

Dissemination of Grant Project Learnings

Every grant proposal must include a plan for how you will share the learnings from your project. This section of a proposal is often overlooked, but strong dissemination shows that your work will have impact beyond your immediate circle.

Think of dissemination as answering two questions:

1. **Who needs to hear about your project?** (faculty, students, administrators, community members, professional peers, the public)
2. **What format will help them best receive it?** (written, spoken, visual, digital, experiential)

Any costs related to dissemination can and should be included in your project budget. Below are some examples of dissemination strategies to spark your thinking. Choose the ones that make sense for your project, your audience, and your goals.

Sample Dissemination Strategies

Reports and Presentations

- Share findings with faculty colleagues
- Present to executive officers (dean, provost, president)
- Report to trustees or advisory boards
- Present to community partners or other stakeholders

Campus & Community Outreach

- Be a guest on a campus or community podcast
- Host a webinar (on campus or open to a broader public)
- Deliver an institutional lecture (keynote, guest lecture, or panel)
- Write an op-ed in a local newspaper or community newsletter
- Publish in the campus newspaper or alumni magazine
- Give an interview to a student journalist

Creative Formats

- Create a pamphlet (print or digital) and distribute across campus
- Write a blog or contribute to an online forum
- Develop a case study for use in classrooms
- Write an essay to spark discussion among faculty or students
- Host a faculty/student forum for presentation and dialogue
- Create a poster exhibit, bulletin board, or digital display on the school's website

Professional & Scholarly Venues

- Present at a professional guild or association meeting
- Publish a scholarly article in a peer-reviewed journal
- Publish a book for academic or general audiences