

# GET THE WORD OUT!

SHARE YOUR INNOVATIVE ATE PRACTICES,  
RESOURCES, & DATA WITH OTHERS

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[www.evaluate-ate.org](http://www.evaluate-ate.org)

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## Introductions



**Megan**

Lopez



**Lyssa**

Wilson Becho



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This material is based upon work supported by the  
National Science Foundation under Grant No.  
1841783. The content reflects the views of the authors  
and not necessarily those of NSF.



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## Land & Labor Acknowledgments

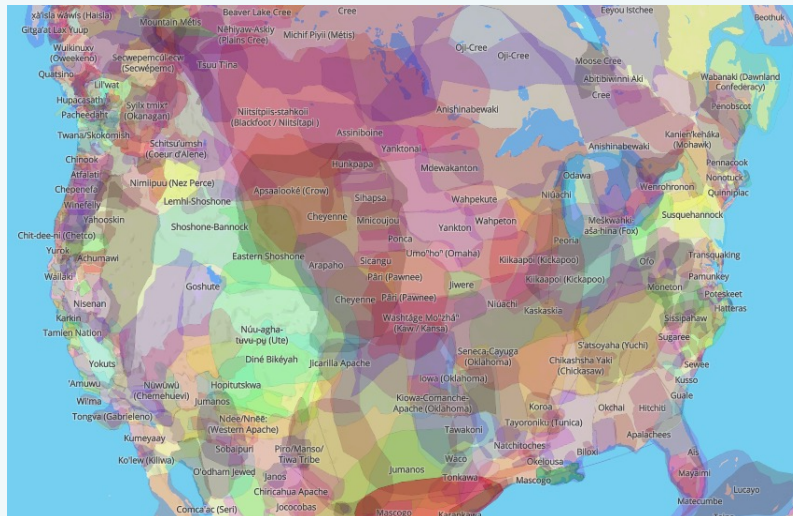


Image: <https://native-land.ca/>

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## Session Overview



**Dissemination in  
Research &  
Evaluation**



**Dissemination  
Planning Matrix**



**Matrix  
Demonstration**

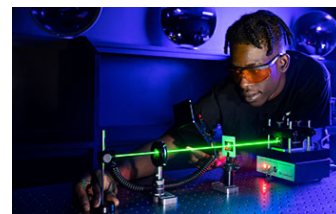
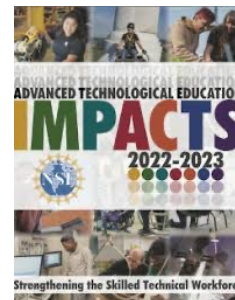
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# Why are we talking about dissemination?

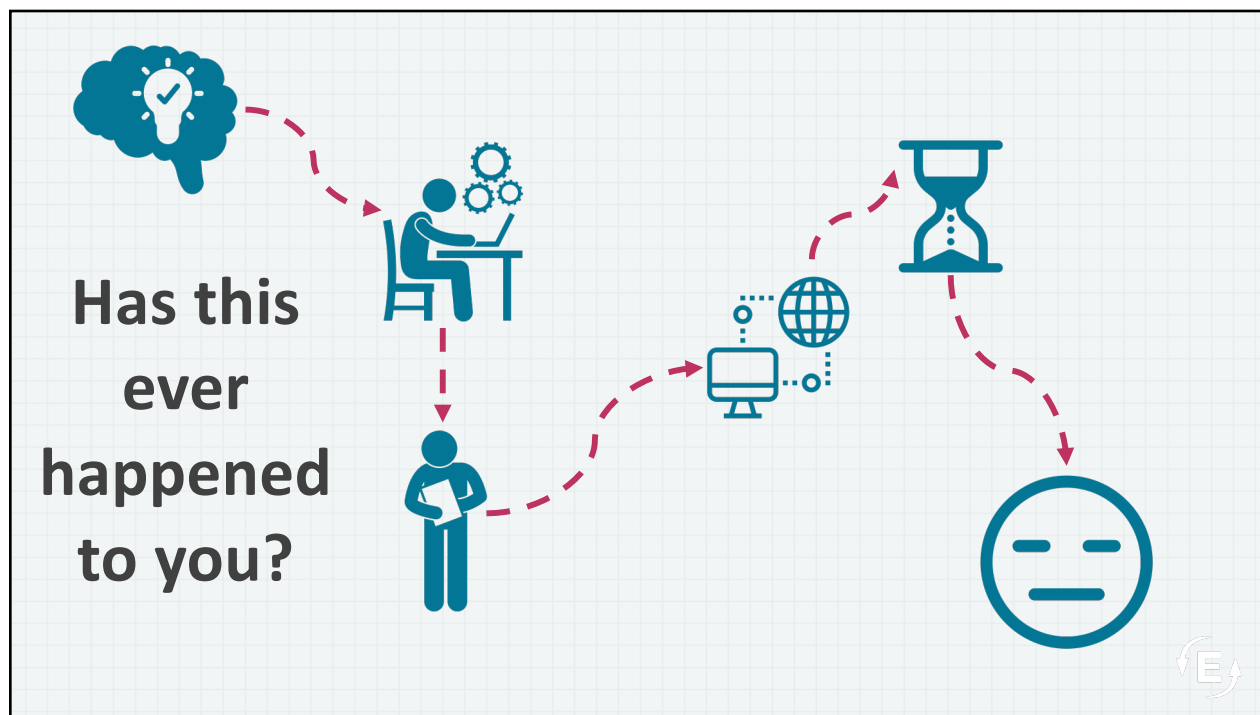


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Pics or it  
didn't  
happen!



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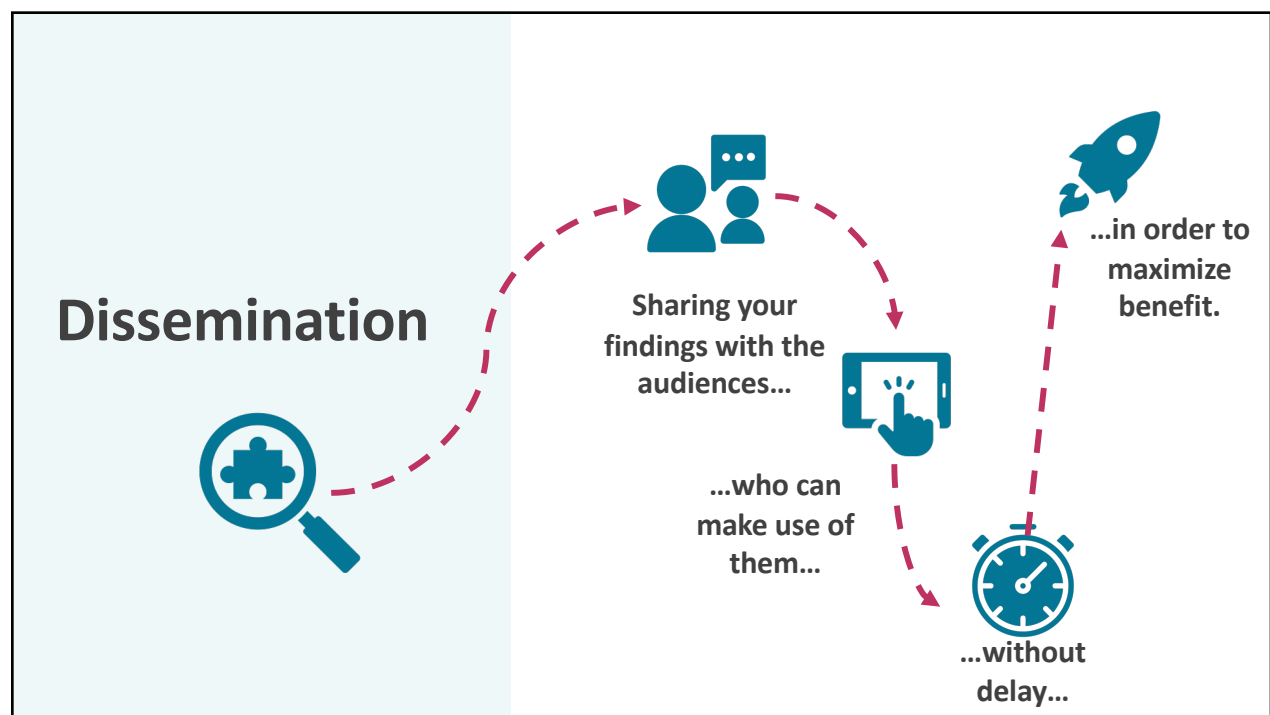


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# What do we mean by dissemination?



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# Dissemination Examples in ATE



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## Dissemination Examples



Evaluation results  
from a  
professional  
development  
workshop that  
used new  
curriculum or  
training methods.



A research study  
looking at the  
impact of a  
workplace-based  
learning program  
on post-  
graduation  
employment.



A conference  
session that  
shares  
educational  
materials to  
support advanced  
manufacturing  
education.

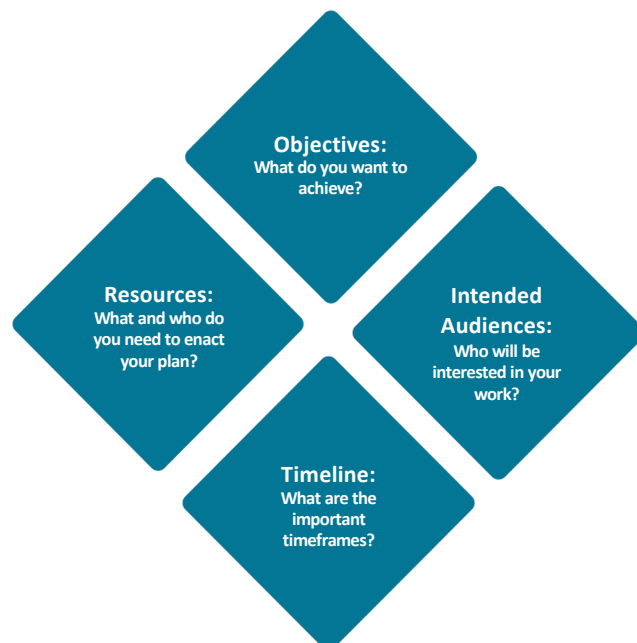
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# Strategizing for Dissemination



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## Dissemination Strategy



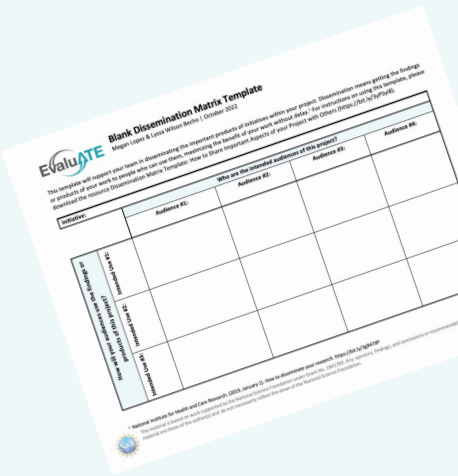
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# Let's Build a Dissemination Matrix!



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**Blank Dissemination Matrix Template**  
Margaret Lopez & Laura Wilson-Beths | October 2022

This template will support your team in disseminating the important products of initiatives within your project. Dissemination means getting the findings or products of your work to people who can use them, maximizing the benefits of your work without delay. For instructions on using this template, please download the related Dissemination Matrix Template page to Share Important Aspects of your Project with Others (https://tiny.cc/9y8p99b).

Initiative	What are the intended audiences of this project?		
	Audience #1:	Audience #2:	Audience #3:
Initiative #1:			
Initiative #2:			
Initiative #3:			

1. National Institute for Health and Care Research. (2013, January 1). How to disseminate your research. <https://www.nihr.ac.uk/documents/how-to-disseminate-your-research/52816/1>. Accessed October 12, 2022. Any copyright, trademark, and/or other intellectual property rights are reserved by the copyright owner. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage or retrieval system, without prior written permission from the copyright owner.

**Dissemination Matrix Template:**  
How to Share Important Aspects of your ATE Project with Others  
Margaret Lopez & Laura Wilson-Beths | October 2022

ATE projects produce a variety of innovative, impactful, cross-disciplinary products with wide-reaching implications. The purpose of this template is to support your team in disseminating important products of initiatives within your project. Dissemination means getting the findings or products of your work to people who can use them, maximizing the benefits of your work without delay. Build your matrix as early as possible, and revisit it as your initiative and dissemination efforts unfold.

**Build Your Dissemination Matrix**  
A completed example of this matrix is included on the next page. To download a blank matrix, use this link: <https://tiny.cc/9y8p99b>.

**Step 1. What initiative will you focus on?**  
Which of your project activities or initiatives have products or implications that others might find useful? Maybe it's a curriculum you developed, findings from a research study, innovative instructional materials, useful lab materials, or even findings from your evaluation report. Write your initiative title at the top of the matrix.

**Step 2. Who are your intended audiences?**  
Brainstorm about who could benefit from the products, results, or outputs of your initiative. Consider the larger ATE community, discipline-specific audiences, academic communities, or those within your institution. Don't forget to include your internal team if applicable! Fill in your identified audiences along the top row of the matrix.



**Step 3. How will your audiences use the findings or products of this initiative?**  
Imagine you are at a networking event that with educators, students, researchers, practitioners, and evaluators. As you tell attendees about your initiative, imagine which takeaways they find most interesting and how they would use those insights in their own work. Fill in the intended uses you identified along the left of the vertical axis of the matrix.

**Step 4. What will be disseminated? Where and when will this occur?**  
Consider what dissemination strategy would support each intended audience in achieving each intended use. Dissemination may happen through research articles in discipline-specific journals, reports detailing findings, 100s and templates to share, or conference presentations. Not every use needs to pertain to every audience. Also, be as specific as possible! Include dates, times, and places. In each cell, fill in how you will get the products of your work into the hands of the audience in a way that they will find useful.

**Step 5. What are your next steps?**  
With your team, plan your next steps. Start with your highest priorities: think about your initiative's original purpose or the needs it was designed to address. Consider who might take on certain tasks. Revise this guide frequently, and document anything you have completed! Optional: Indicate your next steps by circling or highlighting the dissemination tasks you plan to take on first.

1. National Institute for Health and Care Research. (2013, January 1). How to disseminate your research. <https://www.nihr.ac.uk/documents/how-to-disseminate-your-research/52816/1>. Accessed October 12, 2022. Any copyright, trademark, and/or other intellectual property rights are reserved by the copyright owner. All rights reserved. No part of this publication may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage or retrieval system, without prior written permission from the copyright owner.

**Find these resources here after the presentation!**

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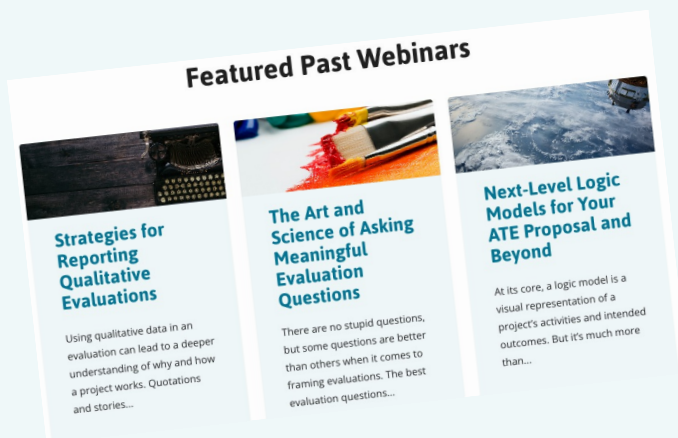
## 1. What do you want to disseminate?

Project:				
	Who are the intended audiences of this project?			
	Audience #1:	Audience #2:	Audience #3:	Audience #4:

Write your  
project title at  
the top of the  
Matrix

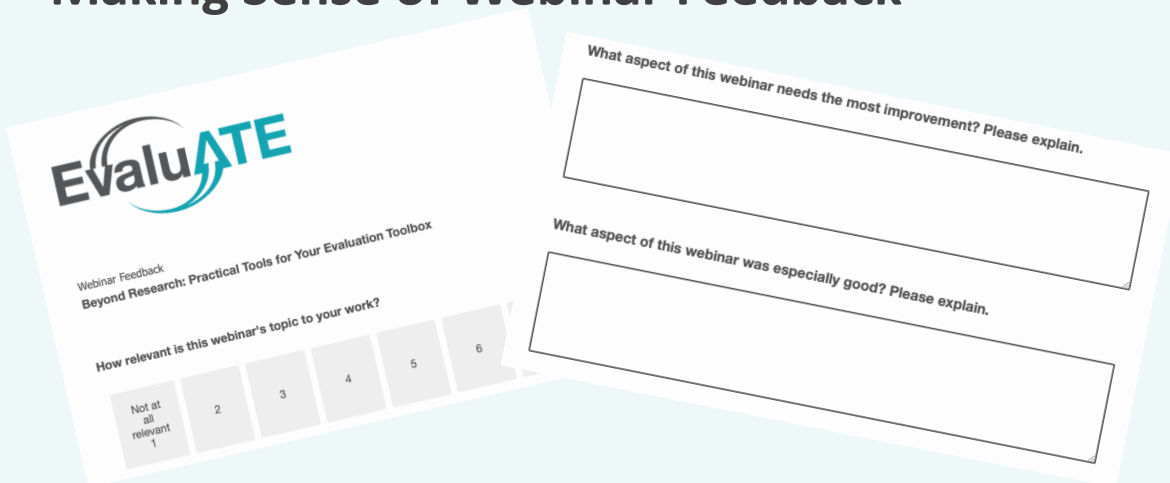
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## My Example: Making Sense of Webinar Feedback



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## My Example: Making Sense of Webinar Feedback



**EvaluATE**

Webinar Feedback  
Beyond Research: Practical Tools for Your Evaluation Toolbox

How relevant is this webinar's topic to your work?

Not at all relevant 1 2 3 4 5 6

What aspect of this webinar needs the most improvement? Please explain.

What aspect of this webinar was especially good? Please explain.

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## 1. What do you want to disseminate?

Project: Analyzing Webinar Feedback Surveys Over Time				
Who are the intended audiences of this project?				
Audience #1:	Audience #2:	Audience #3:	Audience #4:	

Write your  
project title at  
the top of the  
Matrix

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## 1. What do you want to disseminate?

Project: Analyzing Webinar Feedback Surveys Over Time

Who are the intended audiences of this project?

Audience #1:

Audience #2:

Audience #4:

### Project Examples:

- Evaluation findings
- Annual report
- Survey reports
- Research findings
- Newly developed educational or lab materials
- Training curriculum

Write your  
project title at  
the top of the  
Matrix

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## 2. Who are your intended audiences?

Project: Analyzing Webinar Feedback Surveys Over Time

Who are the intended audiences of this project?

Audience #1:

Audience #2:

Audience #3:

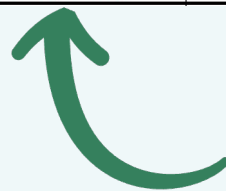
Audience #4:

Brainstorm the  
audiences that  
might find this  
project or aspects  
of this work useful

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## 2. Who are your intended audiences?

Project: Analyzing Webinar Feedback Surveys Over Time				
	Who are the intended audiences of this project?			
	Audience #1: EvaluATE (Internal)	Audience #2: ATE Project Staff	Audience #3: Evaluation Community	Audience #4: Engineering Community



Brainstorm the  
audiences that  
might find this  
project or aspects  
of this work useful

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## 3. How could this work be useful to others?


How will your audiences use the findings or products of this project?		
Intended Use #3:	Intended Use #2:	Intended Use #1:



Identify the  
intended uses of  
this project

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### 3. How could this work be useful to others?



Identify the intended uses of this project

How will your audiences use the findings or products of this project?		
Intended Use #3: Learn about research methods	Intended Use #2: Learn about webinar quality	Intended Use #1: Improve upon the EvaluATE project

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### 4. How will you disseminate?

Fill in how you could disseminate your work in a way that gets your work in your audiences' hands so that they can use the products of your initiative.

		Who are the intended audiences of this project?			
		Audience #1: EvaluATE (Internal)	Audience #2: ATE Project Staff	Audience #3: Evaluation Community	Audience #4: Engineering Community
How will your audiences use the findings or products of this project?	Intended Use #1: Improve upon the EvaluATE project				
	Intended Use #2: Learn about webinar quality				
	Intended Use #3: Learn about research methods				

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## 4. How will you disseminate?

Fill in how you could disseminate your work in a way that gets your work in your audiences' hands so that they can use the products of your initiative.

		Who are the intended audiences of this project?			
		Audience #1: EvaluATE (Internal)	Audience #2: ATE Project Staff	Audience #3: Evaluation Community	Audience #4: Engineering Community
How will your audiences use the findings or products of this project?	Intended Use #1: Improve upon the EvaluATE project	Interactive visualization in Tableau summarizing survey feedback from EvaluATE's webinars			
	Intended Use #2: Learn about webinar quality		Open-access report detailing findings with visualizations to be published on EvaluATE's website		
	Intended Use #3: Learn about research methods		Open-access video series providing step-by-step explanation of methods to be published on EvaluATE's website	Manuscript (Methods Note) submitted to <i>American Journal of Evaluation</i>	Presentation at the American Society for Engineering Management Conference in Oct. 2023??

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## 4. How will you disseminate?

Fill in how you could disseminate your work in a way that gets your work in your audiences' hands so that they can use the products of your initiative.

		Who are the intended audiences of this project?			
		Audience #1: EvaluATE (Internal)	Audience #2: ATE Project Staff	Audience #3: Evaluation Community	Audience #4: Engineering Community
How will your audiences use the findings or products of this project?	Intended Use #1: Improve upon the EvaluATE project	Interactive visualization in Tableau summarizing survey feedback from EvaluATE's webinars	×	×	×
	Intended Use #2: Learn about webinar quality	×	Open-access report detailing findings with visualizations to be published on EvaluATE's website	×	×
	Intended Use #3: Learn about research methods	×	Open-access video series providing step-by-step explanation of methods to be published on EvaluATE's website	Manuscript (Methods Note) submitted to <i>American Journal of Evaluation</i>	Presentation at the American Society for Engineering Management Conference in Oct. 2023??

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## 5. What's next?

Strategize  
your next  
steps! Revisit  
your matrix  
often and  
make edits  
as needed.

Project: Analyzing Webinar Feedback Surveys Over Time

		Who are the intended audiences of this project?			
		Audience #1: EvaluATE (Internal)	Audience #2: ATE Project Staff	Audience #3: Evaluation Community	Audience #4: Engineering Community
How will your audience use the findings or products of this project?	Intended Use #1: Improve upon the EvaluATE project	Interactive visualization in Tableau summarizing survey feedback from EvaluATE's webinars			
	Intended Use #2: Learn about webinar quality		Open-access report detailing findings with visualizations to be published on EvaluATE's website		
	Intended Use #3: Learn about research methods		Open-access video series providing step-by-step explanation of methods to be published on EvaluATE's website	Manuscript (Methods Note) submitted to <i>American Journal of Evaluation</i>	Presentation at the American Society for Engineering Management Conference in Oct. 2023??

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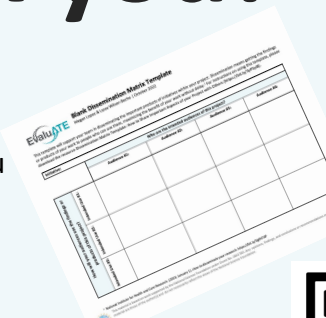
# Thank you!



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Download  
The Matrix!



**Dissemination Matrix Template:** How to Share Important Aspects of your ATE Project with Others

Image credit: © iStockphoto.com/Steve Delaney

ATE projects produce a variety of innovative, impactful, cross-disciplinary products with wide-ranging applications. The purpose of this template is to support project teams in documenting important products of evaluation within your project. It includes a matrix for listing the findings or products of your work to provide you and your stakeholders a record of your work and efforts. Update your matrix as early as possible, and revisit it as your initiative and dissemination efforts unfold.

**Build Your Dissemination Matrix**

A completed example of this matrix is included on the next page. To download a blank matrix, see this link: <https://evaluates.org>

**Step 1: What initiative will you focus on?**

What if your project activities or initiatives bear products or implications that others might find useful? Identify it as a product of your development. Identify how it is important, innovative, and/or unique to your project. Write your response in the box of the matrix.

**Step 2: Who are your intended audiences?**

Remember that you have identified the audience, results, or impact of your initiative. Consider the target ATE community, discipline-specific audience, academic community, or those within your institution. Don't forget to include your internal staff and faculty. Write your identified audience along the left side of the matrix.

**Step 3: How will your audience use the findings or products of this initiative?**

Imagine you are at a networking event that will introduce, discuss, demonstrate, promote, and encourage the use of identified dissemination products. Consider what audience they find most interesting and how they would use the products of your work. Write your response in the box of the matrix.

**Step 4: What will be disseminated? Where and when will this occur?**

Consider what dissemination strategy would support your intended audience in achieving each intended use. Dissemination may happen through research articles in discipline-specific journals, reports, working drafts, blogs, and newsletters to share, or conference presentations, but every use needs to be specific to your audience. Use the appropriate product, date, time, and place to share it. Write your response in the box of the matrix.

**Step 5: What are your next steps?**

Write your ATE plan and share it with your highest priorities. Think about your initiative's impact on the use of the results in your project's address. Consider who might take on various tasks. Review this guide frequently, and document anything you have completed. Repeatedly indicate your next steps by filling in appropriate dissemination strategies in the plan-to-do box.

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