

Building Knowledge Mobilization Plans

**UWO WORKSHOP
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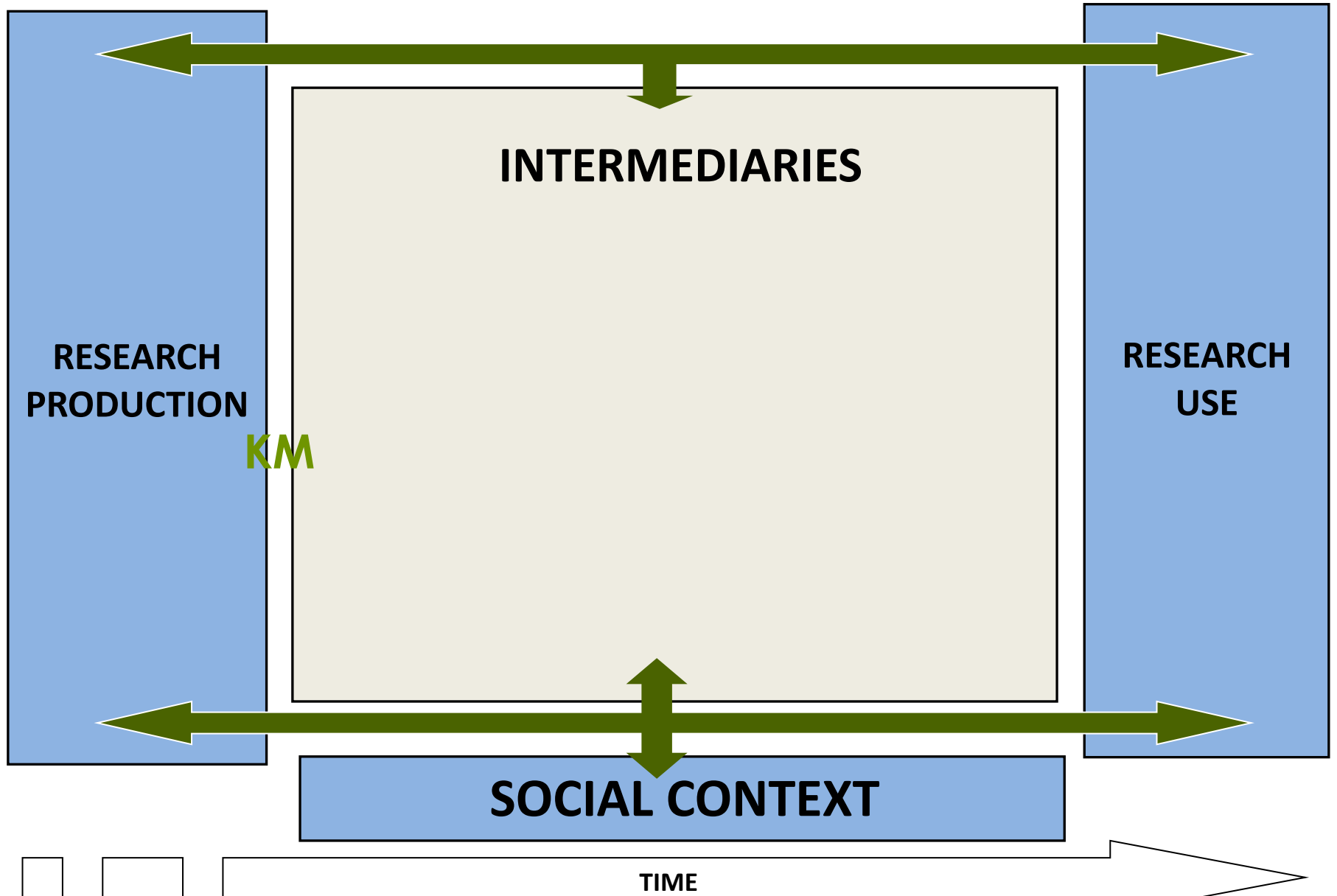
Conceptualizing Knowledge Mobilization

5 Prong Organizing KT Framework

Strategy Approach to building a KM Plan

Function Approach to building a KM Plan

KNOWLEDGE MOBILIZATION



(Levin, 2004)

5 Prong KT Organizing Framework

1. MESSAGE

- What should be transferred to decision makers? (p.223)

2. TARGET AUDIENCE

- To whom should research knowledge be transferred? (p.224)

3. MESSENGER

- By whom should research knowledge be transferred? (p.225)

4. KT PROCESS

- How should research knowledge be transferred? (p.226)

5. EVALUATION

- With what effect should research knowledge be transferred? (p.227)

(Lavis et al., 2003)

BRAINSTORM (10 Minutes)

5 Prong Framework for Building your KM Plan...

- Spend 2-3 minutes jotting down bullet points for your research using Lavis et al. Framework
- Spend 5 minutes discussing in group
- Group debrief, a few points from the floor

Strategy Approach

KM
Products

KM
Events

KM
Networks

(Cooper & Levin, 2010)

BRAINSTORM (10 Minutes)

Strategy Approach to Building your KM Plan...

- Spend 2-3 minutes jotting down bullet points for your research using Products, Events, Networks
- Spend 5 minutes discussing in group
- Group debrief, a few points from the floor

KM PLAN Organized by Strategy

PRODUCTS

Research Reports

Exec Summ

Research Snapshots

Policy Briefs

Success Stories

Multimedia

EVENTS

Panels & Talks

Conferences

Workshops & Training Sessions

Annual Meetings

NETWORKS

Listserv, RSS feeds

E-Bulletins

COPs

Social Media

Online Forum

MEDIA

Press Release

Newspaper Articles

Radio

TV

Blogs

(Cooper, 2011)

LINKAGE & PARTNERSHIPS

Facilitating connections among diverse stakeholders and supporting collaboration

- Event strategies: Talks, Conferences, Workshops
- Network strategies (RSS, E-Bulletins, Directories of researchers, Social media)

AWARENESS

Increasing awareness of the empirical evidence on a topic

- Literature review
- Systematic review
- Reference lists/ Annotated bibliographies
- Research reports
- Conceptual papers

ACCESSIBILITY

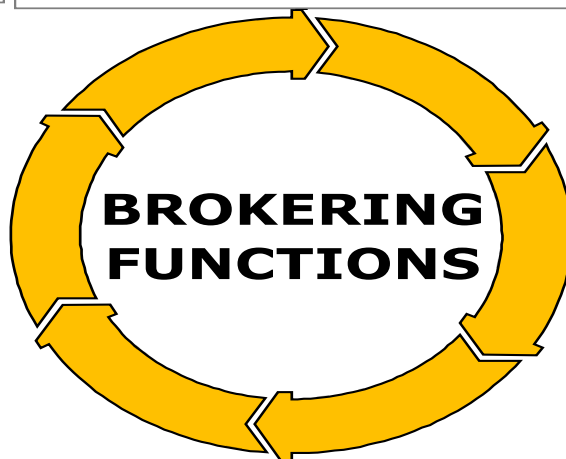
Increasing accessibility to research by tailoring products to particular audiences

- Research summaries
- Executive summaries of research reports
- Policy briefs
- Fact sheets

POLICY INFLUENCE

Using research to galvanize policy priorities or change

- Advocacy materials,
- Media strategies: press releases, newspaper articles, blogs and online forums, appearances on TV, radio
- Policy briefs, Fact Sheets
- Social media



ENGAGEMENT

Increasing engagement with research content through making it appeal to more of our senses

- Multimedia products
- Sound Clips
- Interactive (Prezi)
- YouTube Channels, Videos
- Powerpoint presentation
- Data Visualization

ORGANIZATIONAL DEVELOPMENT

Assisting to build strategic KM plans and processes or evaluating existing programs and practices

- Annual meetings, awards
- Strategic plans
- Promotional materials
- Annual reports

IMPLEMENTATION SUPPORT

Consulting to provide assistance to implement KM initiatives or interventions

- Toolkits
- Hotlines
- Consultation requests
- Support services

CAPACITY BUILDING

Facilitating professional learning and skill development around KM

- Terms/ Glossaries
- Research based FAQs
- Online Tutorials
- Workshop/ Training sessions
- Success stories/ Cases

(Cooper , 2011)

BRAINSTORM (10 Minutes)

Function Approach to Building your KM Plan...

- Spend 2-3 minutes jotting down bullet points for your research using Functions or Gaps you are trying to address
- Spend 5 minutes discussing in group
- Group debrief, a few points from the floor

Some Tips

- Identify existing mechanisms:
 - What websites, events, and networks already exist in this area?
 - What publications, newsletters are already distributed to target audiences? Are there ways to contribute to these existing vehicles (school newsletter, e-bulletins, RSS feeds)?
 - **YOU GET MORE SPREAD & IMPACT THROUGH PEOPLE, PROCESSES, and STRUCTURES THAT ARE ALREADY EMBEDDED IN SYSTEMS!!**
- Creating plans for sustainability the extend beyond the funding window
 - At a conference, having structured break out time to create some Communities of Practice specifically around KM on a particular issue

References from Presentation

Cooper, A. & Levin, B. (2010). Some Canadian contributions to understanding knowledge mobilization. *Evidence and Policy*, 6(3), 351-369.

Cooper, A., Levin, B., & Campbell, C. (2009). The growing (but still limited) importance of evidence in education policy and practice. *Journal of Educational Change*, 10(2-3), 159-171.

Cooper, A. (2011). *Knowledge Mobilization Intermediaries in Education Across Canada*. Unpublished doctoral thesis, University of Toronto, Toronto, Ontario, Canada.

Lavis, J., Robertson, D., Woodside, J. M., McLeod, C. B., Abelson, J. (2003). How can research organizations more effectively transfer research knowledge to decision makers? *Milbank Quarterly*, 81(2), 221-248.

Levin, B. (2004). Making research matter more. *Education Policy Analysis Archives*, 12 (56). Retrieved November 15, 2008 from <http://epaa.asu.edu/epaa/v12n56/>

Additional Resources

- Research Supporting Practice in Education (RSPE) website (www.oise.utoronto.ca/rspe)
 - Definitions
 - Conceptual Frameworks
 - Annotated Bibliography of KM Literature
- The Canadian Education Association (www.cea-ace.ca) which has the KI-ES-KI Handbook of Contacts in Canadian Education <http://handbook.cea-ace.ca/> that people can search for intermediaries that exist in education
- Another link which explains the spectrum of data visualization is through one of the KNAER projects: <https://sites.google.com/site/knaerexamples/home>



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Amanda provides talks, workshops and consulting on knowledge mobilization for researchers, practitioners, policymakers, intermediaries and other organizations.