

# Strategic Alignment: New Grant Mechanism Development

Fall 2023 HRA Members Meeting

October 17,  
2023

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Associate Executive Director, Programs





**Our Vision:**

TO ERADICATE  
EPILEPSY AND  
ITS CONSEQUENCES.

**Our Mission:**

To advance  
research, education and practice  
for all professionals engaged in the  
understanding, diagnosis, prevention, treatment,  
and cure of epilepsy.

**Our Values**

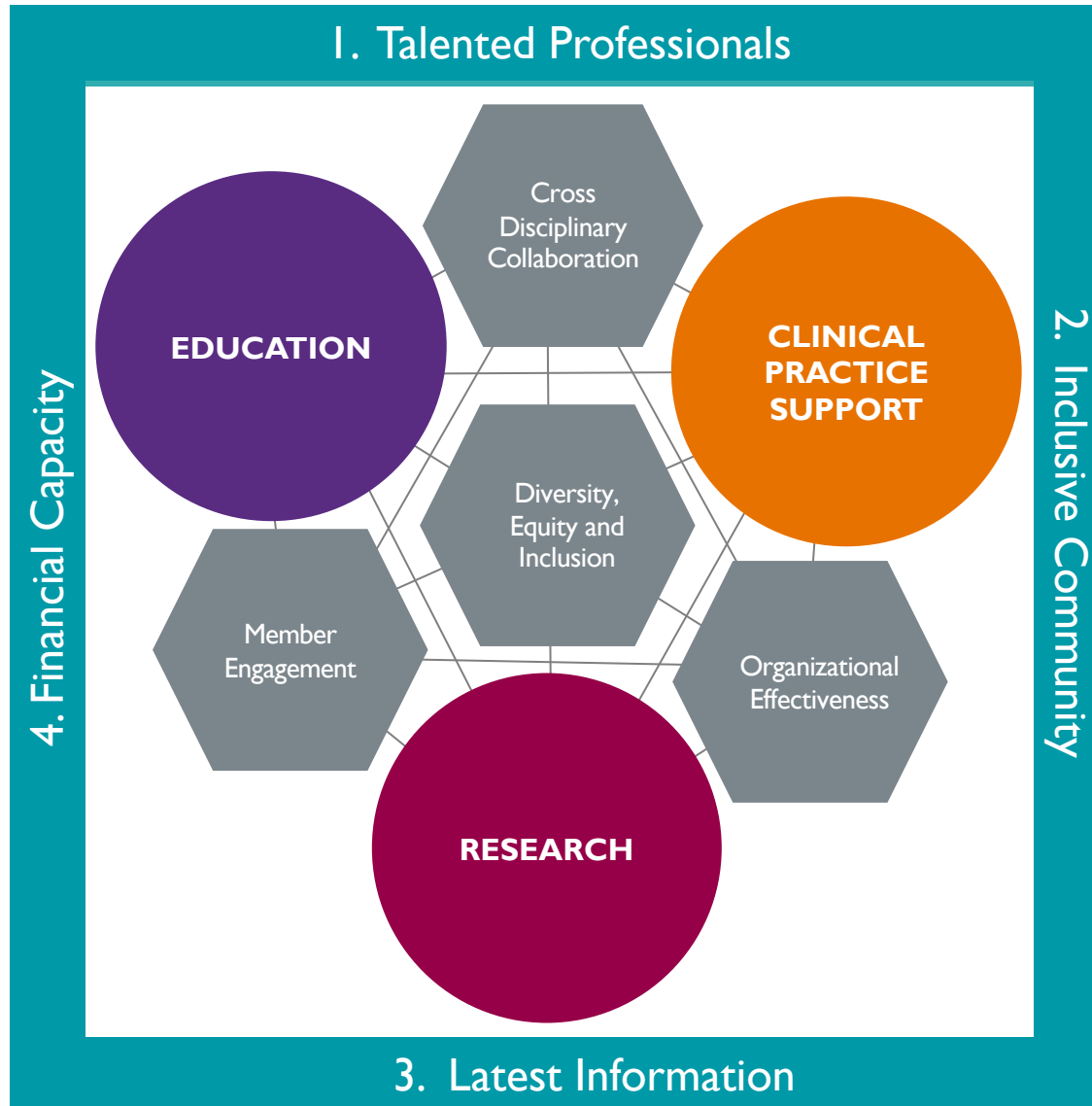
We are dedicated to improving the lives of people with epilepsy.

We embrace innovation as a foundation for a better future.

We prioritize inclusivity, diversity and equity as an inter-professional community.

We value collaborating with other organizations that are aligned with our mission to achieve greater results.

# AES Strategic Framework



## Overall Strategic Aims of AES

*The fundamental ways we support our mission.*

**Education:** AES is the leader in education about epilepsy and in career development for current and next generation epilepsy professionals.

**Research:** AES is a recognized leader in setting research direction (basic through clinical), supporting innovation, encouraging collaboration and developing the next generation of investigators.

**Clinical Practice Support:** AES improves patient care by enabling multi-disciplinary teams to do their best work through information sharing, best practices and implementation guidelines.

## Fundamental Value Drivers for our Community

*The foundational elements that make our Strategic Aims possible.*

To achieve these aims we recognize the importance of continually improving member engagement, diversity, equity and inclusion, cross-disciplinary collaboration and organizational effectiveness as foundational to our long-term success.

# Development Timeline



# Donation and Strategic Plan Alignment

Apr. 2020

## Donation Received

- \$2M received from family trust
- Desire to fund clinicians working on issues affecting medically underserved people who have epilepsy or seizures
- AES policy: restriction may be updated to ensure use of funds is aligned with intent of gift and current best practices for promoting diversity and inclusion through early career support of clinicians and researchers

Jan. 2021

## Strategic Plan Elements

- Goal 1: talented professionals
  - Strategically and proactively ensure full diversity in the specialty
- Goal 2: inclusive community
  - Remove barriers and improve access for all members to programs and volunteer pathways through policies, procedures and practices that create a more inclusive society

# Implementation

MAY 14, 2021

## AES Board of Directors Establishes the Sergievsky Research Fund for Epilepsy Health Equity and Diversity

[View More Press Releases](#)

### Press Release

FOR IMMEDIATE RELEASE

CHICAGO, IL (May 14, 2021)—The American Epilepsy Society (AES) has established the Sergievsky Research Fund for Epilepsy Health Equity and Diversity, a two-year early career research grant for clinical research preference for those who are Black or African American.

May 2021



American Epilepsy Society  
@AmEpilepsySoc

Proud to open the application period for the new Sergievsky Award for #Epilepsy #HealthEquity + Diversity. This early career award provides support for physicians + scientists who ID as members of underrepresented racial + ethnic groups. More here: [buff.ly/3t8Hust](https://buff.ly/3t8Hust)



12:02 PM · Sep 2, 2021

Sep. 2021

- **Fund name:**  
Sergievsky Research Fund for Epilepsy Health Equity and Diversity
- **Award name:**  
Sergievsky Award for Epilepsy Health Equity and Diversity
- **Awardee name:**  
AES Sergievsky Scholars
- **Award terms:**  
\$150k over two years
- **Awardees:**  
Year 1: 2 scholars  
Year 2: 1 scholar  
Long term: 2 scholars if funding stream can support

# Outcomes

## Sergievsky Award for Epilepsy Health Equity and Diversity 2022



**Senyene Hunter, MD, PhD**  
Long-Read Sequencing in a Diverse Cohort with Epileptic Encephalopathy  
University of North Carolina, Chapel Hill  
Mentors: Erin Heinzen PharmD, PhD; Jonathan Berg MD, PhD; Suzette LaRoche MD, FACNS, FAAN; and Laura Villa Torres PhD, MSPH



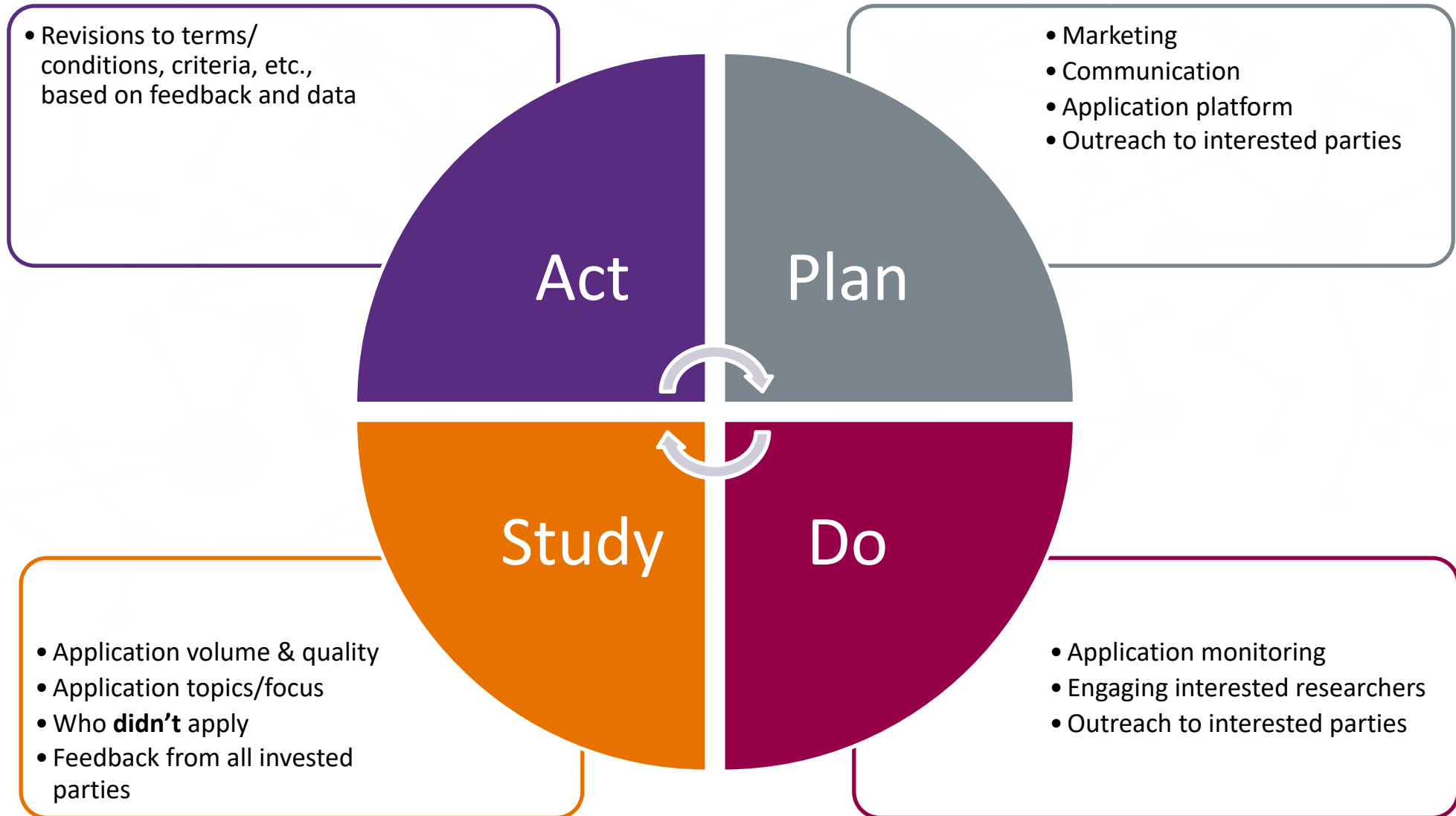
**Alain Zingraff Lekoubou Looti, MD**  
Brain health and post-stroke seizures prediction in a diverse US population  
Pennsylvania State University College of Medicine  
Mentor: Vernon Chinchilli, PhD

## Sergievsky Award for Epilepsy Health Equity and Diversity 2023



**Michelle Tall, PhD**  
AI-Based Mobile Intervention on Medication Non-Adherence and Transition  
University of Central Florida  
Mentors: Azadeh Vosoughi, PhD; and Luis E. Bello-Espinosa, MD, Diplomate, ABPN, ACNS, FAES

# Assessments and Revisions





# Lessons Learned

Be open to  
feedback

Engage all key  
invested  
parties

Language  
matters

Frequent QA of  
contact lists

Align program  
and intent with  
strategic plan

# Thank you!



**Shawna Strickland, PhD**  
Certified Association Executive | Educator  
| Mentor



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