

Dissemination: the report to the public domain.

Increases the value of your project to the funder because you will reach a larger audience.

(NSF Broader Impact)

Dissemination *Plan* Includes:

- Detailed description of how you will communicate the success and content of your project to others.
- Description of the audience and how they will be reached.
 - First identify the audience – may include other colleges, other projects in the same funded program, stakeholders, associations
 - Then figure out how to reach them.

Commercial Publications

- Commercial publications need to include what products (text, software, CD ROMs, manuals, etc.) will be produced.
 - Include a letter of plans for dissemination.
 - Include a production plan and cost.
 - If to be sold, include what will become of profits.
 - Get signed agreements from all writers.

Answers these Questions:

- How will the results, materials or products be made available to others?
- Which results will be reported - methods, instruments, or results of evaluation?
- Which audiences need to be reached - general public, teachers, children?
- What medium will you use?
- What are the assurances that this medium will reach the intended audience (esp. electronic media)?

Possible means:

- Workshops, publications, conference presentations
- Presentations on your own campus, with other departments and colleges
- On-campus multidisciplinary teams
- Teleconferences
- Web sites, listservs, e-mail, e-bulletin board
- Advertisements on other sites (CUR, professional organizations), newsletters, employee exchange
- ERIC or an abstract series

Possible means, cont.

- Posters
- Training sessions
- Direct mail, flyers, inserts
- Newspaper/newsletter articles (on and off campus)
- TV and radio announcements/Public service announcements
- Public meetings, focus groups
- Commercial publications