

Welcome! We will start momentarily

While you are waiting, please share in the chat:



- Name
- Grant Type (Early, Mid, Exp)
- Brief Project Description



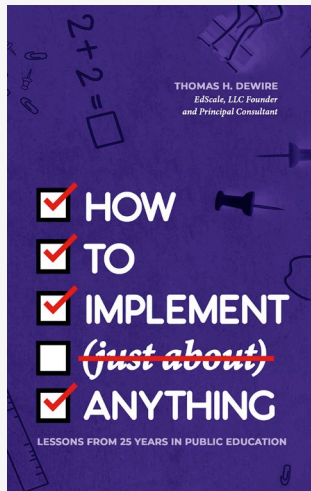


EIR Workshop Series

Dissemination Webinar #2

November 12, 2024 2:30-3:30pm EST

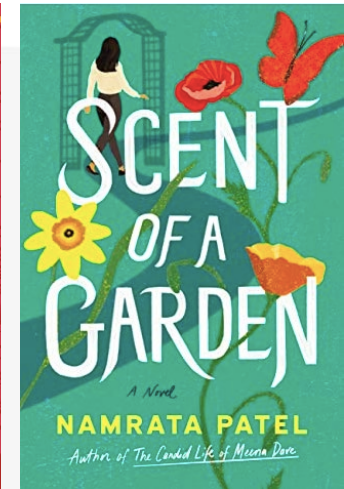




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Welcome to the EIR Workshop Series

Webinar 1 (10/15 2:30-3:30)

Dissemination definitions and framing,
dissemination goals, and stakeholder

Webinar 2 (11/12 2:30-3:30)

Story identification and development

In Person Workshop (12/3-12/4)

In-person Meeting



Webinar Objectives

- Revisit the overall steps and structure of the EIR Dissemination Workbook and Plan Template
- Explore the last three of six steps (Steps 4-6) to building your dissemination plan



What do we mean by “scaling”?

Scale is multidimensional⁽¹⁾. 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

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



Dissemination Definition

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



Validity

Authority

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 4-6

Step 1 **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?



Small Group (3 people)- Breakout Rooms



In your breakout rooms:

- Introductions to your small group



Recap – Steps to prepare for the Workshop

Step 1 **Dissemination Goals**

Exercise: Develop Your Dissemination Goals

Step 2 **Stakeholder Analysis**

Exercise: Stakeholder Mapping

Step 3 **Brand Value Proposition**

Exercise: Identifying Your Elements of Value



Pre-Work Review



Post responses in the chat:

- What were some of the wins/actions taken?
- What were some of the challenges/questions that have come up?



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 resources) will it take to develop and share content over the next year?

Exercise 1: Structure Your Message

With your project team, brainstorm messages and stories in support of your dissemination goals and brand value propositions. Fill in your Goal, Target Stakeholder(s) and Core Message in the table. This will help you to craft an effective narrative to communicate with stakeholders.

Goal	<i>e.g., Promising year 1 data and prior research suggests expected impacts will benefit our students. We need to get into the 2nd year of the pilot.</i>
Target Stakeholder(s)	<i>e.g., Districts and schools for 2nd round of research</i>
Core Message	<i>e.g., Promising year 1 data and prior research suggests expected impacts will benefit our students. We need to get into the 2nd year of the pilot.</i>
Framework (Narrative Paradigm or Pixar)	
Message (pull in framework to build from)	



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 resources) will it take to develop and share content over the next year?

Exercise 2: Build Your Narrative

Pick one of your goals, targeted stakeholder(s), and one of your messages. Imagine you are writing a blog post to your stakeholder(s) to achieve that goal. Use either the Narrative Paradigm or Pixar framework below the table to craft the message – focusing on the use of a story. Refer to the recorded webinars and materials for more background on these writing frameworks.

Narrative Framework Option A: The Narrative Paradigm Approach

"To" Field: [Name of stakeholder from stakeholder]
Subject: [Insert a catchy subject phrase. Make it **surprising and unexpected**]

Body: Include a paragraph or two incorporating most, or all, of the following storytelling elements. Introduce a **character to root for**; underdogs make great heroes.

- Create a story that is **universal** and appealing to your entire newsletter audience.
- Ensure your story has **purpose and structure** so stakeholders will WANT to read it and can easily follow along.
- Create a storyline that is **deeply emotional** so your stakeholders feel a connection to it.
- With all of these pieces included, make sure it is **simple and focused!**

Narrative Framework Option B: The Pixar Approach

"To" Field: [Name of stakeholder from stakeholder]
Subject: [Insert a catchy subject phrase. Make it **surprising and unexpected**]

Body:
Once upon a time, there was a...
Every day, ...
One day,...
Because of that, ...
And because of that, ...
Until finally, ...



Content Types

Program materials: Create and distribute flyers, guides, pamphlets, and DVDs

Toolkits: Create toolkits of training materials and curricula for other communities

Data visualizations: Create data visualizations, maps, or databases to facilitate access to local data

Policy briefs: Publish program or policy briefs

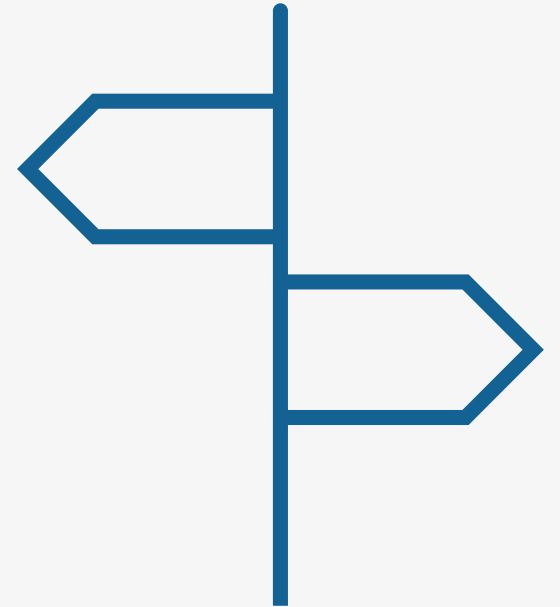
Research briefs: Create research briefs about research projects and findings

Videos: Create short- or long-form videos

Case studies: Create case studies

Press releases: Issue a press release

Digital signage: Use digital signage to distribute information to a specific audience



SERVICE IMPACT BY THE NUMBERS

460

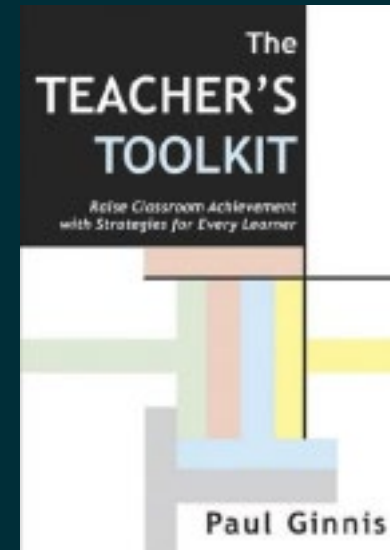
STUDENTS WERE SUPPORTED WITH WHOLE-SCHOOL EVENTS, PEP RALLIES, AND AFTER-SCHOOL CLUBS PLANNED BY THE CORPS

THE CORPS CUMULATIVELY SERVED OVER **30,000** HOURS ACROSS ONE SCHOOL YEAR

OVER **175**

STUDENTS WERE PROVIDED TARGETED ACADEMIC INTERVENTIONS IN MATH, LANGUAGE ARTS, SCIENCE AND HISTORY

EACH CITY CORPS MEMBER COMPLETED AN AVERAGE OF **30** HOURS OF COMMUNITY SERVICE



Debrief Small Groups - Breakout



In your breakout rooms (ideation):

- What's one kind of content to use in communicating the brand value (why you) to your stakeholders?
- What's one story you can tell (to support your goals and your brand value propositions?)



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 resources) will it take to develop and share content over the next year?

Exercise: Develop Your Content

Now that you have identified and practiced building stories to engage and communicate with your targeted stakeholders to achieve your overall goals, turn your attention to the types of content most helpful to reach your targeted stakeholders. Brainstorm the different products you might produce to share your messages. Examples might include videos, blogs, testimonials, relevant news, case studies, annual reports, and research reports. Then, combine similar ideas and have your team vote on your top 3-5 products to support your messaging efforts.



Plan: Develop Your Content

1. Write the top 3-5 products for achieving your dissemination goals.

2. Build out a description of the products. Consider:

- What does success look like for that product?
- What 1-3 key activities (high level) are needed to implement that product?
- What resources (e.g., human capital, financial resources) are needed to implement that product?

Content: What 3-5 products will help you achieve your goals?	Description: Why and what will they include?	Product success: What would success look like in one year?	Key activities: What are 1-3 milestones in the next year?
<i>e.g., Testimonials (written and video)</i>	<i>e.g., Short videos of teachers talking the impact on their student(s)</i>	<i>e.g., Six recorded testimonials from two districts with year 1 teachers (2), school principals (2), and district administrators (2)</i>	<i>e.g., ID the stories we want to tell/ emphasize; Prepare and ID those to ask; Record, edit, and use materials</i>



Step 4 - Content Development

Plan: Content Development Implementation

After refining the overall content products, your team can begin to get more granular about what it will take to develop content over the next year. For each content, reflect on key elements of implementation in the tables below.

Content 1:

Foundation Built: What we have done (proof points for why this strategy)?

Frequency: How often?

Cost Considerations: Staff Time, Tools, Other Resources

Key Activities

Actions



Step 5 – Dissemination Channels

Where do your stakeholders engage?

Where should you share your messages?

Exercise: Define Your Dissemination Channels

Brainstorm delivery channels to reach your targeted stakeholder(s). Include those you currently use and those you want to explore. Prioritize your top 3-5 most impactful. Consider which you would do if you could only do one – which is your most effective (even though COPE- create once, publish everywhere – suggests multiple is a good idea). Examples include website, newsletter, blog, presentations, 1-1 meetings, podcasts, social media, earned media, paid media.



Step 5 – Dissemination Channels

Plan: Define Your Dissemination Channels

In the table below, include the top 3-5 dissemination channels you identified in the exercise. For each delivery channel, consider:

- content elements (e.g. for newsletter- picture/video, headline, blog post, top social post)
- frequency (e.g. weekly, monthly)
- steps to implement (e.g. draft blog post/feedback/finalize, draft newsletter/feedback/finalize)
- tools/resources needed (e.g. CRM, newsletter, content management platform).

Delivery Channel	Content elements	Frequency	Steps to Implement	Tools/Resources Needed
<i>e.g., Newsletter</i>	<i>e.g., Impact story Social media post Support/resource highlight</i>	<i>e.g., Monthly</i>	<i>e.g., ID staffing, CRM, Email tool; ID impact stories/writing</i>	<i>e.g., All- contractor to lead</i>



Step 6 – Content Calendar

What activities are on the dissemination content calendar for the next 90 days?

Exercise: Create Your Dissemination Calendar

With your team, brainstorm topics for content products to develop over the next 90 days. Consider topics in all the content product areas identified as priority in Step 4: Content Development.



Step 6 – Content Calendar

Plan: Create Your Content Calendar

Based on the brainstorming, complete the table below indicating the timeline and delivery channel(s) for each content product, alignment to goals, content type, and themes from your plan. This provides an ongoing look at which goals, content types, and themes may need more consideration as you use the content calendar as your content planning, development, and management tool. Adapt the tool to meet your needs (and reduce complexity).

Content Title	Goal	Stakeholder(s)	Theme(s)	Content type	Key dates		Delivery channel(s)
					Draft	Final	
<i>e.g. SEL changed my classrooms and school</i>	<i>Add Dissemination Goal 1</i>	<i>2nd round pilot</i>	<i>Impact</i>	<i>Video testimonials</i>	<i>12/1</i>	<i>1/5</i>	<i>Newsletter Promos Recruitment</i>



Recap – Steps to prepare for the Workshop

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Exercise: Stakeholder Mapping

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Exercise: Identifying Your Elements of Value

Step 4 **Content Development**

Exercise: Structure Your Message

Exercise: Build Your Narrative

Exercise: Develop Your Content

Step 5 **Dissemination Channels**

Exercise: Defining Your Dissemination Channels

Step 6 **Content Calendar**

Exercise: Creating Your Dissemination Calendar



Pre-Work Review



Post responses in the chat:

- What's **ONE** prep action you will take prior to December?
- What questions do you have (how can we help)?



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



EIR Dissemination Workshop
(In-person)
Dec 3-4, 2024
Washington, D.C.



Use the QR code to access the feedback form