Outline

• Introductions
• Presentation
• Discussion and Q&A
WHAT IS KNOWLEDGE MOBILIZATION?
Definitions

• SSHRC
  – KM is an umbrella term encompassing a wide range of activities related to the production and use of research results
  – Specific activities and plans that facilitate the multidirectional flow and exchange of research knowledge

• General
  – Getting the right information to the right people in the right format at the right time
Within academia

• Informs, advances, improves:
  – Research agendas
  – Theory (and/or)
  – Methods

Beyond academia

• Informs public
debate, policies, and/or practice
• Enhances or
improves services
• Informs decisions or
processes for people outside of academia
Knowledge Mobilization…

• Increases the impact of your research
• Facilitates connections and supports collaborations
• Raises awareness of new knowledge and/or evidence
• Changes systems and behavior
• Increases engagement with your ideas
...It is also a key component of your SSHRC application!
Your SSHRC KM Plan includes:

• A plan to increase knowledge uptake by target audiences
• Anticipated outputs, outcomes, and/or impacts of knowledge among target audiences including
  – Methodologies and approaches to engage appropriate audiences
  – Timeframe or schedule of KM activities
  – Justification of how these fit with the project and KM objectives

Make it fit!
WRITING YOUR KM PLAN
Plan components

1. Identify your audience(s)
2. Outline knowledge mobilization activities for appropriately engaging your audience(s)
3. Provide a timeline/schedule for KM activities
4. Briefly include markers and targets for measuring the impact of KM
5. Prepare your budget
Identify your audience(s)

• Academic
  – Other researchers, students, etc.

• Non-academic
  – Policy makers, business leaders, community groups, educators, media, practitioners, decision-makers, general public

• Where are they located?
  – International, national, provincial/regional, local
Identify your audience(s)

• SSHRC recommends asking
  – Who stands to benefit from this research?
  – Which audiences will be involved and how?
  – How will the audiences benefit from being involved?
  – What is the best way to communicate with these audiences?
Outline KM activities

• Describe KM activities in detail and why they were chosen
  – How do they meet the needs of the target audience(s)?
  – How will the audience(s) access and/or use what is planned?
  – Will audiences/stakeholders be involved in determining the KM plan? How?
Outline KM activities (SSHRC suggestions)

- Books
- Journal articles
- Data warehousing
- Social media
- Websites
- Films
- Plays
- Videos
- Exhibits
- Festivals

- Funding mechanisms
- Media coverage
- Op-eds
- Public service announcements
- Pamphlets
- Policy papers
- Reports
- Knowledge syntheses and workshops
- Conferences and other events
A note on Tri-Agency Open Access Policy on Publications

• “Grant recipients are required to ensure that any peer-reviewed journal publications arising from Agency-supported research are freely accessible within 12 months of publication”
  – Online repositories (e.g., Library)
  – Journals (may have associated cost)
Provide a timeline/schedule

• Map your KM activities to a timeline (e.g., Gantt chart)
• Does it look reasonable?
Include targets for measuring impact

• Outputs
  – Short-term results (e.g., # of publications, presentations, attendees)

• Outcomes (aka “Results”)
  – All activities undertaken as a result of new insights (e.g., # of students trained, policy development)

• Impact
  – Long-term outcomes of changed thinking and behaviours (e.g., new products or services, quality of life)
SSHRC’s best practices to turn research into outcomes and impacts

• Meet with knowledge users
• Build links across multiple levels within organizations
• Use or repackage existing materials, or develop new ones, to meet user needs
• Employ a project coordinator
• Engage in a proactive and multi-faceted approach with users
• Use more than one outreach medium
• Identify indicators of success
Budget!

• Do ensure that your KM activities are reflected in your budget

• Examples…
  – Meetings
  – Travel
  – Conference fees
  – Hospitality
  – Open Access Publication fees
Advice and tips for writing

• Do
  – Choose audiences, goals, methods, and activities that are appropriate & authentic
  – Link your KM plan to your overall budget, timelines, and expected outcomes
  – Include things that are important to SSHRC if it makes sense and is not a stretch

• Don’t
  – Overpromise
  – Leave writing the KM plan until last
KM PLANNING TEMPLATE
When writing, ask:

1. Who are your project partners?
2. What degree of partner engagement will you have?
3. What are your main messages?
4. Who is your audience?
5. What are your KM goals?
6. What methods will you use to achieve your goals and reach your audience?
When writing, ask:

7. Will KM occur during your project? When the project ends? Both?
8. What impact do you anticipate and how will you evaluate it?
9. How will partners assist with the plan?
10. What resources do you require?
11. What are your KM budget items?
12. What are your estimated costs?
13. How will you implement your plan?
DISCUSSION AND QUESTIONS
Creative KM…any good stories?
Questions?
Resources

- UVic ORS resources: http://www.uvic.ca/research/partner/home/resources/index.php