

The Ups and Downs of Recruiting and Retaining Members to your I/UCRC

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(CChIPS)



About Our Center

Center was established in 2005

Our Center currently has 2 Sites:

1. The Children's Hospital of Philadelphia
2. Ohio State University

We are in I/UCRC Phase II

Current number of members: 21

Our annual membership fee is:

- \$50,000 for large businesses
- \$25,000 for non-profit organizations or governmental agencies
- \$15,000 for small businesses

Who is responsible for recruiting?

- Lead staff at both sites
- IAB



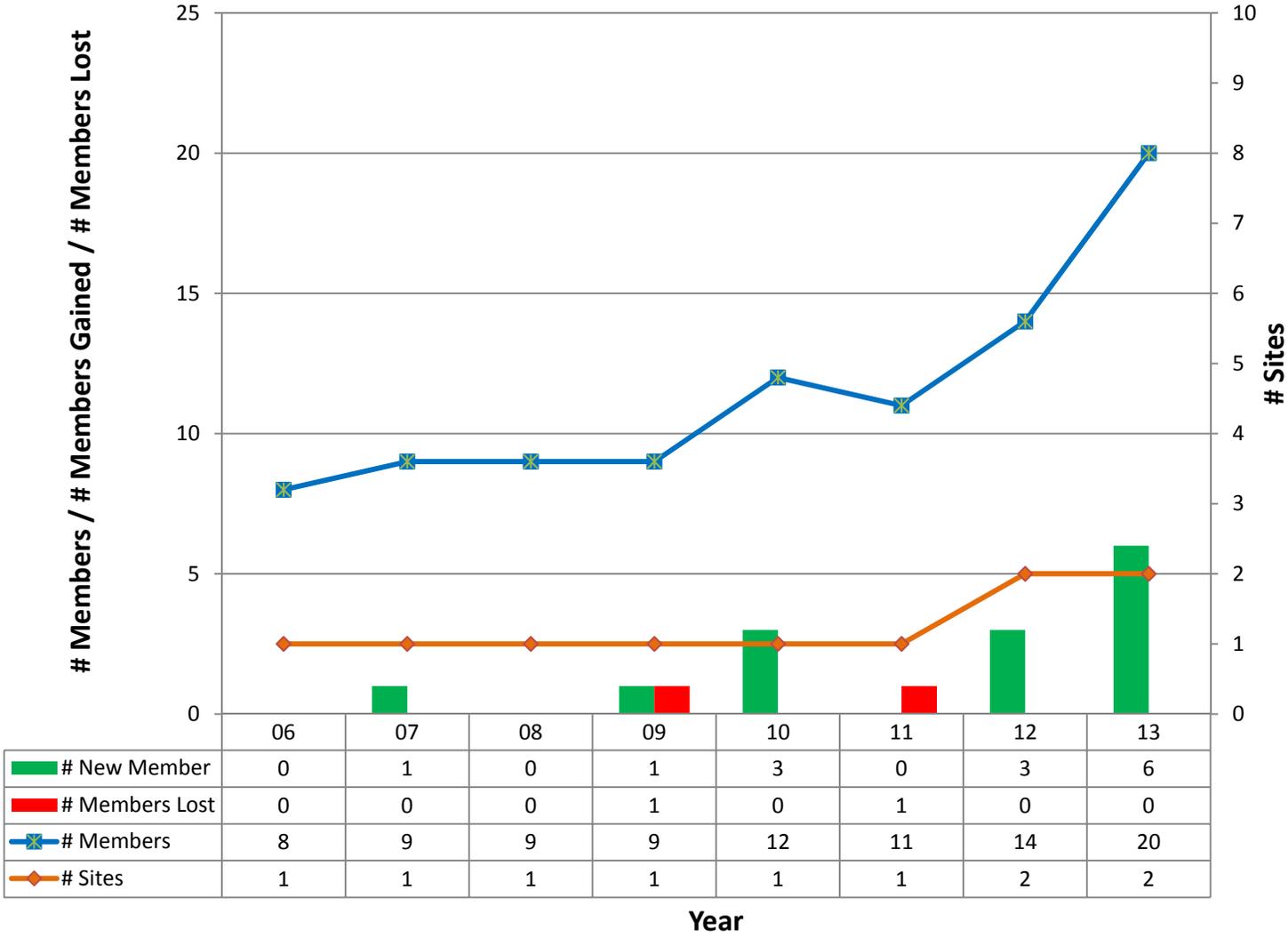
About Our Center

Other pertinent information:

- CChIPS was established based on long-standing relationships with some of the industry partners.
- CChIPS is unique in that it has both a business and social mission.
- We allowed for “External Investigators” who brought at least one member.



Recruitment/Retention History



The Impact of IAB Chemistry

- Engaged and active Board
 - Participated in Strategic Planning process in 2008 to define mission and goals that resonated with member companies
- Networking and relationships of significant value to IAB
- Industry competitors recognize uniting value of CChIPS
 - Compelling mission, to save children's lives
 - Leveraging power of funds makes possible research that would be unachievable as individual companies
 - Precompetitive atmosphere allows for the sharing of data that can contribute to unique investigative efforts
 - For example, car seat manufacturers shared measurement and dimensional data with automobile manufacturers, allowing investigators to determine how a car seat best fits into a rear seat



Keys to Success

- Focused on fostering relationships between IAB members and Researchers, as well as lead staff
- Responded to needs and concerns of IAB members, at the individual level as well as group
 - Maintained flexibility
 - Kept open communication
- Engaged IAB in decision-making process and recruitment.
- Kept CChIPS mission important to all members – at a business and a personal level.



Opportunities for Improvement

- Identify potential new sites with aligned research mission, but who bring a new strength to the Center
 - University of Iowa strengthens driver behavior thrust and represents a new region; professional ties pre-exist
- Invite potential IAB members to attend meetings and be responsive to their questions and interests, but give them time to determine their interest at their own rate
- Attend relevant conferences and meetings, and establish Center faculty as thought leaders
- Encourage IAB members to act as Center ambassadors within companies and industry as a whole
 - Ask IAB members to speak with prospective members from their industry or other sectors



Closing Words of Wisdom

- It is best if the Center Director does not receive personal benefit (i.e., grant funding) from the Center. This allows the Director to advocate for all faculty and serve as an impartial mediator.
- Probably best if the Center Director is a bit more senior. Establishing a Center takes a large amount of effort that might compete with teaching and research activities.
- Don't reinvent the wheel. There are terrific models and mentors in the I/UCRC community.
- Maintain the highest membership fee possible and do not allow options for reduced fees, if possible.

