



# Research and Product Dissemination and Sustainability Approaches and Considerations

CADRE recently hosted a feedback session for a DRK-12 project grappling with challenges and opportunities related to dissemination and sustainability. What follows are some of the issues and approaches that were discussed by the “critical friends group.” While not comprehensive, the considerations listed below may serve as a reminder of what you might think through when you are conceptualizing and designing your next research and development project. Your dissemination strategies to optimize the visibility of your project and reach of your key research outputs may be part of a larger sustainability plan to support uptake of your products, models, and interventions and extend the impact of the project results.

## Who is your audience for your project’s results, services, and products?

- » Determine who would benefit most from your project’s key outputs, and then figure out how to market to that audience rather than marketing your products to a broad audience.
- » Could your products be adopted by and adapted for a different audience. For instance, if your products are targeted for teachers, have you considered a preservice audience?

## How will your audience access and use your project’s results, services, and products?

- » How long do you think your products or models should or could be sustained? What makes sense considering how fast change occurs in education and how long approaches and materials are adopted before members of your target audience seek something new or different?
- » What level of adaptation would you support? Would you invite your audience to take your products or models, use what they can, and adapt or revise them for their situations?
- » To what extent do you want to restrict how your materials are used? What, if any, permissions will be required? Are there intellectual property issues that need to be considered?
- » To ensure wider access to your products, would you invite another organization, company, or professional association to host a portion or aspect of your products, for instance, a single video or a streamlined set of materials?
- » How will you assess uptake and use?

## What is your approach and strategy for dissemination and/or sustainability?

- » What about partnerships? Are there other projects focused on the same challenge where a combined effort might result in greater impact and opportunities? Could you serve as a subaward to another project in a manner that sustains or builds on your products? Could you offer your services to another organization?
- » Could you develop a network that will help you disseminate and sustain the project’s services, materials, models, etc.? For instance, could you build a cadre of facilitators who have actually used your materials, could help promote them, and could train others to use them?
- » There is a cost to sustaining access to and use of your products. Consider these options to recoup some or all of that expense: (1) Charge a small fee for access to your materials. (2) Work with a publisher and use royalties to help sustain other project efforts. (3) Get corporate sponsorship. (4) Subcontract out the use of the materials.
- » You may be able to sustain and build on your work by writing another proposal, for instance, an efficacy or effectiveness study designed to understand the use and outcomes of the materials or model, or an SBIR proposal to develop the commercial viability of your products.