



Leadership | Strategy | Innovation

> PROJECT PROFILE

Efforts to Enhance the Educational Components of Moffitt's Cancer Center Support Grant (CCSG) Renewal

Moffitt Cancer Center



> CHALLENGE

- To develop tools to automate T32 grant submission to ultimately decrease the time commitment involved in submission
- To enhance postdoctoral education visibility to aid in recruitment of postdocs eligible for NCI funding

> STAKEHOLDERS

- Department of Molecular Oncology Leader
- Office of Post-Doctoral Affairs
- Strategic Marketing Department



LinkedIn Campaign Pilot Results

Molecular Oncology Job Opening

New users FY18 Actual as compared to FY17 Actual

> APPROACH

- Enhance automation of two of eight tables of information collected on each faculty member
- Enhance functionality of Marcene database
- Postdoc Competitive Audit
- Buildout and launch Web content
- Improve recruitment materials
- Pilot digital recruitment tactics with KPIs (pilot within Dept. Molecular Oncology)

> SOLUTIONS

- Launch semi-automated tables and ensure compliance with ongoing management
- Automate additional components of T32 grant applications
- Establish leadership support and dedicated resources for database maintenance and automation development
- Complete content buildout strategy for all research departments and programs within research
- Ensure leadership support on website visibility
- Review with Recruitment team and determine how we can incorporate successful tactics across other aspects of research
- Improve recruitment messaging strategies
- Continue to create a more visible home for Education efforts on Moffitt.org

> ABOUT MOFFITT

MISSION: To contribute to the prevention and cure of cancer

VISION: To transform cancer care through service, science and partnership

> ABOUT CTI

CTI specializes in healthcare transformation and clinical optimization. We work with our clients to improve the quality of care and patient experience, realize operational efficiencies, and manage costs through process improvements and performance excellence. CTI has assisted health systems, hospitals, and medical group practices throughout the U.S. and abroad to optimize their clinical practices in areas such as hospital medicine, oncology, and pediatrics.

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