

EIR Dissemination Workbook and Plan Template



Purpose and Overview

This workbook and plan template is designed to be used in combination with two dissemination pre-webinars. (available on the EIR TA & Dissemination Resource Center: <https://eirta.anlar.com/>).

The following six steps have been designed specifically to assist EIR grantees to develop a dissemination plan to support the scaling up and sustainability of what works in public education. Each step includes two parts:

1. **Exercise** sections to guide your team through a thought process by encouraging brainstorming and subsequent agreement on the keystone element(s) of each step
2. **Plan** sections to support development of the focus, strategy, and implementation of the elements you identify in the corresponding **Exercise** section.

Once you complete the entire workbook, remove the step directions and exercises. Congratulations – you now have a content calendar for the next 90 days, an implementation plan for the next year, and a dissemination plan to guide your next few years!

Steps to Success



Steps to Success (continued)

Step 1: Dissemination Goals

- What are your dissemination goals over the next few years?

Step 2: Stakeholder Analysis

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

Step 3: Brand Value Proposition

- What are your 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 resources) 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 is the dissemination content calendar for the next 90 days?

Step 1: Dissemination Goals

Key Question to Consider

- What are your dissemination goals over the next few years?

Potential Dissemination Goal Categories

- Project Grant Implementation
- Scaling Up
- Tools/Resources
- Research Findings

Exercise: Developing Your Dissemination Goals

1. For each category below: brainstorm goals for your grant with your project team,
2. record your answers for each category in the table below, and highlight your top three overall goals for dissemination over the next 1-3 years.

| Goal category | Potential goals |
|-------------------------------------|-----------------|
| Project Grant Implementation | |
| Scaling Up | |
| Tools/Resources | |
| Research Findings | |

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 |
|---|--------|--------|--------|
| Dissemination Goals: What would success look like in 1-3 years? | | | |
| Goal Type: Implementation, Scaling, Tools/Resources, or Research Findings | | | |
| Definition of Success: How would you know that you had been successful? | | | |

Step 2: Stakeholder Analysis

Key Questions to Consider

- 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?

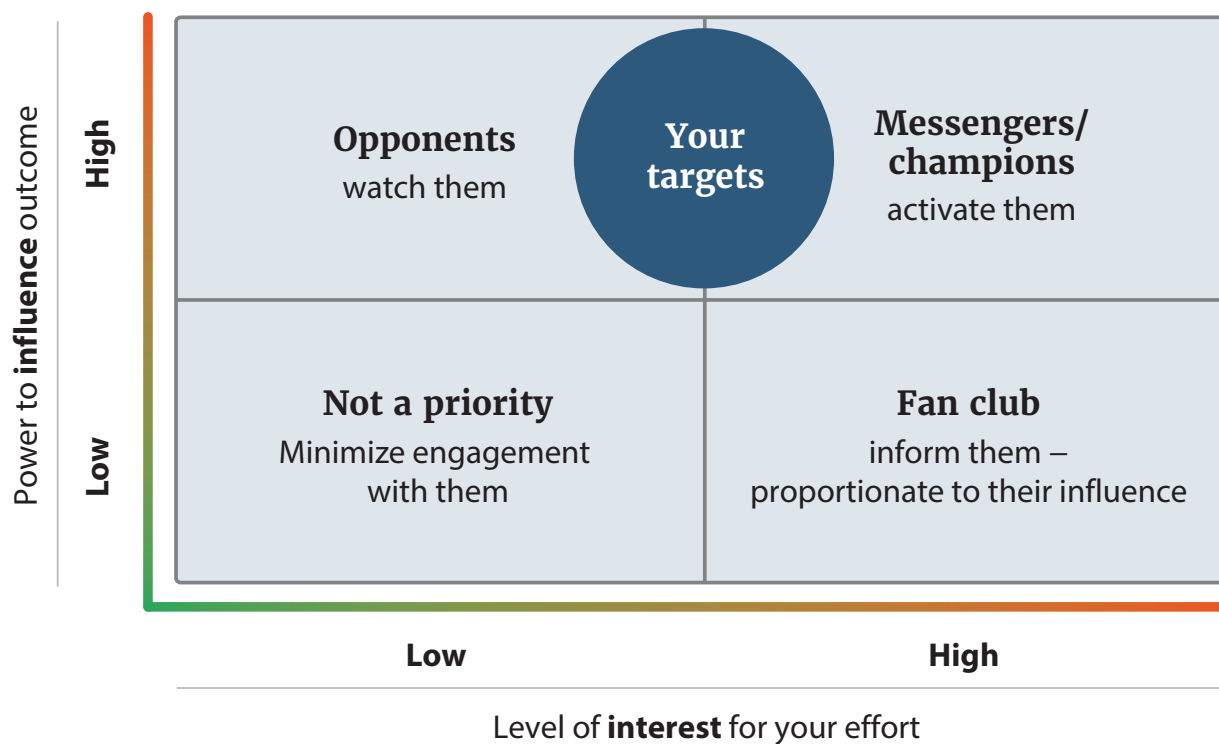
Exercise: 2x2 Stakeholder Mapping

As you identify stakeholders upon whom to focus your communications and engagement, consider:

- How interested are they in your project currently?

How much influence do stakeholders have toward achieving your goals?

The 2x2 map suggests that “your targets” may be the moveable middle – those who have high influence but are not yet messengers and champions of your work. Additionally, you might watch your fan club to see whose influence increases through leadership efforts or job changes and consider activating them as well.



Step 2 (continued)

Begin by brainstorming stakeholders most critical to your dissemination goals from step 1. Some stakeholders may cut across all goals, while other stakeholders may be critical to just one goal. You might choose to map them onto a flip chart with the 2x2 from above, or use post-it notes to identify the potentials. Then, vote amongst your team to prioritize the key stakeholders for whom you will design your dissemination strategy.

Consider the following questions when identifying stakeholders:

- Who are the *primary* stakeholders and the *secondary* stakeholders?
- Who *will* or *should* care about or need to know about your message to help you achieve your goals?
- Who is *talking* or *writing* about this topic that can help amplify your message?

Some categories of stakeholders to consider are:

- State education agency staff
- District and school administrators
- Teachers
- Counselors
- Curriculum coordinators
- Professional development providers
- Curriculum developers
- Parents/guardians
- Legislative staff
- Funders/Appropriators/Budget
- Directors
- Content Experts/Influencers
- Media outlets, reporters, bloggers
- Community members

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... |
| | | | | |
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Step 3: Brand Value Proposition

Key Question to Consider

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

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.

Consider the following questions when brainstorming and clarifying your brand proposition.

1. What is the problem you are solving for your partner?
2. How are you solving it?
3. Why are these benefits valuable to your partners?
4. How is your innovation different from others in the same market category?
5. 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.

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

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Step 4: Content Development

Key Questions to Consider

- What stories can you tell to support your goals and your brand value propositions?
- What kinds 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 | |
| Target Stakeholder(s) | |
| Core Message | |
| Framework (Narrative Paradigm or Pixar) | |
| Message (pull in framework to build from) | |
| | |

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, ...

Exercise 3: 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?

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|---|---|---|--|
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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 |
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Content 2:

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

Content 3:

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

Key Questions to Consider

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

Exercise: Defining 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.

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 |
|------------------|------------------|-----------|--------------------|------------------------|
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Step 6. Content Calendar

Key Question to Consider

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

Exercise: Defining Your Dissemination Channels

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. *Refer to the Appendix for a deeper dive into the hourglass engagement concept to support your content planning.*

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 | |
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Appendix

A1. Webinars and Additional Resources

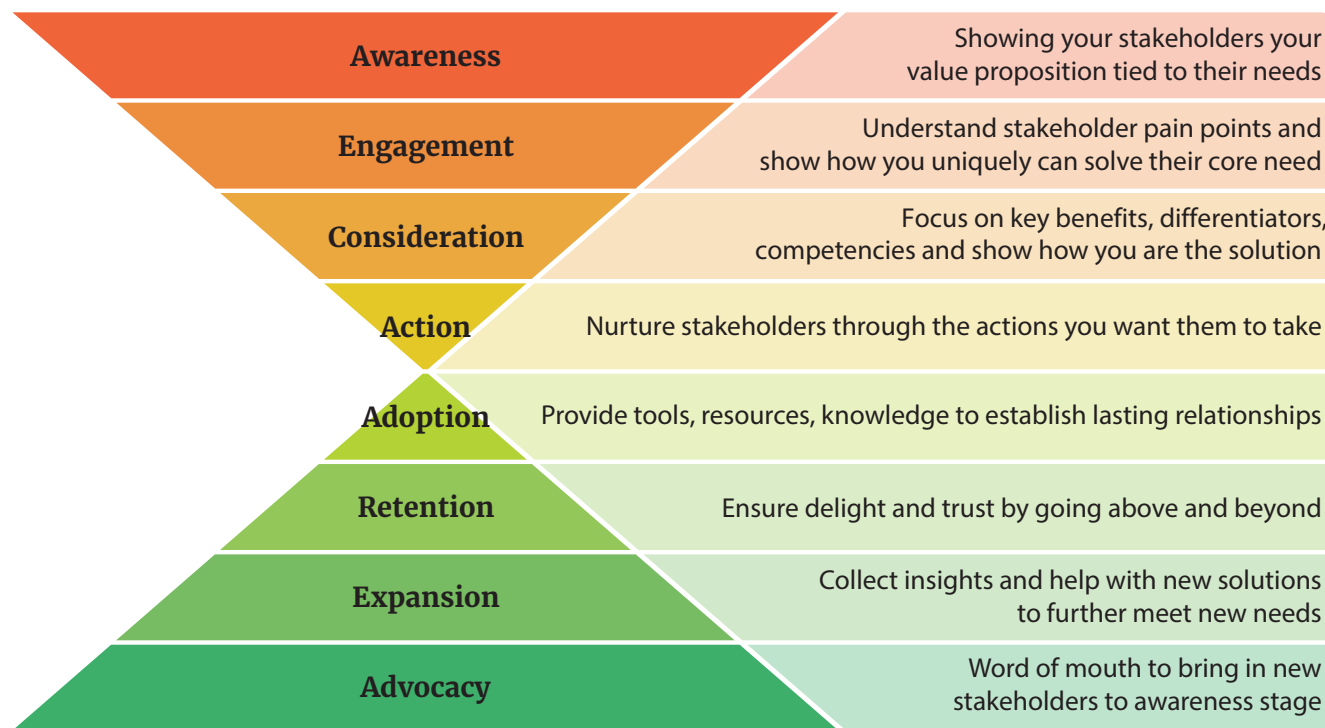
This workbook is designed to be used in combination with the dissemination webinar recordings available on the EIR TA & Dissemination Resource Center. These webinars provide comprehensive insights and discussions on effective dissemination strategies. You can access these webinars at the following link: [EIR TA & Dissemination Resource Center](#).

- **Webinar 1: EIR Dissemination Strategies: Goals, Stakeholder Analysis, and Brand Themes.** Provides an overview of the key elements of a successful dissemination plan, including the steps outlined in this workbook.
- **Webinar 2: EIR Dissemination Techniques: Content, Channels, and Calendars.** Focuses on advanced strategies and tools for scaling up and sustaining successful educational interventions.

A2. The Hourglass Engagement Framework

The hourglass engagement concept is a key strategy to effectively engage stakeholders. This framework will help you to identify and engage stakeholders at different stages, ensuring sustained interaction that supports your dissemination goals.

For a detailed explanation of this framework, please refer to the two recorded webinars available at EIR TA & Dissemination Resource Center.



Contact Information and Support

For further assistance or questions about the workbook and dissemination strategies, please contact the EIR Technical Assistance team at EIRTA@anlar.com. Additional resources, templates, and tools are available upon request.

Acknowledgments

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