Knowledge mobilization (KM) includes efforts to increase research use in education. Some things to think about in order to broaden the impact of KM projects include:

• Do not re-invent the wheel when it comes to websites, as most sites get very few visitors. Rather than creating a new website, identify existing websites in your area that you might contribute to or build on. If you do build a website, create partnerships with organizations in relevant areas in order to cross-link to existing websites that already receive traffic, including all of your partners’ sites.

• Identify existing structures that can help mobilize your KNAER project: What networks already exist in the area that might be interested your project? What events are already occurring? What publications, newsletters are already distributed to target audiences? Are there ways to write short pieces from your KNAER project to contribute to these existing vehicles (school newsletter, e-bulletins).

Over 40 KNAER projects are underway, with many of them completed. Some common challenges were shared across projects. In order to avoid some of these challenges, have you considered…?

• Information Technology needs. Consult with an IT professional during the planning phase to gain a thorough understanding of hardware and software needs, as well as time and money needed to maintain them.

• Partners’ needs. Project partners have varying commitment levels and resources to commit to the project. Involve partners in the planning phase to gain understanding of their needs and how they work with yours.

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