

Dissemination strategy

The strategy will focus on what the community needs to learn and the processes needed for embedding and take-up.)

Dissemination plan

The dissemination plan (which is a part of the overall project plan) explains how the project will share outcomes with stakeholders, relevant institutions and organisations, and how it will contribute to the overall dissemination strategy for the programme.


The dissemination plan will explain:

- What you plan to disseminate – the message
- To whom – the audience
- Why – the purpose
- How – the method
- When – the timing

Purpose

The purpose of the dissemination activity may be to:

- Raise awareness – let others know what you are doing
- Inform – educate the community
- Engage – get input/feedback from the community
- Promote – ‘sell’ your outputs and results



Message

Think about the key message you want to send. It's often useful to think of the person on the receiving end. What do they need to know about your project? How can you communicate it clearly?

Focus on clear, simple messages .

Get the right message to the right audience.

Coordinate messages within and across programme. Messages from a group of projects often have greater impact than messages from a single project.

Audience

Think about who you want to reach and what they can do for your project. The stakeholder analysis identified people who will be affected by your project and whose support you need. Use dissemination to inform and engage stakeholders, and get them to buy into your work.

Consider the following audiences:

External stakeholders

Think about who might take up your outputs and the stakeholders that can help you to 'make it happen'. These might be teachers, researchers, librarians, publishers, online hosts, etc. Think of opportunities to engage with them.

The community – There may be much to share with the wider education and research communities. Think about who could learn from your knowledge and experience and share it in case studies, journal articles, etc.

Internal

They supported the project bid, so keep them informed about what you're doing.

Use dissemination to make sure the project has a high profile.

Jisc programmes – Share your results with other projects. Programme and cluster meetings are an excellent opportunity to share what you've done and get feedback from projects doing similar work.

Methods

newsletters, press releases, flyers/brochures, programme/cluster meeting, conference presentations, posters, workshops, demonstrations, online discussion, lists, journal articles, case studies, reports and other documents

The trick is to select the right one(s) to get your message to the target audience and achieve your purpose.

Timing

Decide when different dissemination activities will be most relevant. Messages will vary during the timeframe of the project. For example, at the start, focus on awareness of your project, and at the end on 'selling' achievements. Also think about time commitments - there are periods in the academic year when it will be difficult to reach academic staff.

Collaboration

You will be asked to participate in programme and cluster dissemination activities as these can have more impact than those at project-level and be more cost effective. Contribute your ideas on collaboration and participate in the activities that are planned.

Evaluate success

In planning the purpose of a dissemination activity, you need to decide what you want to gain from it. Try to build an evaluation component into any major dissemination activity to see if you've achieved your purpose. For example, if you invite people to visit your website, check the usage logs. If you hold a workshop, hand out a short questionnaire to find out what participants