



To surmount the core dissemination challenges identified in Figure 1, the Macoubrie and Harrison model suggests a four-phase dissemination process: 1) planning; 2) translation and packaging; 3) strategic distribution; and 4) follow-through and evaluation.

In general, the OERRH will aim to start its dissemination process at the Planning Phase. However, as we draw on lessons and feedback from previous experiences, we may start some aspects of the dissemination process from other phases.

### **1) Planning Phase**

- Who is our target audience and how do they engage with research?
- What research information is needed by our audience?
- How would we like them to use our research?
- How would we design research so that findings will be used?
- How do we evaluate the dissemination effort?

### **2) Translations and Packaging Phase**

- What is needed to make our research accessible?
- What can be done to highlight research findings?
- What formats work best for which audience?
- How can findings be packaged with other research?

### **3) Strategic Distribution Phase**

- What channels and tactics will be used to reach each audience?
- Frequency of distribution efforts?
- Who can champion this information?
- What networks are available to share OERRH research?

### **4) Follow-through & Evaluation Phase**

- How was the research distributed; what worked best?
- What networks and relationships encouraged utilisation of research?
- What lessons were learned to inform future dissemination efforts?





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## 6.0 Stakeholder Engagement Plan

To support the suggested four phases of this Framework, an OERRH *Stakeholder Engagement Plan* has also been written. In this document, we:

1. identify actual and potential OERRH stakeholders;
2. identify key messages to be conveyed, when and to whom;
3. identify mechanisms and media to be used for dissemination;
4. describe approaches to engage with stakeholders throughout the project and for obtaining feedback during and after the project;
5. identify OERRH project outcomes and potential users of these outcomes;
6. describe strategies for supporting each identified user to become aware of the relevant outcomes and ideas and how they might be involved in making effective use of them;
7. identify various events, e.g. conferences at which OERRH project could be disseminated;
8. identify publications which OERRH could target e.g. journals;
9. outline evaluation strategies on the impact of project outcomes with the intended user communities during and following the development of The OERRH project.

## 7.0 Conclusion

The OERRH seeks to employ a non-passive approach to dissemination by applying an informed, strategic process which considers the needs of its target audience and evaluates the use and impact of the information being shared. This OERRH Dissemination Framework is merely a guide for our dissemination processes and activities, which have been detailed in our Stakeholder Engagement Plan.

## 8.0 References

- Hutchinson J. & Huberman, M. (1994). Knowledge dissemination and use in science and mathematics education: A literature review. *Journal of Science Education and Technology* 3(1), 27-47.
- Macoubrie, J., & Harrison, C. (2013). *The Value-Added Research Dissemination Framework*. OPRE Report # 2013-10, Washington, DC: Office of Planning, Research and Evaluation, Administration for Children and Families, U.S. Department of Health and Human Services.

