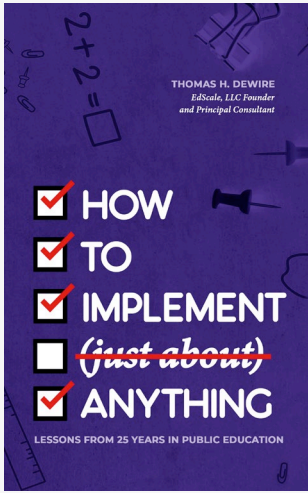




# **EIR Workshop Series** ***Dissemination Webinar #1***

October 15, 2024 2:30-3:30pm EST

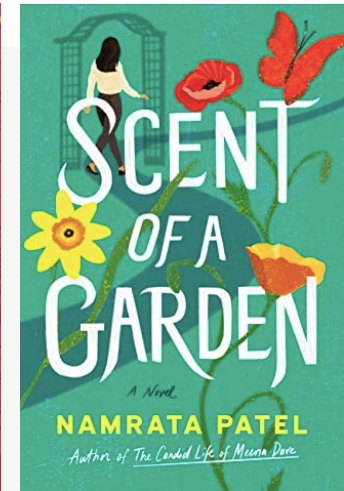
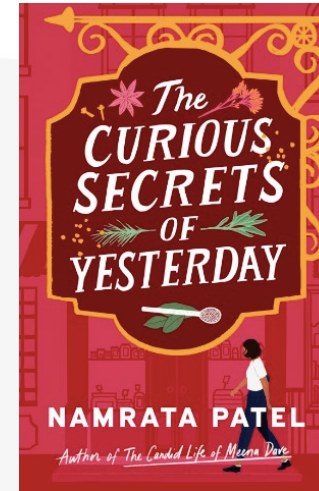




Tom DeWire  
 Founder, Principal  
 Consultant  
 EdScale  
[edscalellc.com](http://edscalellc.com)



Namrata Patel, MA  
 VP Marketing  
 Communications LEE  
[educationalequity.org/](http://educationalequity.org/)



# AnLar's EIR TA Team



**Ginger Murray**  
Senior Project Director  
AnLar



**Ben Harper, EdD**  
Senior Project Manager  
AnLar



# Webinar Objectives

- Understand a definition of dissemination connected with EIR grant implementation
  - focused on scaling up and sustainability of what works in education!
- Understand the overall steps and structure of the EIR Dissemination Workbook and Plan Template
- Explore the first three of six steps to building your dissemination plan



# What do we mean by “scaling”?

Scale is multidimensional <sup>(1)</sup>. It requires:

- Depth** - Deep and consequential change in classroom practice
- Sustainability** - Lasting over time, particularly after the initial implementation push
- Spread** - Moving beyond practices and materials to underlying beliefs, norms, and principles
- Ownership** - Shifting from an external reform to the way business is done

<sup>1</sup>COBURN, CYNTHIA E. (2003). *RETHINKING SCALE: MOVING BEYOND NUMBERS TO DEEP AND LASTING CHANGE*. EDUCATIONAL RESEARCHER. VOL 32, NO. 6. P 4.



# Pulse check (in the chat)

What does dissemination mean to you?



# Dissemination Definition

Making **results** available to policy makers, funders, and other audiences **by using industry language and prioritizing accuracy**



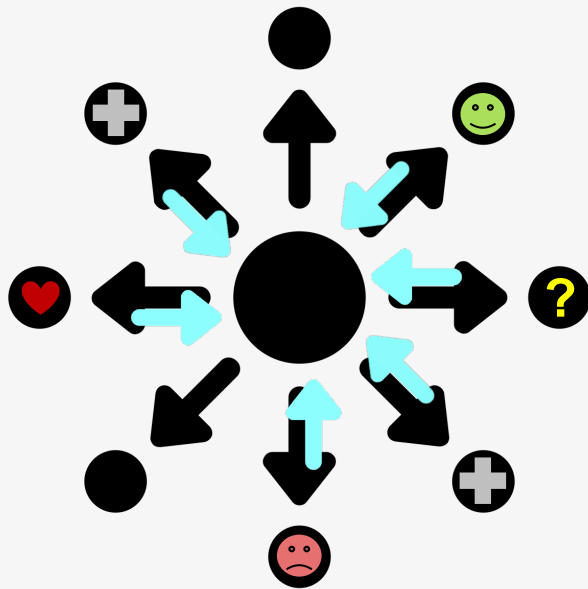
Validity

Authority

# Dissemination VS Communication

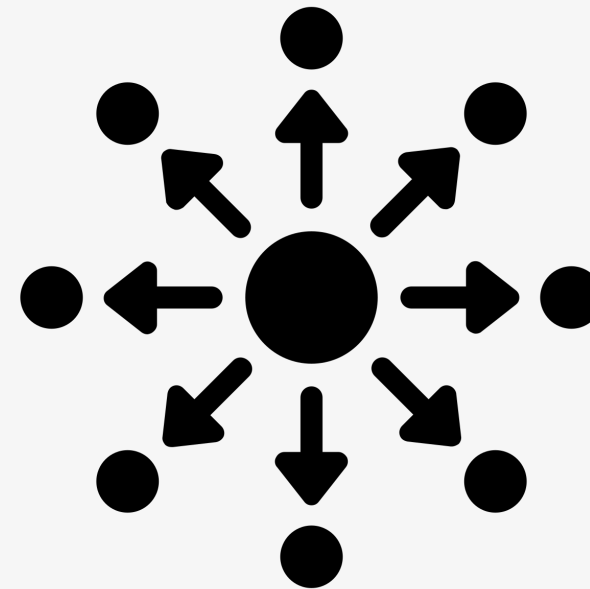
## Communication theory

sender – receiver – reply/signal



## Dissemination theory

sender – receiver

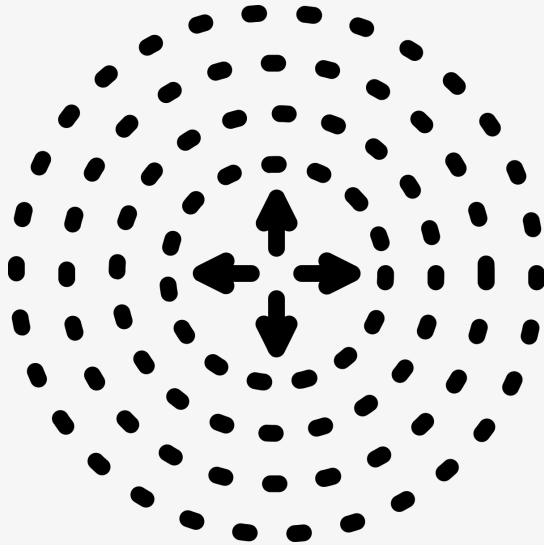




# Dissemination VS Diffusion

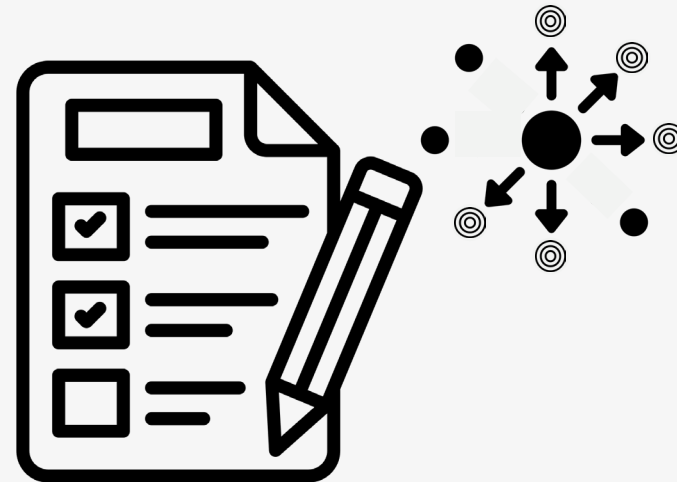
## Diffusion

natural spread of information



## Dissemination

conscious and targeted



# EIR Dissemination Workbook- Steps to Success

**Step 1**  
Dissemination  
Goals

**Step 2**  
Stakeholder  
Analysis

**Step 3**  
Brand Value  
Proposition

**Step 4**  
Content  
Development

**Step 5**  
Dissemination  
Channels

**Step 6**  
Content  
Calendar



# Today's Focus- Steps 1-3

## Step1 **Dissemination Goals**

What are the goals for dissemination over the next few years?

## Step 2 **Stakeholder Analysis**

Who are the key stakeholders? Why? How engaged are they currently? What are the objectives for each stakeholder? What do you want each to do?

## Step 3 **Brand Value Proposition**

What are the brand values that differentiate your project to your ideal partners?

## Step 4 **Content Development**

What stories can you tell to support your goals and your brand value propositions? What kind of content communicates the messages and stories to your stakeholders? What resources (e.g, human capital, financial) will it take to develop and share content over the next year?

## Step 5 **Dissemination Channels**

Where do your stakeholders engage? Where should you share your messages?

## Step 6 **Content Calendar**

What's the dissemination content calendar for the next 90 days?



# Step 1- Dissemination Goals

What are the goals for dissemination over the next few years?

Goal category	Potential goals
Project Grant Implementation	<i>E.g., Help potential partners to understand the core essence of the intervention (our non-negotiables)</i>
Scaling Up	
Tools/Resources	
Research Findings	<i>E.g., Published research findings, in ERIC and in journal</i>



# Step 1- Dissemination Goals

What are the goals for dissemination over the next few years?

## Plan: Dissemination Goals

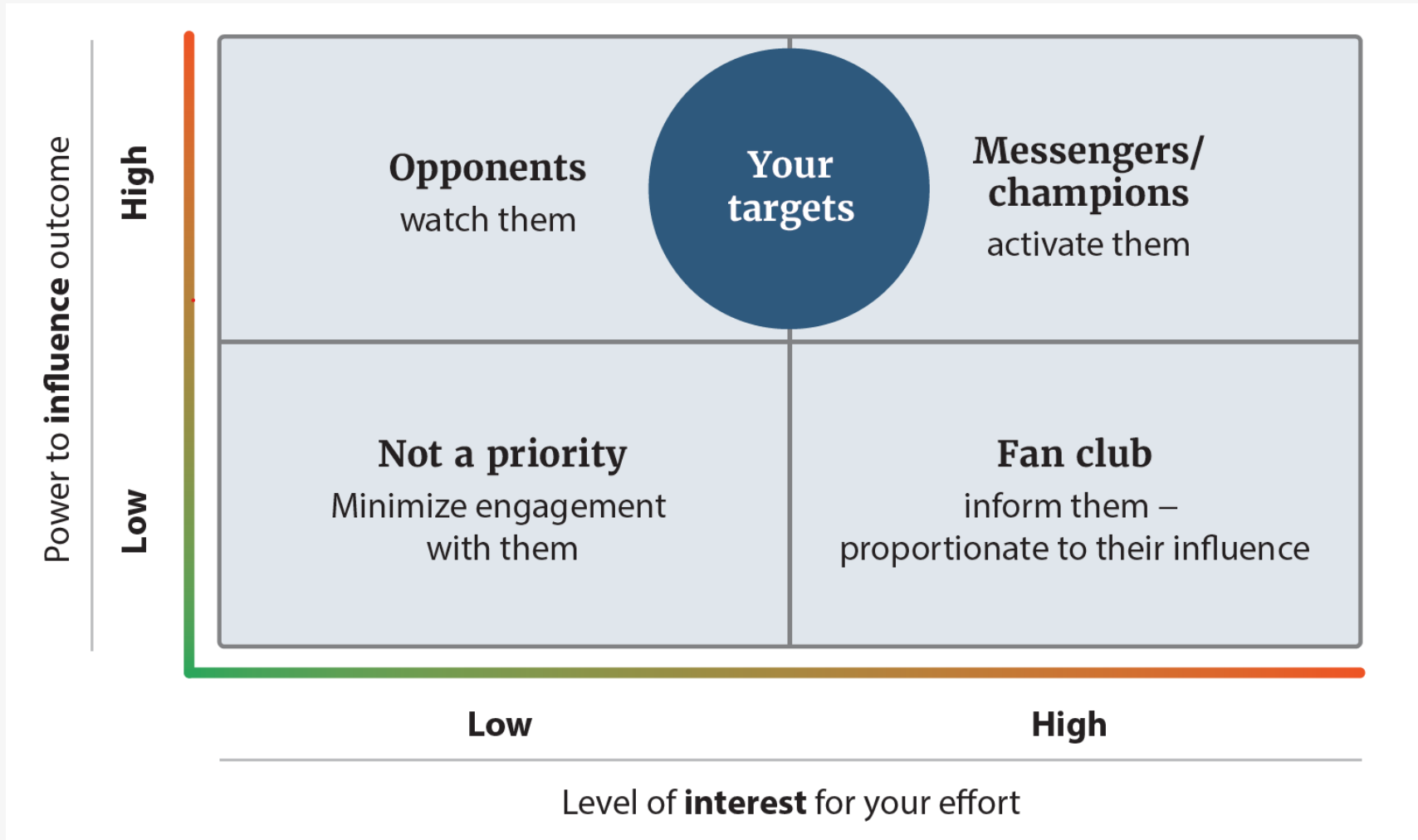
- In the table below, record the top three dissemination goals your team identified during the exercise above. Consider whether you have goals in only one or all of the goal categories from the exercise (Implementation, Scaling, Tools/Resources, and Research Findings).
- Identify what success in three years would be for each goal and how you would measure it.

	Goal 1	Goal 2	Goal 3
<b>Dissemination Goals:</b> What would success look like in 1-3 years?	<i>e.g., Published research findings, in ERIC and in journal</i>		
<b>Goal Type:</b> Implementation, Scaling, Tools/Resources, or Research Findings	<i>Research Findings</i>		
<b>Definition of Success:</b> How would you know that you had been successful?	<i>1-2 research studies published on program (ERIC, journal)</i>		

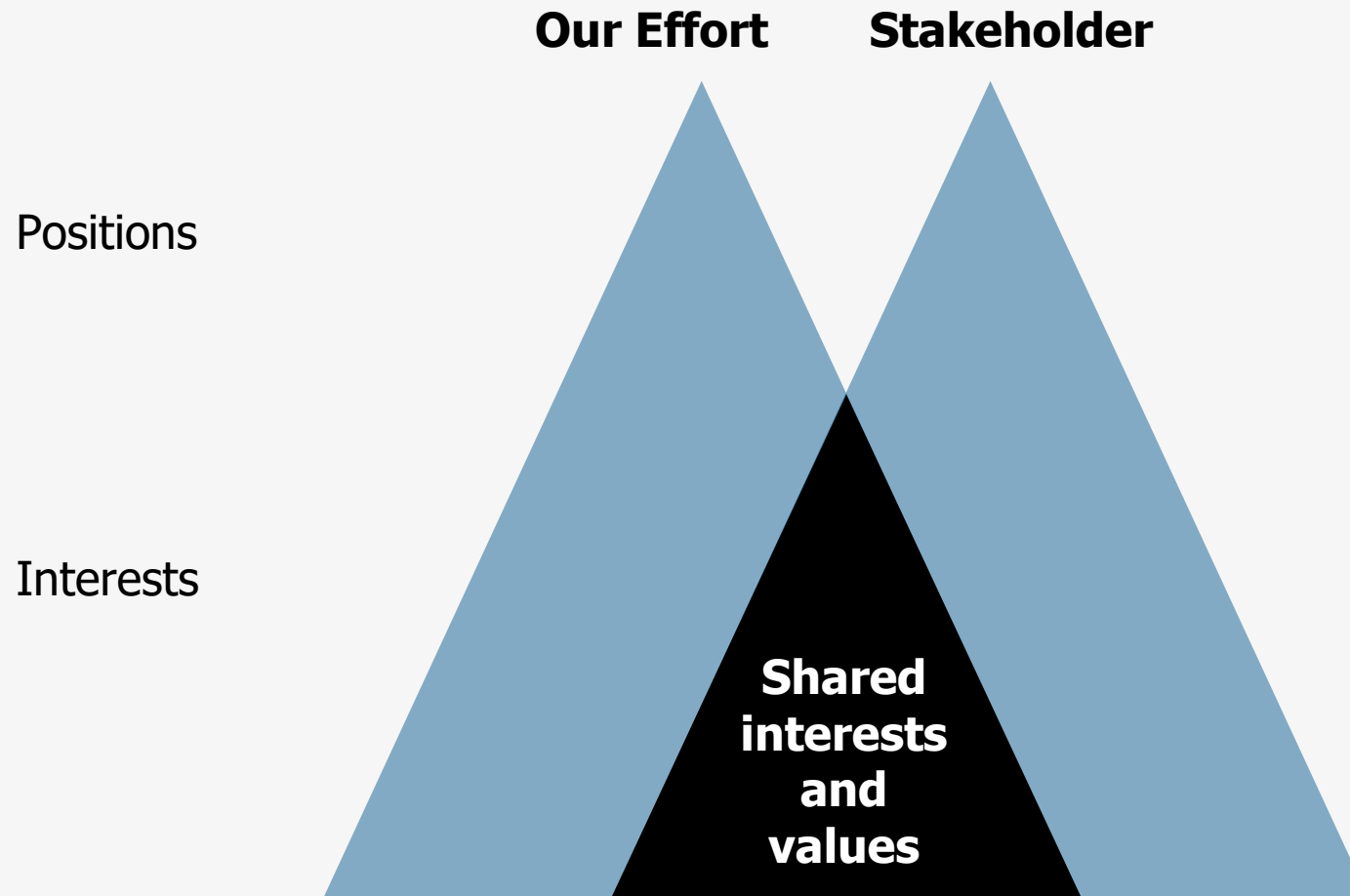


# Step 2- Stakeholder Analysis

Who are the key stakeholders? Why? How engaged are they currently?  
What are the objectives for each stakeholder? What do you want each to do?



# What % of an iceberg is below the surface?



# Step 2- Stakeholder Analysis

Who are the key stakeholders? Why? How engaged are they currently?  
 What are the objectives for each stakeholder? What do you want each to do?

## Plan: Stakeholder Identification and Analysis

Based on the prioritized set of stakeholders from your brainstorm, connect your goals from Step 1 to the key stakeholders. Then, for each of your dissemination goals, identify the objectives for each stakeholder or stakeholders based on what you hope they will think, feel, and ultimately do (activate them). *Revisit the hourglass framework in the Appendix to inform your stakeholder engagement objectives.*

Goals (from Step 1)	Key Stakeholders	Objectives — We want our stakeholders to:		
		Think...	Feel...	Do...
<i>e.g., Published research findings, in ERIC and in journal</i>	<i>Districts and schools for 2<sup>nd</sup> round of research</i>	<i>Promising first year results suggest my students would benefit</i>	<i>This opportunity is a must have for my students</i>	<i>Sign up for the 2<sup>nd</sup> round of pilot</i>



# Step 3- Brand Value Proposition

## Exercise: Identifying Your Elements of Value

A brand value proposition is a statement that identifies clear, measurable, and demonstrable benefits to your target audience. It is a promise that your brand makes to its customers. It is a creative statement that depicts your brand's unique selling proposition. It tells potential partners why they should choose us. And it focuses on the customer needs.

Brainstorm with your team to identify the top 5 brand values for your project or intervention (e.g. why schools, districts, and states should partner with you). Think about what makes your project different for your ideal partners as compared to other options in the same market category.

1. Consider the following questions when brainstorming and clarifying your brand proposition.
2. What is the problem you are solving for your partner?
3. How are you solving it?
4. Why are these benefits valuable to your partners?
5. How is your innovation different from others in the same market category?
  - Have you addressed all three areas below? Products/Services — Customer Jobs (What they need?)
  - Benefits (against needs) — Customer Gains (What they gain?)
  - Pain relievers — Customer Pains (What goes away?)

**Consider hosting a few conversations with your current partners to inform your perspective on the brand value proposition.**

# Step 3- Brand Value Proposition

## Plan: Develop Value Propositions

After identifying your top values, pick three for which you will build out a brief statement. As helpful, develop sub-values that support the overall value (sub-values are likely other elements you identified in the exercise above but did not select as top three).

These value propositions will be your primary talking points and areas of emphasis as you message and tell stories of impact to current and prospective partners.

### Value Propositions

*E.g., Your curriculum, powered by ASSISTments: Deliver your chosen math curricula's formative assessments -- from problem sets to exit tickets -- through the only math platform built on learning science*



# Insights- Identify what LEE members want

- “Help me figure out what’s next in my career”
- “Help me expand my network”
- “Help me figure out how to get involved in, or take action on, something I care about”



# Value Proposition (Draft)

LEE is a **diverse network of equity-minded leaders** at all stages of their careers. By providing 1:1 coaching, meaningful member-to-member connections, skill-building opportunities, and added capacity and resources, we help our network members do the work needed to ensure an equitable education for children everywhere – whether by organizing within their local communities, exploring careers in policy & advocacy, or pursuing elected office.



# Value Proposition

## **Abbreviated Version**

LEE is a diverse network of equity-minded leaders. We help our members work to ensure an equitable education for children everywhere - whether by organizing within their local communities, exploring careers in policy & advocacy, or pursuing elected office.

## **Shortest Version**

Build your network. Grow your career. Change education policy.



# Social

**MEMBER SIGN UP 2**

Urban Teachers is committed to supporting and growing a new generation of diverse, equity-minded civic leaders working collectively to end educational inequity.

That's why we've partnered with [Leadership for Educational Equity \(LEE\)](#), a nonprofit leadership development organization dedicated to empowering its members with the tools and resources to take action and fight for equity in education.

Through our partnership with LEE, Urban Teachers alumni have exclusive access to:

- Workshops and professional development trainings
- Mentorship and career coaching
- Job boards and career opportunities
- Networking events

Sign up for your LEE member benefits today:  
<https://info.educationalequity.org/lee-orientation>.

[Click here \(square\)](#)

[Click here \(horizontal\)](#)

**MEMBER SIGN UP 2**

We're thrilled to announce our new partnership with [Leaders for Educational Equity \(LEE\)](#), a diverse network of 45,000+ equity-minded leaders.

Urban Teachers: LEE is here to help you...

- Build your network. 🤝
- Grow your career. 📁
- Change education policy. ⚖️

**Shortest value prop in action**

All UT members now have access to LEE's huge array of resources & supports: networking events, workshops, career coaching & mentorship, and more.

[Learn more about LEE here.](#)

[Click here \(square\)](#)

[Click here \(horizontal\)](#)



# Email



## Email 2: Event Invitation

Dear [NAME],

As you complete your Urban Teachers experience, we're here to connect you with resources and opportunities to develop your career, expand your network, and empower you to take action on issues you care about.

We are excited to invite you to our upcoming virtual open house with [Leadership for Educational Equity \(LEE\)](#) on September 9.

Join us to learn about how joining LEE will help you accelerate your career and deepen your impact after completing your Urban Teachers program. [\[LINK\]](#)

**[EVENT NAME]**

**[DATE]**

**[TIME]**

**RSVP HERE [LINK]**

During our open house, you'll learn how LEE membership will provide you with exclusive access to resources and opportunities, including:

- Professional and leadership development resources to **move your career forward**
- Networking events, mentorship, and career coaching to **expand your professional and peer networks**
- Access to trainings, fellowships, and campaign support to **connect you to opportunities for elected and appointed office and help you take action at the local and national level**

Join the open house to ask questions and dive into how LEE can amplify your impact and connect you to a community of civic leaders working to end educational inequity. [\[LINK\]](#)

**[SIGN OFF]**

## EMAIL: INTRODUCING LEE TO MEMBERS AT THE REGIONAL LEVEL

**From:**

[Site Director email address]

**CC:**

[Regional LEE staff member]

**Subject:**

📩 Announcement! New benefits for UT alum

**Value prop in action: enables partner org staff to quickly put LEE into context their members will understand.**

**Body:**

Hey everyone,

In case you haven't heard the news already, I'm excited to share: Urban Teachers has partnered with [Leaders for Educational Equity \(LEE\)](#), a diverse network of equity-minded leaders.

LEE helps its members work to ensure an equitable education for children everywhere – whether by organizing within their local communities, exploring careers in policy & advocacy, or pursuing elected office.

This partnership enables us to continue supporting your personal and professional growth for years to come, long after you've become UT alumni.

As members of UT, you're all automatically LEE members, too. That means you have access to their huge array of resources & supports: networking events, workshops, career coaching & mentorship, and tons more.

I really encourage you to [learn more about LEE here](#). << On that page, you can book time for a short "LEE Welcome Session" to meet some of the local LEE staff here in {{ city }}, and figure out which of LEE's many resources will be most helpful to you.

If you have any questions at all, feel free to connect with {{ LEE staff member }} (in CC).

Be well,

{{ Site Director Name }}



# Event

eventbrite Search events

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This event has ended.

**LEEDSHIP FOR EDUCATIONAL EQUITY**

**VIRTUAL OPEN HOUSE**  
FOR PARTNER ORGANIZATIONS

Wednesday, April 7  
6pm ET / 3pm PT  
educationalequity.org

APR 07

**LEE Partner Open House**  
by Leadership for Educational Equity  
87 followers Follow

Free

Sales Ended Details

**Unlock your next level of leadership by joining LEE's virtual Open House for partners.**

**About this event**

The need for strong leaders to confront nationwide inequity and injustice has never been greater. As a first step in welcoming members from our partner organizations, **Leadership for Educational Equity** is hosting an open house to share the many perks of membership.

This event will give you a first look at LEE's incredible drive toward developing more equity-minded leaders who will step up as civic leaders in the halls of power across the nation. You'll be hearing more from us about the many resources, coaching, courses, and networks LEE has to offer in the coming months.

**At this open house, you'll learn about the supports LEE offers to help you:**

- **Grow your career:** gain access to virtual leadership courses, career coaching, national networking events, and paid fellowships.
- **Deepen your impact:** learn about leadership opportunities in your community and optionally join a regional Organizing Alliance with other equity-minded leaders.
- **Explore civic leadership:** whether you're considering running for office now or in the future, LEE offers campaign coaching and the full spectrum of campaign support.

We look forward to meeting you, and showing you what it looks like to be part of the incredible community of LEE leaders!

**REGISTER NOW to secure your spot!**

Date and time  
Wed, Apr 7, 2021, 5:00 PM CDT  
[Add to calendar](#)

Location  
**Online event**

eventbrite Search events

Browse Events Organize Help Create an event Sign In

**LEEDSHIP FOR EDUCATIONAL EQUITY**

**VIRTUAL OPEN HOUSE**  
FOR PARTNER ORGANIZATIONS

Wednesday, April 7  
6pm ET / 3pm PT  
educationalequity.org

APR 07

**LEE Welcome Session**  
by Leadership for Educational Equity  
87 followers Follow

Free

Resister Now!

**Build your network. Grow your career. Change education policy.**

Leadership for Educational Equity (LEE) is a diverse network of equity-minded leaders.

We help our members work to ensure an equitable education for children everywhere - whether by organizing within their local communities, exploring careers in policy & advocacy, or pursuing elected office.

**Join our upcoming Welcome Session, where you'll learn how LEE provides its members...**

**Possibility & access:** {{ Recommended messaging from positioning & messaging guide would be copied + pasted here }}

**Accountability & support:** {{ Recommended messaging from positioning & messaging guide would be copied + pasted here }}

**Individualization:** {{ Recommended messaging from positioning & messaging guide would be copied + pasted here }}

**Safety & belonging:** {{ Recommended messaging from positioning & messaging guide would be copied + pasted here }}

*We can't wait to welcome you into our network of 45,000 (and counting) equity-minded leaders!*

**>> Register now to secure your spot <<**

This is an **online event**. Join from anywhere!

Wed, Apr 7, 2022, 5:00 PM CDT  
[Add to calendar](#)





# Recap- Popcorn Style for the top 3 Steps today

## Step1 **Dissemination Goals**

What are the goals for dissemination over the next few years?

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## Step 5 **Dissemination Channels**

Where do your stakeholders engage? Where should you share your messages?

## Step 6 **Content Calendar**

What's the dissemination content calendar for the next 90 days?



# Recap- Breakout Rooms



- In your breakout rooms, popcorn style pass & ask each other to describe the different steps (quick).
- **Reflect on which step you need to focus on in preparation for the in-person workshop**



# Resources to go deeper...

- [April Dunford: Product Positioning, The Knowledge Project EP. # 201](#)
- [The Moth: The Art of and Craft of Storytelling](#)
- [Matthew Dicks, StoryWorthy](#)
- [The Art of Smart Brevity & Smart Brevity Checklist](#)
- [Communication & Engagement workbook](#)
- [Made to Stick: Create a Core Message for Your Cause](#)



# Next Steps



- Review workbook
- Focus on brainstorming part of steps 1 - 3
- Webinar 2 (Steps 4-6)  
Nov 12<sup>th</sup>, 2024



Use the QR code to access the feedback form