Evidence Quality and Reach Hub: Community of Practice on Designing a Communication and Engagement Plan: Session 3

Joni Wackwitz, Senior Communications Specialist, American Institutes for Research
Jen Chingwe, Senior Technical Assistant Consultant, American Institutes for Research

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Welcome!

Please share:

• Your name

• Your favorite STEM subject and why you love it
Virtual Meeting/Conference Recording Notice

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Community of Practice Sessions

Session 1: Learners will build their understanding of the major components of a research engagement plan, with a focus on goals, target audiences and objectives, and engagement strategies.

Session 2: Learners will continue to build an understanding of how to develop an engagement plan, with a focus on key messages and considerations related to plain language and diversity, equity, and inclusion.

Session 3: Learners will explore how to plan the timing of an engagement campaign and how to measure the dissemination impact.
Agenda

1. Review of Session 2 and Homework

2. Components of a Research Engagement Plan: Part III
   • Create a timeline and work plan
   • Build an outreach list
   • Track outcomes and impact

3. Next Steps and Resources
Meet the Presenter

Joni Wackwitz

American Institutes for Research
Senior Communications Specialist
Review of Session 2 and Homework
Develop Key Messages

Distill study to essential points.

Use plain language.

Apply a DEI lens.
Session 2 Homework Assignment: Discussion

Share one resource on either plain language or DEI and explain briefly why you found it useful.

OR

Share one way you’re integrating a DEI lens into your research project, particularly as relates to engagement.
Components of a Research Engagement Plan: Part III

- Create a timeline and work plan
- Build an outreach list
- Track outcomes and impact
Engagement Plan Components

- Specify project goals
- Identify audiences and objectives
- Determine strategies
- Develop key messages
- Create timeline and work plan
- Build outreach list
- Track outcomes and impact
Create a Timeline for Engagement

• Roll out activities in stages as part of a coordinated campaign to build momentum and impact.

• Time activities to align with project milestones.

• Plan to share more than once but take care to avoid oversaturating audiences.

• Consider opportunities you can leverage.

• Identify any sensitivities related to timing.
Develop a Work Plan

• Plan when each product will be developed and who will be responsible.

• Use the summary and key messages you created as core content for products.

• Consider the resources and expertise you may need to develop each product.

• Have stakeholders review products in development, if possible, to offer input.
Poll

Question: Which types of media have you used to share research? Select all that apply.

a. Research journals
b. General print/digital media (e.g., newspapers, magazines)
c. Education print/digital media (e.g., Ed Week, STEM magazines, association publications)
d. Broadcast media (radio or television)
e. Social media
f. Websites
Build an Outreach List

• Brainstorm individuals, networks, groups, and organizations to target for outreach.

• Consider who can help spread the word (partners, colleagues, friends of friends). Send them content to share through their own communication channels.

• Identify conferences/events where you can present.

• If considering media outreach, identify journalists, bloggers, and influencers who may be interested.
Brainstorm Activity: PK-12 STEM Outreach List

Instructions:

1. Go to the Google Doc linked in the Chat.

2. For each outreach category, enter groups or events that can help spread the word about PK–12 STEM education research.

3. You will have a few minutes to complete the activity.

4. After the session, our team will post the list on the CoP learning space.
Poll

Question: Which of the following analytic tools have you used? Select all that apply.

a. Google analytics
b. YouTube analytics
c. Social media analytics (e.g., Facebook, LinkedIn, Twitter)
d. Email analytics (e.g., MailChimp, Constant Contact, iContact)
e. Other (share in the Chat)
Track Outcomes and Impact

• Set measurable goals by which to track progress and evaluate success. Example: “Within 2 months, have 35 downloads of the study infographic.”

• Monitor analytics such as product downloads, email open rates, video views, social media engagement, and workshop or conference session attendance.

• Identify what is and is not working and refine your engagement plan as needed.

See CADRE’s analytics overview for more tips and resources.
Breakout Group Discussion

Discuss the following question as a group:

What *analytic tools and metrics* have you used and found effective, particularly for tracking research dissemination and engagement?
Next Steps
Keeping in Touch

The CoP learning space will remain open until October 31, 2022. If you want to keep in touch as a learning community, add your contact info to the Session 1 introduction discussion.

You are welcome to submit a final engagement plan for feedback. Send your plan and a brief abstract to ichingwe@air.org.

One-on-one coaching also is available. Contact cfelicio@air.org for information.
CADRE’s Dissemination Toolkit

- Project Communication Plan
- Guide to Product Dissemination
- Methods & Approaches

https://cadrek12.org/dissemination-toolkit
Feedback

Please fill out the event survey following this session.

https://www.surveymonkey.com/r/CVZZ8DG
Thanks for attending!