Knowledge Mobilization Outline[1]

What Knowledge will your project produce?

I.e. What research question are you focused on?

Who cares about the findings? Who should care?

Identify the potential audience for your findings (Researchers, practitioners, policy makers, service providers, public, media, community decision-makers, organizational decision-makers, funders, non-government organizations, administrators institutional/ not for profit sector, other?)

What is their context?

Who are they? What associations and networks do they belong to? What publications do they read? What do they do that your findings could impact: make decisions, offer community engagement opportunities, fund community agencies or research, serve community, other?

What is your KM goal for each audience?

Generate: Awareness, engagement, policy change, practice change, behavior change, dialogue, advocacy, other?

Impart: Knowledge, tools, other?

Inform: Research, process, other?

Engage: Inclusion, action, other?

What action do you want them to take?

How will you reach them?

What KM methods are most likely to meet the needs of the audience and achieve your KM goals?

Who are the relevant knowledge brokers? What is your relationship with them?

Usually Effective: Interactive small group, IT decision support tools, mass media campaign, multi partner collaboration, financial incentive,
Mixed Effectiveness: Conferences, opinion leaders, champions, educational materials, performance feedback, peer reviewed publications,
Unknown Effectiveness: Social media, non- academic publications, media release, arts based KM, networks, communities of practice, storytelling,
Other?
What knowledge products might you produce? Guides, tool kits, webinars, academic or other articles, Policy briefs, factsheets, info graphics.

Is there anything happening in the external environment (economic, social, political) that will affect the effectiveness of the timing?

What will you do to encourage and enhance co-creation and exchange of knowledge?

E.g. Open space and search conferences, participatory action research methods, other.

When will KM occur?

Throughout the project or mostly at the end of grant? Timing of various activities.

How will you know you have achieved your goals? Impact and evaluation

Where do you want to have an impact? (community outcomes, learning outcomes, practice, policy, further research , other?)

Sample Indicators:
Reach (#distributed, # visits, #attendees, downloads, media exposure
Relevance (use & usefulness, satisfaction, gained knowledge, changed views, shared, # report using for various purposes)
Partnership/collaboration (# of products co-produced and co-disseminated, social network growth, # capacity building efforts**,**

Practice and program or service change indicators (observed change, reported change, intent to change, documentation, feedback, process measures)
Policy change indicators (documentation, feedback, process measures)

Who are the partners and what KM expertise and resources do they bring to the project?

How will the partners be involved in developing, implementing, and evaluating the KM plan?

What resources and expertise are required?

What resources and expertise are available within the partnership? What do you need to seek out?