, the CCOS Survey Team will tag and archive the survey request, instrument, results, and other supporting documentation for future use in the CCOS survey library within the CTSA Program Consortium.

For questions regarding the Survey Guidance, please contact:

NCATS Point of Contact:
Heather Baker
COR
CTSA Coordination, Collaboration Support
(CCOS) heather.baker2@nih.gov

CCOS Survey Team Point of Contact:
Scott McIntosh, PhD.
Survey Team
CCOS Email: surveys@ccos.ctsa.io

CTSA Steering Committee Point of Contact:
Stephanie Ezequiel, MPS SC
Executive Secretary
stephanie.ezequiel@nih.gov

CCOS EC Point of Contact:
Biostatistics, Biomedical
Informatics and Data Science
Collaboration and Engagement
Integration Across the Lifespan
Workforce Development

We value your feedback on this document. Please email your comments to **surveys@ccos.ctsa.io.**

Communications Environmental Scan

Dear CTSA Program communicators,

The goal of this environmental scan is to learn more about what you are doing to promote your hub's efforts, and what challenges you're facing, so that CLIC can better help you disseminate your CTSA Program-related news and messages.

RESEARCH OBJECTIVES

- Help CLIC understand what communications methods and best practices are being used across the hubs
- Help CLIC understand what challenges communicators are facing and where they need support
- Help determine what resources should be included in the CTSA Program communications toolkit
- Drive the CLIC communications strategy and potential tactics

This scan is completely confidential, anonymous and voluntary – your hub name is collected only to help us track participation. The data will be analyzed in a systematic way and CLIC will share the results on their site and at a future CTSA Program Communications Meeting.

This research is supported by the National Center for Advancing Translational Sciences of the National Institutes of Health under grant U24TR002260. The content is solely the responsibility of the authors and does not necessarily reflect the official views of the National Institutes of Health's National Center for Advancing Translational Sciences.

We request that you complete this very brief (but important!) scan on or before **Friday, April 27, 2018.** If there are any questions please contact Laura Meyers at clic@clic-ctsa.org.

Thank you for your time!

CLIC Communications Team

1. Please select your Hub from the drop-down menu.
Hub responses are requested for tracking participation only.

2. What percentage of your role is dedicated to communicating about the CTSA Program/ your hub?

- ○ 100%
- ○ ~50%
- ○ ~25%
- ○ Less than 25%

3. How often do you produce the following types of communications about the CTSA Program at your hub?
If you don't produce the type of communication in question, select "N/A"

	Several times a week	Once a week	Once a month	Once a quarter	Less frequently	N/A
Newsletter	○	○	○	○	○	○
News releases	○	○	○	○	○	○
Facebook content	○	○	○	○	○	○
Twitter content	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Videos	○	○	○	○	○	○
Presentations	○	○	○	○	○	○
Print publications *(Annual reports, magazines, brochures, etc.)*	○	○	○	○	○	○

4. On a scale of 1 to 5 where 1 is "not at all effective" and 5 is "extremely effective," how effective do you find the following types of communications?
If you don't produce the type of communication in question, select "N/A"

	Not at all effective 1	2	3	4	Extremely effective 5	N/A
Newsletter	○	○	○	○	○	○
News releases	○	○	○	○	○	○
Facebook content	○	○	○	○	○	○
Twitter content	○	○	○	○	○	○
Blogs	○	○	○	○	○	○
Videos	○	○	○	○	○	○
Presentations	○	○	○	○	○	○
Print publications *(Annual reports, magazines, brochures, etc.)*	○	○	○	○	○	○

5. If applicable, please list any other types of communications your hub produces, and how effective you find them, on a scale from 1 to 5:

[ ]

6. What additional methods do you use to amplify your CTSA Program hub communications?
Check all that apply

- ☐ Include in other University/Institution newsletters
- ☐ Post on other University/Institution web pages
- ☐ Post on other University/Institution social media pages
- ☐ Submit NCATS feature story form
- ☐ Submit NCATS web brief form
- ☐ Send to NCATS for sharing on social media
- ☐ Pitch stories to the media
- ☐ Other additional method
- ☐ I/ My hub do not use any additional communications method

7.a. Have you faced challenges while trying to effectively communicate about your CTSA Program hub?
○ No ○ Yes

8. What communications resources could CLIC provide to help you communicate the importance of the CTSA Program?

[ ]

9. How interested are you in seeing the following CLIC communications tactics executed?

	Not interested 1	Somewhat interested 2	Very interested 3
A CLIC-specific email newsletter *(could include CLIC articles, CLIC site updates, links to news from the network and translational science/research related content)*	○	○	○
A moderated forum on the CLIC site *(for CTSA Program communications contacts to ask questions and discuss best practices, effective methods, etc.)*	○	○	○
Opportunities for collaboration, such as communications-related workshops or meetings	○	○	○

Thank you for your feedback!

[Submit]

COMMUNICATIONS ENVIRONMENTAL SCAN FEEDBACK REPORT

Executive Summary

In an effort to guide CLIC communications strategies, CLIC created and distributed an online survey to elicit feedback from CTSA Program hub communicators about what they're doing to promote their hub's news and messages, and what challenges they're facing.

Questions addressed what tactics hub communicators currently employ and what they find successful, what challenges they regularly come across, and what resources would be beneficial for them to have.

The survey was sent via email to the CTSA Program Communications Listserv, with responses collected via REDCap. There were a total of 58 responses from 52 unique hubs (out of 64 total hubs under current funding and no-cost extension) for a final response rate of approximately 81%.

In general, the hub communicators are open to and eager about receiving additional communications support from CLIC. Nearly all of the respondents said they are facing challenges in their roles, and many of them have not yet been able to identify solutions for these challenges. Common challenges across the board deal with internal institutional or hub barriers, a lack of time and resources, and communicating about a complex subject matter.

This report summarizes survey results for quantifiable items, and outlines common themes and specific recommendations gleaned from open-ended responses. This report also offers specific solutions and next steps based on the feedback gathered from the scan.
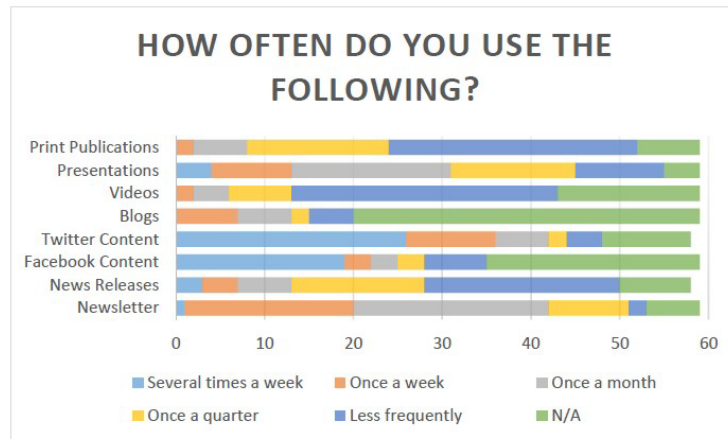
Quantifiable Data   Example Reporting Format

Question: What percentage of your role is dedicated to communicating about the CTSA Program/ your hub?

> Most CTSA Program hub communicators dedicate 50% or less of their time to CTSA Program communications.
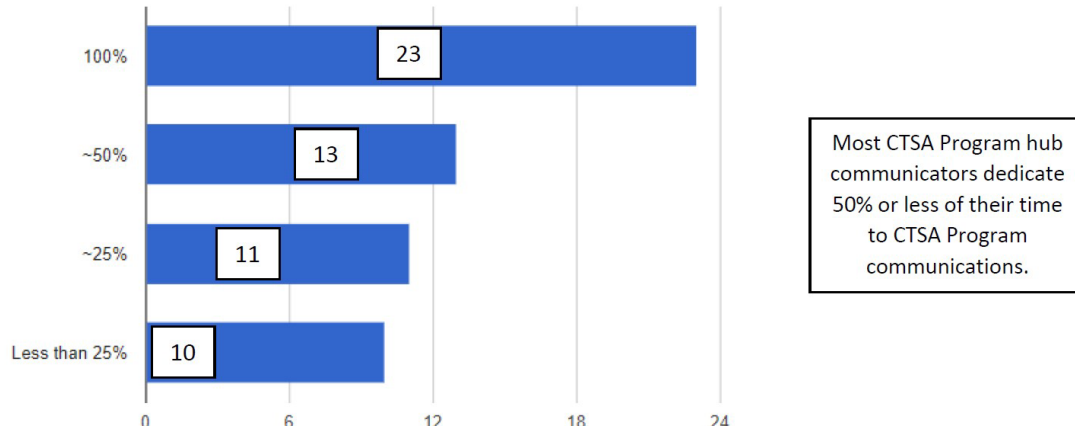
Question: What resources do you use, how often, and how effective do you find them?
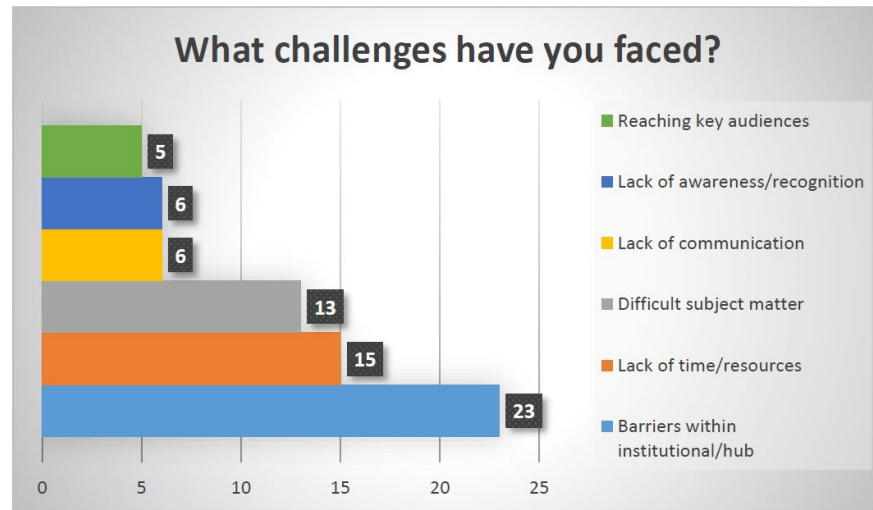

HOW OFTEN DO YOU USE THE FOLLOWING?

> Most hub communicators are not utilizing videos, Facebook or blogs. Many use newsletters and Twitter content on a regular basis to communicate.

Question: What challenges have you faced while communicating for your CTSA Program hub?

What challenges have you faced?

- Reaching key audiences — 5
- Lack of awareness/recognition — 6
- Lack of communication — 6
- Difficult subject matter — 13
- Lack of time/resources — 15
- Barriers within institutional/hub — 23

(scale: 0, 5, 10, 15, 20, 25)

- **Communicating about a complex subject matter**   Qualitative Theme Reporting (Example)
  - Supporting quotes:
    - "What we do is wonky and not always the easiest to explain. A lot of what we do involves alphabet soup acronyms that are very confusing."
    - "Our mission can be hard for people to grasp; for instance, the word 'translational' is not well understood. Even less well understood is the difference between translational science and translational research. It can be hard to draw a bright line (or even a dotted line) between scientific discoveries and CCTS support. It can be challenging to connect with target audiences (we are fortunate to have many CCTS champions who help us promote). Reaching target Partner audiences remains a heavy lift. We need more content developers on staff to help get the word out on our many trainings, funding opps, news and to allow me time to follow up with researchers and trainees who use