

ALTC Dissemination Framework*

Dissemination is more than distribution of information or making it available in some way. While embracing this aspect, dissemination also requires that some action has been taken to embed and upscale the innovation within its own context (discipline or institution) and or to replicate or transform an innovation in a new context and to embed the innovation in the new context. It is this broad view of dissemination that the ALTC wishes to promote and support.

Dissemination can be considered to involve two forms, engaged and information provision dissemination. Information provision forms of dissemination have been the prevalent approach to dissemination in projects, involving the one way flow of information of project outcomes, typically in the form of reports, websites and publications. While this is a useful, and in many cases necessary form, it is not effective in achieving dissemination to others, nor in achieving further adoption or adaptation. Active or engaged strategies are more effective in achieving this. The approach advocated by ALTC is an engaged-focused approach to dissemination, involving consultation, collaboration and support for ongoing dissemination both during the project and after the project is completed.

The following framework is presented to assist those involved in the programs of ALTC to develop both engaged and information provision dissemination strategies in line with ALTC's stated mission to promote and advance learning and teaching in Australian higher education and specially to support the achievement of Objective A to promote and support strategic change in higher education institutions for the enhancement of learning and teaching, including curriculum development and assessment; and Objective D: to develop effective mechanisms for the identification, development, dissemination and embedding of good individual and institutional practice in learning and teaching in Australian higher education.

The Dissemination Framework applies across all programs of the Institute and will be implemented as an overall approach. Specific programs may develop more specific dissemination strategies based on these general strategies, particularly the Grants and the Fellowships schemes.

*The Framework draws extensively from the two reports prepared for ALTC on the dissemination of project innovations in higher education. The full reports can be found on the ALTC site at <http://www.altc.edu.au/resource-strategies-dissemination-uq-2005> and <http://www.altc.edu.au/resource-dissemination-adoption-uts-2005>.

The Dissemination Framework is directed at two levels, the Project level and ALTC level.

Project Level

All projects should consider and respond to the following in addressing their dissemination strategy. These would normally developed at the project submission stage, but will involve further development during the project implementation itself, particularly through engagement with ALTC.

Engaged	Information provision
1. Identify potential users and stakeholders	1. Reports
2. Describe strategies to engage with the users throughout the project development, focusing on the intended adoption,	2. Website
3. Identify the range of project outcomes and potential users of the different outcomes that could be adopted and implemented by different groups	3. Conference presentations
4. Describe strategies for enabling each identified group of intended users to become aware of the relevant outcomes and ideas and how they might be involved in making effective use of them.	4. Publications eg Journal articles,
5. Describe strategies for engaging with intended users and obtaining feedback during the project development	
6. Outline evaluation strategies on the impact of their project outcomes with the intended user communities during and following the project development.	

ATLC Level

ALTC will identify a range of support and dissemination strategies for the various schemes that will draw upon both the Engaged and Information provision strategies most relevant to the particular scheme to support the dissemination of projects themselves as well as extend the outcomes of the projects more widely than would be possible at a project level alone.