Writing your Knowledge Mobilization Plan
60 minutes to a winning strategy

September 17, 2014
AGENDA

1. Welcome & Introductions

2. Writing your Knowledge Mobilization Plan for SSHRC Insight & Insight Dev't Grants

3. A SSHRC adjudicator’s advice & insights

4. Q&A
Writing your Knowledge Mobilization Plan for SSHRC Insight & Insight Development Grants

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What is Knowledge Mobilization? (KM)

• Many names for the same thing
• Definitions
• Basic principles
Definitions

SSHRC

“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.”
Basic principles

• Share research findings...
  o within and beyond academia

• Use appropriate means

• Ideally as a two-way exchange of ideas

Specific activities will depend on your audience(s)
Why do Knowledge Mobilization?

• Increase the impact of your research
• Facilitate connections and support collaboration
• Raise awareness of new knowledge and/or evidence
• Change systems and behaviour
• Increase engagement with your ideas
How to do it

• Identify your audience(s)
• Determine your messages & KM goals
• Choose **appropriate** methods, activities, strategies, tools to reach your audience(s)
  - *Consider: budget, timelines, resources*
• Write a Knowledge Mobilization Plan
• Make it happen: execute the plan
• Evaluate your success
Audience(s)

“Academic”
• Disciplinary peers
• Other academics
• Researchers
• Practitioners
• Research funders
• Educators
• Students

“Non-academic”
• General public
• Community groups
• Decision-makers
• Policymakers
• Government
• Private sector/industry
• Media

& many more!
Message(s) & goals

• Messages and goals are linked
• Message(s) will be determined by your research

• Goals:
  • Raise awareness
  • Increase interest and engagement
  • Change systems and/or behaviour
  • Influence policy and/or Inform other research
  • Share knowledge, tools, research findings
  • Facilitate connections and support collaboration
  • And many others...
Methods

“Academic” audience
• Journal article, book chapter, monograph
• Conference presentation
• Symposium
• Guest lecture
• Special topics course
• Workshop, summer institute

“Non-academic” audience
• Op/Ed, magazine article
• Policy brief
• Special event, public lecture
• Conference or workshop
• Continuing Ed. Course
• Research report, newsletter
• Community Advisory Board
• Social media use, blogging

& countless others!
KM and SSHRC

- A change in emphasis
- SSHRC’s Knowledge Mobilization Strategy
- Audiences
- Methods
- Other things that are important to SSHRC
- Effective KM
A change in emphasis

- Knowledge Mobilization is about much more than just dissemination and the communication of results...
SSHRC’s Knowledge Mobilization Strategy

SSHRC: Audiences

- Aboriginal peoples
- Academic sector, incl. scholarly associations
- Artist-researchers
- Federal government
- General public
- International audiences
- Municipal government
- Non-governmental organizations
- Official language minority community
- Para-public institutions (*museums, libraries, etc.*)

- Post-secondary institutions
- Practitioners
- Professional associations
- Private sector
- Professional and/or scholarly associations
- Provincial/territorial government
- Students

- Other: _______________
SSHRC: Methods

- Publications (journal articles, book chapters, reports)
- Events (workshops, conferences, etc.)
- Improved and effective teaching and the development of pedagogy and curricula
- Other forms of knowledge mobilization such as knowledge transfer, translation, exchange, brokering, synthesis, co-production and networking often facilitated by the adoption of rapidly evolving technologies

source: Insight Grants Instructions (2014)
Other things that are important to SSHRC

• Co-creation of knowledge

• Multi-directional flow of knowledge
  • Across multiple disciplines and sectors
  • Internationally

• Research results are available through open access (ex. open-access publications, websites, databases, and/or institutional repositories)

• Research data collected is preserved for use by others within a reasonable period of time
Other things that are important to SSHRC cont.

NEW FOR 2014:

- “Priority will be given to open-access and open-source approaches to knowledge mobilization.”

- “SSHRC encourages recipients of SSHRC funds to disseminate research knowledge in both official languages whenever feasible and/or appropriate.”

source: Insight Grants Instructions (2014)
SSHRC: Effective KM

“Effective knowledge mobilization is seen as facilitating and enabling the benefit and impact of research on and beyond the campus... through enhanced accessibility and interaction.”

source: Insight Grants Instructions (2014)
Knowledge Mobilization Plan

• Different formats, lengths
• SSHRC’s instructions
• A very simple outline
• Advice and tips for writing
Different formats, lengths

- SSHRC Insight Grants
  - 1 page attachment
  - Free form (so could include a chart, diagram)

- SSHRC Insight Development Grants*
  - < 500 words typed into online form
  - Text only*

* based on 2014 application
SSHRC’s instructions

SSHRC Insight Grants should include:

- an overall plan to increase the accessibility, flow and exchange of social sciences and humanities knowledge among various appropriate audiences or participants (academic and/or non-academic)

- a plan for engaging appropriate audiences

- a schedule for achieving the intended knowledge mobilization activities

- elaboration on the purpose of the knowledge mobilization activities and/or other goals
SSHRC’s instructions

SSHRC Insight Dev’t Grants should include:

- Not yet available! (You’ll have to wait until the competition is officially launched...)
A very simple outline

1. Identify audience(s) for your research
2. Describe the methods, activities, tools, strategies used to reach your audience(s), including who will carry out the KM
3. Share the purpose of the knowledge mobilization activities
4. Provide a schedule for the activities
5. Include approximate costs associated (make sure to include in project budget)
Advice and tips for writing

• **Do** choose audiences, goals, methods, and activities that are appropriate & authentic
• **Do** link your KM Plan to your overall budget, timelines, and expected outcomes
• **Do** include things that are important to SSHRC if it makes sense and is not a stretch
• **Don’t** overpromise
• **Don’t** leave writing the KM Plan until last
Additional resources

Writing your knowledge mobilization plan for SSHRC Insight Grants: Components, recommendations and resources

The knowledge mobilization objective is to engage in a range of activities and plans that facilitate the mobilization of research knowledge and increase the impact of research on and beyond the campus through enhanced accessibility and interactivity of RM initiatives.

- Facilitating connections among diverse stakeholders and supporting collaboration through novel networking strategies such as building or adapting existing networks and communities of practice, targeted community presentations, conferences, workshops, etc.
- Increasing awareness of empirical evidence on topics such as public engagement strategies such as presentations, media interviews, articles, as well as academic approaches, including literature reviews, research reports and conceptual papers.
- Changing patterns and behavior through such mechanisms as education or policy influence, e.g., curriculum development, writing advocacy materials, policy briefs, etc.
- Increasing engagement with research content through translation and multi-media strategies such as video, interactivity, presentations, invitations, and free online resources.

The knowledge mobilization plan

SSHRC requires that a knowledge mobilization plan be developed for each research project to address dissemination and knowledge exchange and engagement take place within and beyond the research community.

- Project Partners
- Degree of Partner Engagement
- Main Messages
- RM Audience(s)
- RM Goal(s)
- RM Methods

Knowledge Mobilization Planning Template

Need a copy? communitykmassistant@uvic.ca
A SSHRC adjudicator’s advice & insights

DR. JOHN ARCHIBALD
Dean of Faculty of Humanities and Professor of Linguistics
Questions?
Thank you & good luck with your grant application.