Dissemination Matrix Template:
How to Share Important Aspects of your ATE Project with Others
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ATE projects produce a variety of innovative, impactful, cross-disciplinary products with wide-reaching implications. The purpose of this template is to support your team in disseminating important products of initiatives within your project. Dissemination means getting the findings or products of your work to people who can use them, maximizing the benefit of your work without delay.[1] Build your matrix as early as possible, and revisit it as your initiative and dissemination efforts unfold!

Build Your Dissemination Matrix

A completed example of this matrix is included on the next page. To download a blank matrix, use this link: https://bit.ly/diss-matrix-fillable.

Step 1. What initiative will you focus on?
Which of your project activities or initiatives have products or implications that others might find useful? Maybe it's a curriculum you developed, findings from a research study, innovative instructional methods, useful lab materials, or even findings from your evaluation report. **Write your initiative title at the top of the matrix.**

Step 2. Who are your intended audiences?
Brainstorm about who could benefit from the products, results, or outputs of your initiative. Consider the larger ATE community, discipline-specific audiences, academic communities, or those within your institution. Don't forget to include your internal team if applicable! **Fill in your identified audiences along the top row of the matrix.**

Step 3. How will your audiences use the findings or products of this initiative?
Imagine you are at a networking event filled with educators, students, researchers, practitioners, and evaluators. As you tell attendees about your initiative, imagine which takeaways they find most interesting and how they would use those insights in their own work. **Fill in the intended uses you identified along the left of the vertical axis of the matrix.**

Step 4. What will be disseminated? Where and when will this occur?
Consider what dissemination strategy would support each intended audience in achieving each intended use. Dissemination may happen through research articles in discipline-specific journals, reports detailing findings, tools and templates to share, or conference presentations. Not every use needs to pertain to every audience. Also, be as specific as possible! Include dates, times, and places. **In each cell, fill in how you will get the products of your work into the hands of the audience in a way that they will find useful.**

Step 5. What are your next steps?
With your team, plan your next steps. Start with your highest priorities: think about your initiative's original purpose or the needs it was designed to address. Consider who might take on certain tasks. Revisit this guide frequently, and document anything you have completed! **Optional**: **Indicate your next steps by circling or highlighting the dissemination tasks you plan to take on first.**

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[1] National Institute for Health and Care Research. (2019, January 1). *How to disseminate your research*. https://www.nihr.ac.uk/documents/how-to-disseminate-your-research/19951#:~:text=of%20being%20utilised. -,What%20does%20NIHR%20mean%20by%20dissemination%3F,of%20the%20research%20without%20delay

Example Dissemination Matrix

Initiative Background: EvaluATE holds several educational webinars throughout the year. After each webinar, attendees complete feedback surveys with open-ended questions. To analyze the large amount of open-ended data produced by these surveys, EvaluATE consulted with colleagues in WMU's engineering department to apply an innovative big-data technique. In the process, EvaluATE realized that, beyond the original purpose of improving EvaluATE's training opportunities, aspects of this work could be of use to various audiences—including the engineering community! The example matrix below demonstrates how EvaluATE planned to disseminate the products of this initiative.

Step 1 **Initiative:** Analyzing Webinar Feedback Surveys Over Time					
			Step 2 Who are the intended audiences of this initiative?		
		Audience #1: **EvaluATE (Internal)**	**Audience #2:** **ATE Project Staff**	**Audience #3:** **Evaluation Community**	**Audience #4:** **Engineering Community**
How will your audiences use the findings or products of this initiative?	**Intended Use #1:** Improve upon the EvaluATE project	**Step 4** Interactive visualization in Tableau summarizing survey feedback from EvaluATE's webinars	—	—	—
	Intended Use #2: Learn about quality of webinars over time	—	**Step 5** Open-access report detailing findings with visualizations to be published on EvaluATE's website	—	—
	Intended Use #3: Learn about research methods	—	Open-access video series providing step-by-step explanation of methods to be published on EvaluATE's website	Manuscript (Methods Note) submitted to *American Journal of Evaluation*	Presentation at the American Society for Engineering Management Conference in Oct. 2023
	Step 3				