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Are Your Findings 'Finding' Their Way to the Community? A Faculty Learning Community Approach to Broad Dissemination

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Abstract

Presented at the International Association for Research on Service-Learning and Community Engagement Conference on September 27, 2016 in New Orleans, Louisiana.

Keywords

dissemination, CEnR, Virginia Commonwealth University, VCU, community-engaged research, community engagement, faculty learning community

Disciplines

Higher Education



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Purpose: A Faculty Learning Community (FLC) with a goal to develop personal and university-wide expertise in wide dissemination of research findings using web-based platforms.

Who?

Ten faculty members:

- represented a wide range of disciplines (including education, social work, literature and rhetoric, health, cancer prevention and control, and African-American studies);
- had varying levels of experience with communicating with the public via web-based platforms; and
- brought research findings they were interested in sharing beyond academic audiences.

What?

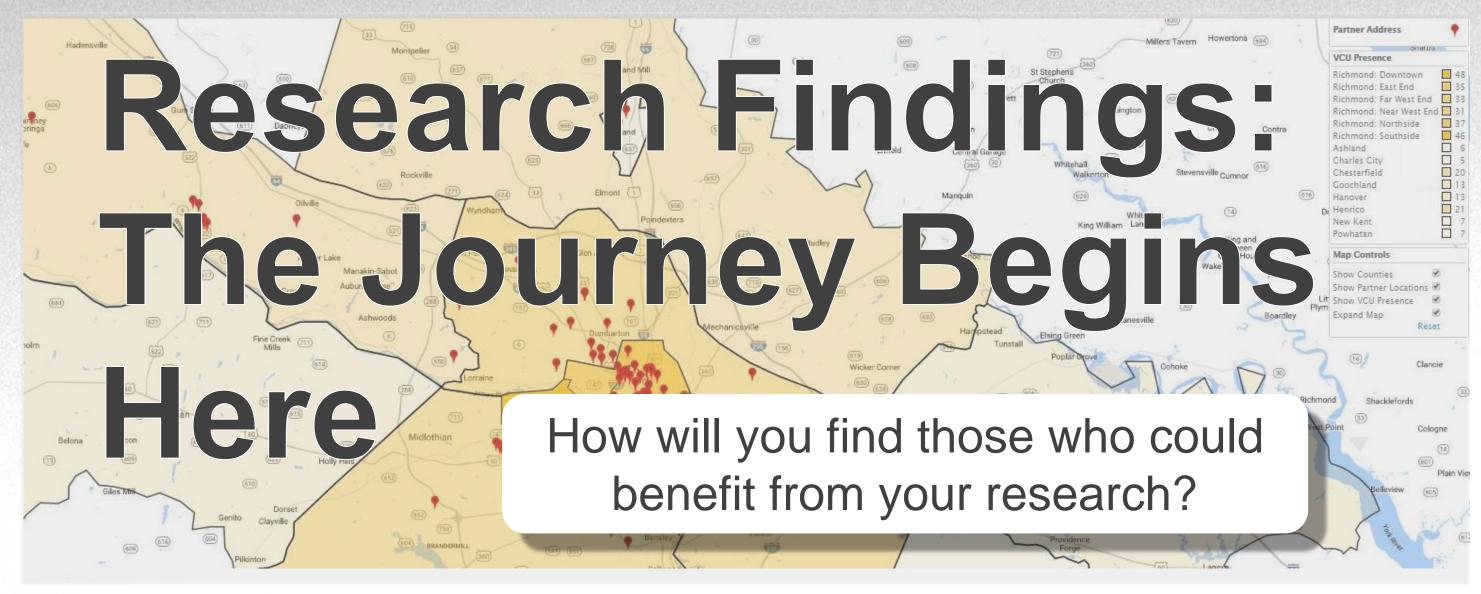
The FLC met face-to-face every 3 weeks over the course of the 2015-2016 academic year in order to:

- co-learn about web-based platforms for sharing research findings;
- create and implement their own dissemination plans; and
- develop and vet a research dissemination guide that incorporates these web-based platforms.

Why?

The transfer of research findings beyond scientific publication is often slow and haphazard. Broad dissemination:

- finds its way to real and potential end-users in a timely, understandable, and accessible manner.
- follows the best practice of community-engaged research (CEnR)² which values and prioritizes the broad dissemination of research findings.



Execution

Web-based Platforms

References and Resources

- 1. Chen, P. G., Diaz, N., Lucas, G., & Rosenthal, M. S. (2010). Dissemination of results in community-based participatory research. American journal of preventive medicine, 39(4), 372-378.
- 2. VCU Community Engagement Definitions: http://www.opds.vcu.edu/decisions/119.html

VCU Research Dissemination Guide: http://guides.library.vcu.edu/dissemination

VCU Division of Community Engagement (DCE): www.community.vcu.edu VCU Academic Transformation Lab (ALT Lab): altlab.vcu.edu VCU Libraries: www.library.vcu.edu



Open Access Publishing

Open access journals, monographs, and textbooks provide free, online content to readers while maintaining academic rigor.

When is it most valuable for each of your audiences to receive your research findings?

Who is responsible for each step?

Social Media

Facebook, Instagram, Twitter, etc. allow brief & highly interactive information exchange.

Attention

Blogs, PodCasts, Infographics, & More!

The platforms offer creative and interactive formatting for communicating complex or esoteric ideas to the general public.

How will you evaluate dissemination & utilization?

How will you ensure the sustainability of your project?