

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

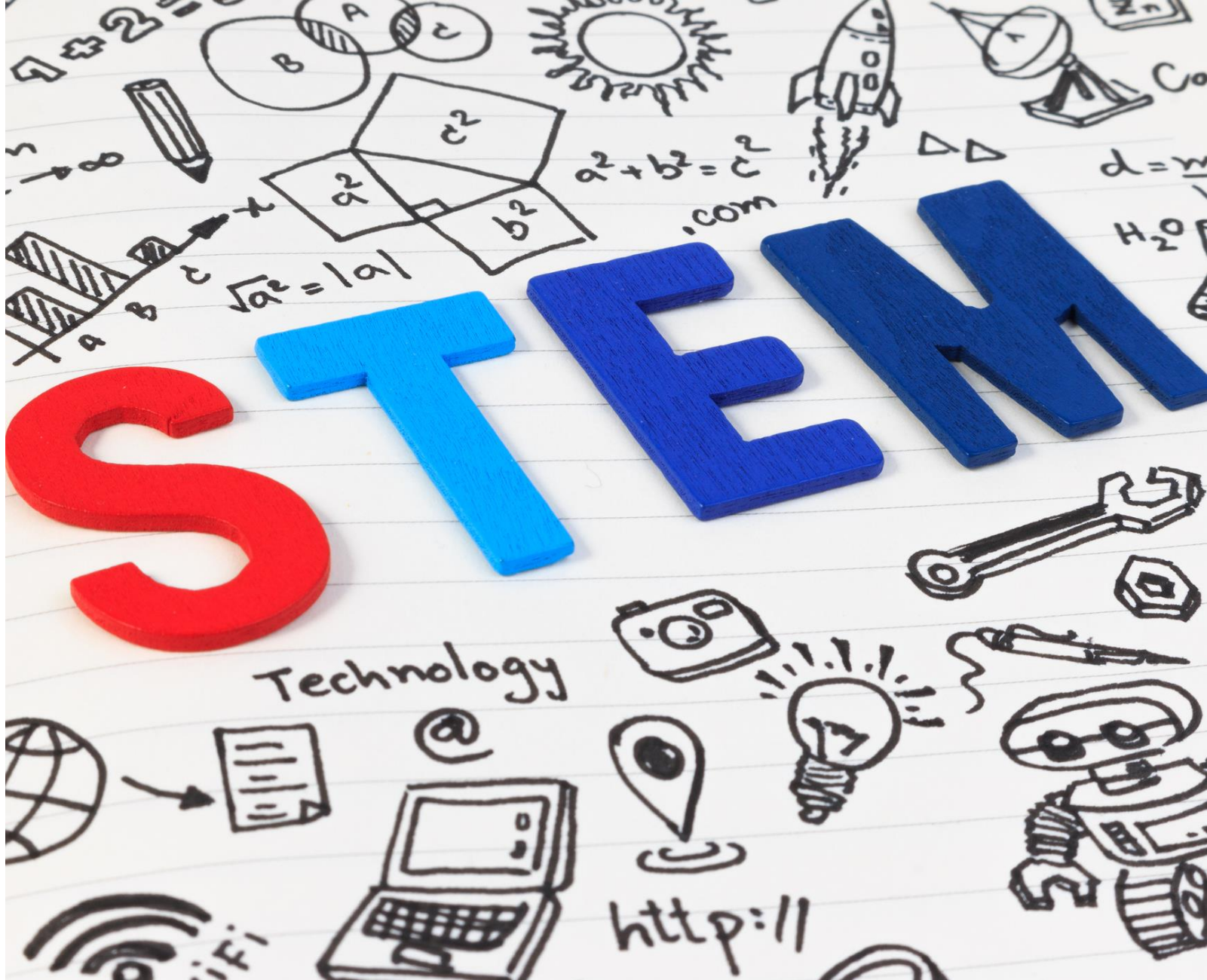
Jen Chingwe, Senior Technical Assistant Consultant, American Institutes for Research

August 23, 2022

Welcome!

Please share:

- **Your name**
- **Your favorite STEM subject and why you love it**



Virtual Meeting/Conference Recording Notice

The American Institutes for Research® (AIR®) allows for the recording of audio, visuals, participants, and other information sent, verbalized, or utilized during business-related meetings. By joining a meeting, you automatically consent to such recordings. Any participant who prefers to participate via audio only should disable their video camera so that only their audio will be captured. Video and/or audio recordings of any AIR session shall not be transmitted to an external third party without the permission of AIR.

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

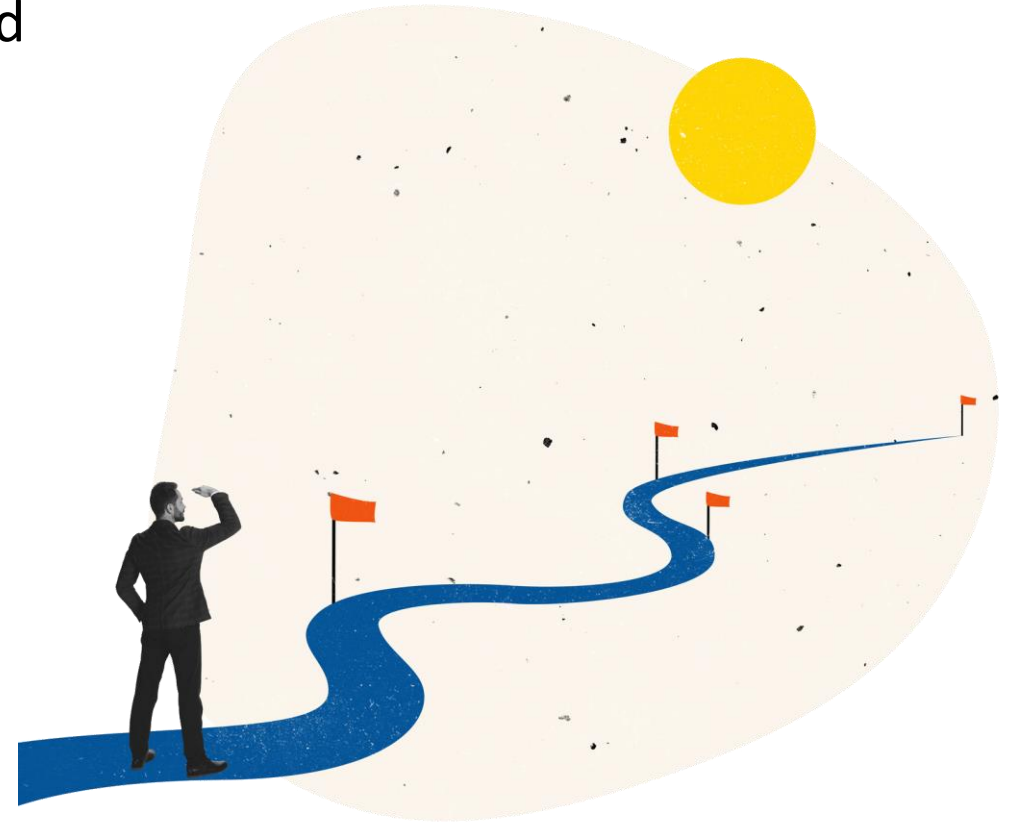
Engagement Plan Components

- 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



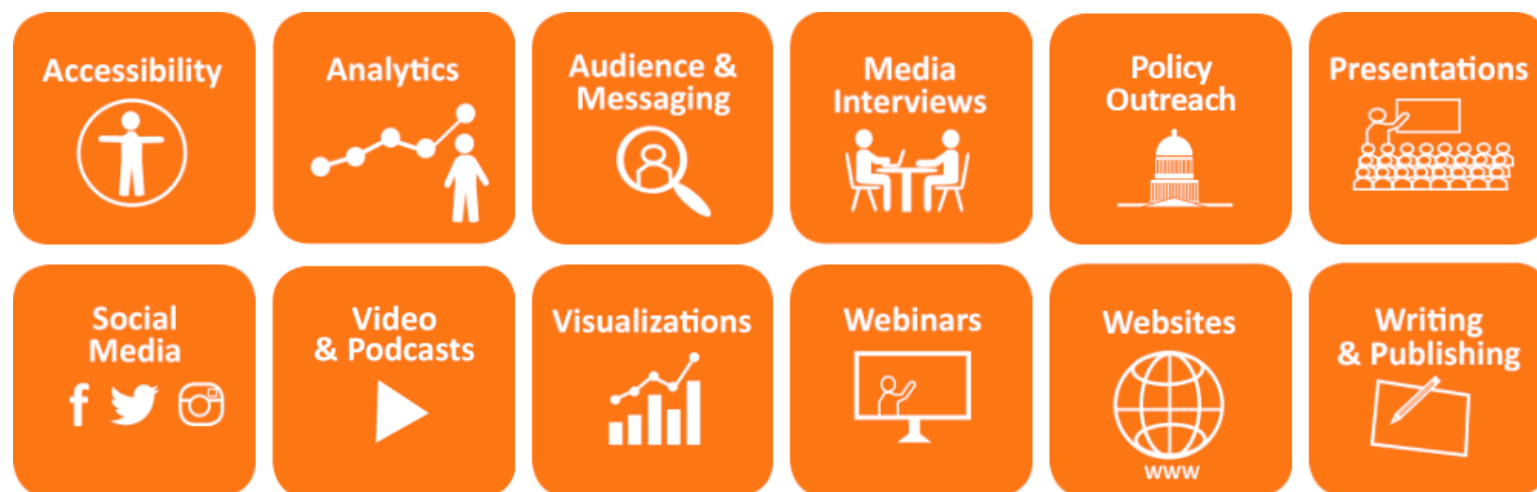
The [CoP learning space](#) will remain open until **October 31, 2022**. If you want to keep in touch as a learning community, add your contact info to the Session 1 introduction discussion.

You are welcome to submit a final **engagement plan** for feedback. Send your plan and a brief abstract to jchingwe@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!

AMERICAN INSTITUTES FOR RESEARCH[®] | [AIR.ORG](https://www.air.org)

Notice of Trademark: "American Institutes for Research" and "AIR" are registered trademarks. All other brand, product, or company names are trademarks or registered trademarks of their respective owners.

Copyright © 2022 American Institutes for Research[®]. All rights reserved. No part of this publication may be reproduced, distributed, or transmitted in any form or by any means, including photocopying, recording, website display, or other electronic or mechanical methods, without the prior written permission of the American Institutes for Research. For permission requests, please use the Contact Us form on [AIR.ORG](https://www.air.org).