

DISSEMINATION PLAN



Assignment Summary

Dissemination can be defined as spreading something—especially information—widely. A primary goal of this semester is for you all to disseminate the work you have been doing in your research team out to broader audiences. For this dissemination plan, you will answer a series of questions that outline both your project and where it's going.

Objective

Disseminate the work that you have been completing and polishing over the past several semesters.

Assignment Questions (Due Sunday, February 8 at 11:59 pm)

As a group, please answer the following questions in paragraph form (approx. 400-700 words total). Please highlight who completed which sections:

1. **What is the purpose** of your work—**both the group project and individual products**? What is the format of the group project? What individual products does this project consist of, and in what forms (e.g., maps, podcasts, videos, reports, etc.)?
2. **Who is this project made for**? Describe the relevant stakeholders and what they might need to best understand and/or use the different elements of this project.
3. **Why is it important** for your work to be shared? What value does it bring to the communities/stakeholders it serves?
4. **What ethical considerations** are important to think about when planning to disseminate your work? How will you ensure these ethical considerations are integrated into the dissemination process?
5. **What working practices will you adopt** to ensure that your project is ready for distribution by this time?

Then, please answer the following questions in a bullet point list. Please highlight who completed which sections:

6. What are the **specific avenues of distribution** that will make it so your project reaches relevant stakeholders and communities (e.g., social media, specific emails, publication,

community partner advertising, etc.)? (Tip: If you aren't sure where you should share it, who might be a good person to ask, and/or where might be a good place to start?)

7. For each avenue of distribution, **how and when** will you share the group and individual contributions? (E.g., I will share my podcast to Spotify by researching how to upload a podcast to Spotify, and I will send an email to Ms. Jones and post to XYZ website to advertise it. I will actually upload the podcast by Sunday, April 26th and send the advertising email by Tuesday, April 28th).

Dissemination Draft (Due Sunday, April 19 at 11:59 pm)

Draft an email(s)/message(s) that you will send. Be sure to include your names, the project purpose, and why you are sharing this work with them. Submit this to Blackboard for review.

Dissemination (Due Sunday, April 27 at 11:59 pm)

Disseminate your work to two-three different audiences, and submit screenshot proof of having done this to Blackboard.

Grading Rubric (Assignment Questions)

Criteria	A Proficient Plan will...	A Developing Plan Will...	An Plan Still in Need of Work Will...
Length/ Formatting	Be written in paragraph and bullet point form, depending on the section, with the paragraph being 400-700 words in length	Be written all in paragraph or bullet point form, under 400 words in length	Under 400 words in length
Organization	Structure ideas for impact	Include structure, transitions, or ordering that needs work	Not have structure/organization
Grammar/ Style	Be relatively free of grammatical errors; experiment with style	Have several grammatical errors, or basic style issues	Have significant grammatical errors and stylistic issues
Content	Answer every question with thought and care	Answer every question, but could improve upon depth/clarity	Not answer every question