Support for Dissemination :
A Role for Evaluators

American Evaluation Association
October 2014
Denver, CO

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Expectation for Dissemination Plan in Proposals

NIH Science Education Partnership Award (SEPA)

. . . specific plan must be provided to disseminate nationally any findings. . .via **web postings, presentations at scientific meetings, workshops**. . . **reports, publications, project websites, social media** and other dissemination or marketing venues. . . .All SEPA proposals must include a **project website development plan** . . .

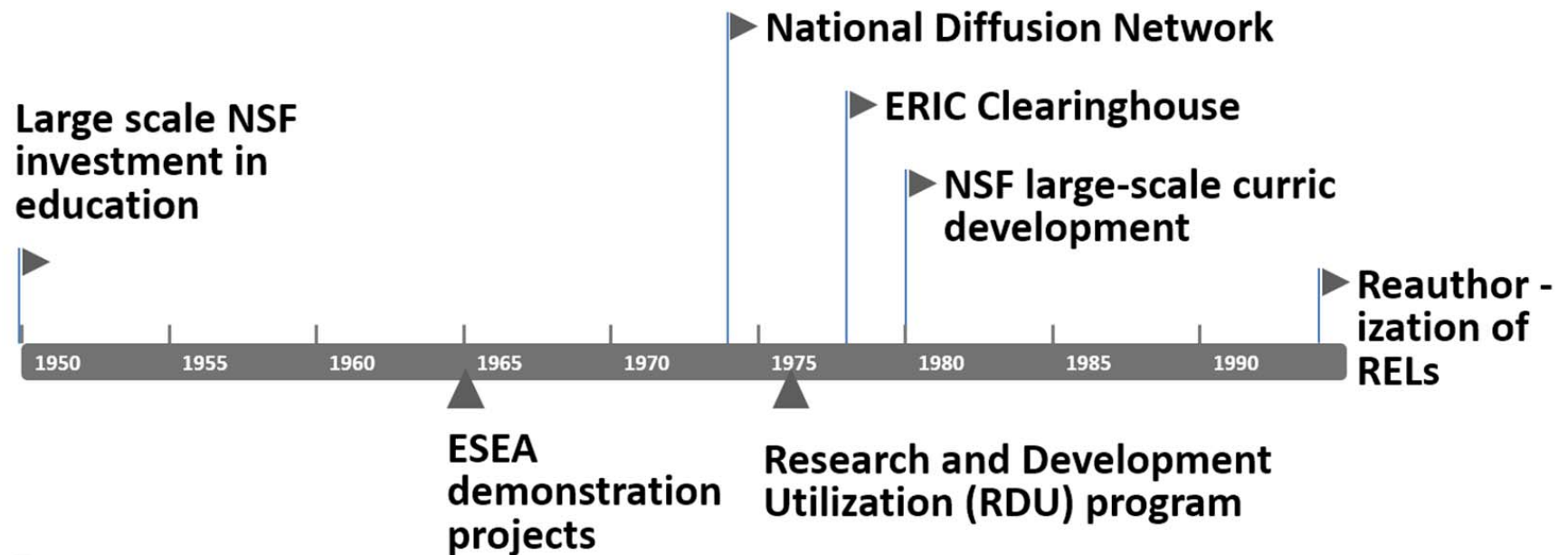NSF Discovery Research K-12 Solicitation

A proposal must include a **creative communication strategy** for reaching a **broad audience** for the findings of the project, including, where appropriate, **scholars, practitioners, policymakers and public audiences.** While the potential results of the proposed research are expected to be of sufficient significance to merit **peer-reviewed and broader publication,** approaches that reach broader audiences are strongly encouraged. Proposals should identify the **key elements of a communication plan**. . . .

Typical Dissemination Plan

...dissemination mechanism will ensure materials, support, and research findings are accessible to teachers and the general public. The team will establish a **project website** that will host curriculum materials and other information about the project. We will present materials at **science and science education conferences** and via **publications in peer-reviewed journals**. We will **strengthen existing collaborations** and seek partnerships to ensure materials are used in a range of settings.

Long History of Educational Dissemination Efforts

Dissemination is More than a Journal Article

Knowledge Dissemination:

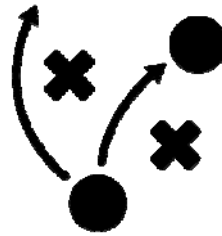transfer of knowledge within and across settings, with the expectation that the knowledge will be "used"

Increased awareness ➡ understanding ➡ action

Hutchinson, J. R. and Huberman, M. (1994). Knowledge Dissemination and Use in Science and Mathematics Education: A Literature Review. Journal of Science Education and Technology, Vol. 3(1).

Incorporating Dissemination into Project Planning

Review effective dissemination methods

Make a Plan

Evaluate impact

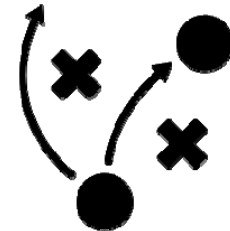# Review Effective Dissemination Strategies

- Attending to knowledge disavowal - tendency to preserve ongoing norms

- Attending to schools' systemic issues

- Matching product / program demands with teachers' core values and beliefs

Make a Plan

Our Project is:

Our Project will disseminate the following:

Shared vision for dissemination

	Stakeholder Group	Message	Time-line	Person Respon-sible	Cost	Method	Criteria for Success

Awareness
 	
Understanding
 	
Action
 	
  Implement
 	
  Support
		Different message for each stakeholder group based on level of dissemination		**Plan for timing, staffing, cost**			**Methods must meet stakeholder needs**
							
							Plan to measure success of implementation

Sample Dissemination Plan

http://www.feem-project.net/epiwater/docs/epi-water_DL_7-1.pdf

Table 1 Tools and measurement of success of the dissemination activities

Mechanisms/tools	Measurements of success
Academic and Scientific community	
Web site	No. of visitors and trends (Visits for all visitors; Absolute Unique Visitors; Pageviews; Map Overlay; New vs. Returning; Time on Site for all visitors, Traffic Sources Overview)
Working Papers	No. of working papers and No. of downloads
Publications in peer-reviewed journals	No. of publications and their citation, impact factor of journals
Presentations in Scientific Conference	No. of presentations
Final Conference	No. of participants from the academic and scientific community at project events, feedback collected
Policy makers	
Web site	No. of visitors and trends (Visits for all visitors; Absolute Unique Visitors; Pageviews; Map Overlay; New vs. Returning; Time on Site for all visitors, Traffic Sources Overview)
Project presentation	No. of downloads of dissemination products

Typical Methods of Dissemination

- Report
- Memo
- White paper
- Monograph
- Brief
- Email
- Newsletter
- Website

- Conference presentation
- Workshop
- Roadshow
- Media
- Editorial

Dissemination for Action

Try new methods and tools:

Video

Podcast

Slide Share

Storify

Pearltrees

Use the power of your network to disseminate your work:

Link with networks

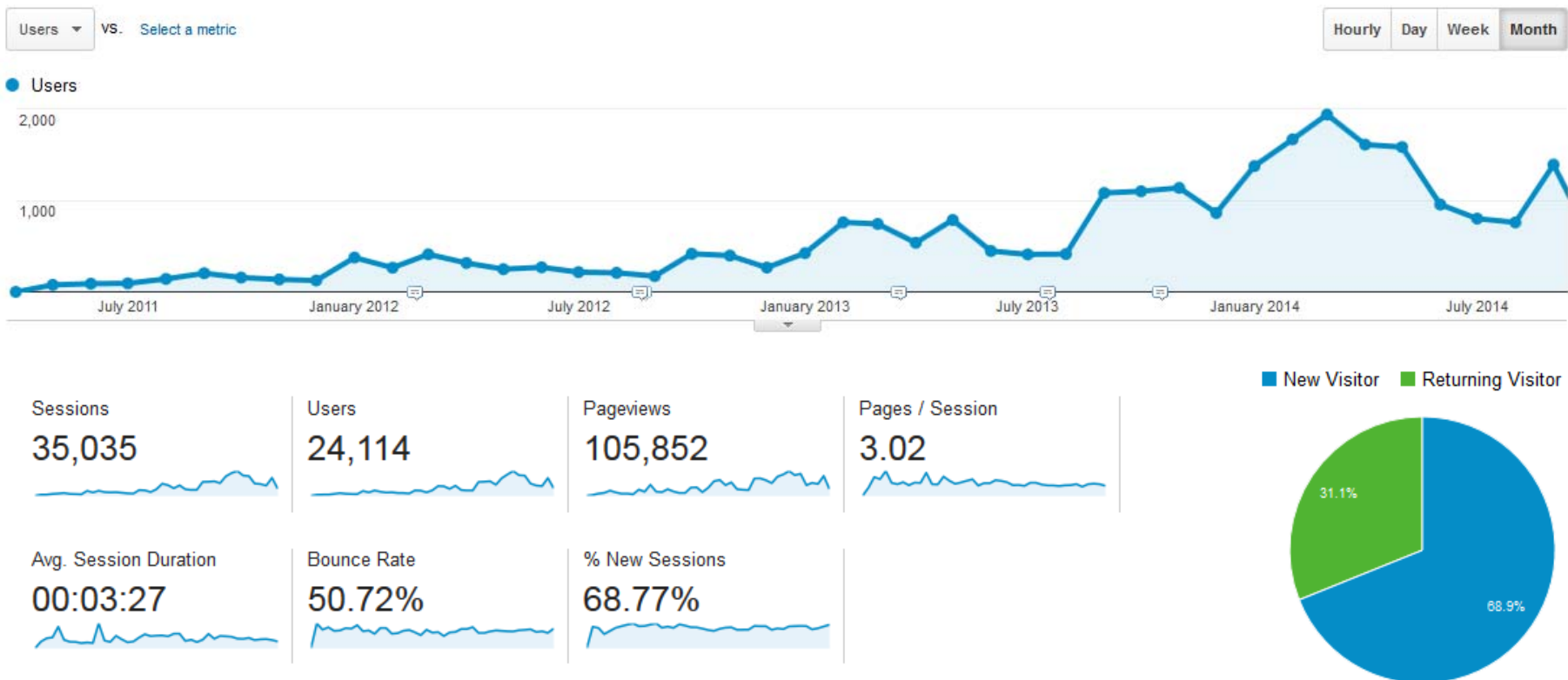Alliances with other projects

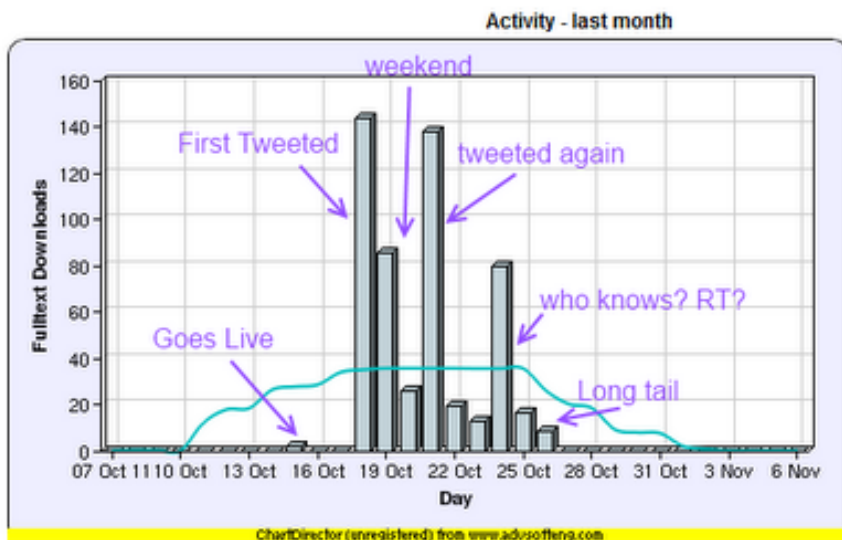Link with professional associations

Present your paper at a conference:

Gain 17-26 downloads

L. L. de Leon, Fernanda and McQuillin, Ben, The Role of Conferences on the Pathway to Academic Impact: Evidence from a Natural Experiment (October 9, 2014). Available at SSRN: http://ssrn.com/abstract=2507361

Use Website Analytics to Monitor Dissemination

Blog and Tweet : Increase Downloads

Activity - last month
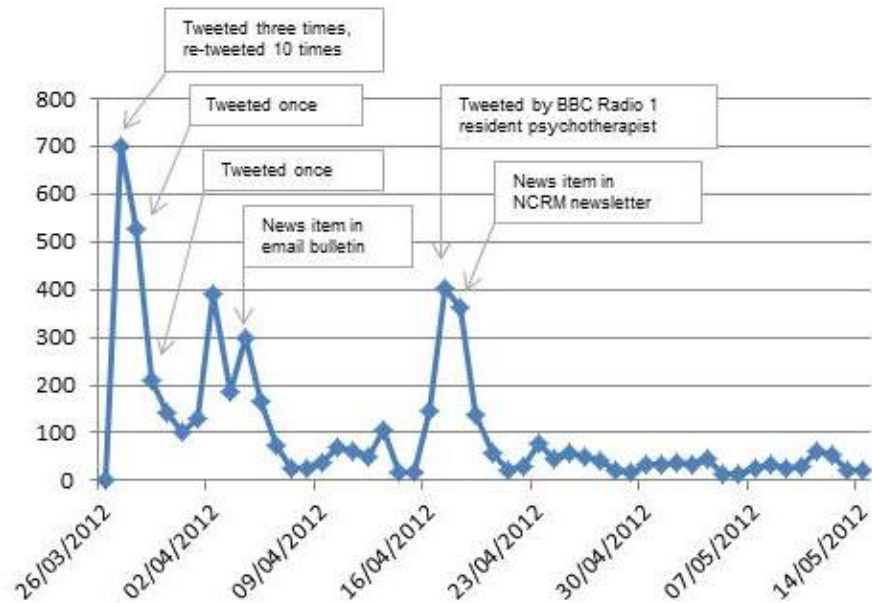
Melissa Terras:

. . .the correlation between talking about my research online and the spike in downloads of my papers

Track Effectiveness of Publicity Activities

Demonstrate short and long-term impacts of research.

Tweet about your work

Increase downloads X11

Other Methods – No Metrics Yet Identified

Facebook

LinkedIn

Pinterest

Example of Dissemination Impact

Interesting and innovative ways that other industries are sharing and measuring the impact of dissemination efforts

http://journalauthors.tandf.co.uk/pdfs/socialmedia-infographic.pdf

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