Open Licensing Requirement

Dissemination Plan Overview

Grants subject to the Open Licensing requirement “must have a plan to disseminate” (2 CFR 3474.20(c)) grant deliverables described in 2 CFR 3474.20(a). A dissemination plan serves to ensure grant-funded deliverables are put to effective use by their intended users. There are no specific plan requirements established by this regulation, and this Open Licensing Dissemination Plan Overview does not establish requirements. This resource provides considerations for putting together a dissemination plan.

A dissemination plan can include:

* A list of the deliverables that are covered by the plan, when they will become available, and the open licenses that have been acquired for each, as well as the target audiences, such as state educational agencies, local educational agencies, institutions of higher education, training providers, community-based organizations, leadership/professional associations, and other relevant entities that apply to each
* Strategies to promote engagement and resource dissemination to target audiences
* Potential collaboration activities with interested parties
* Considerations to strengthen accessibility (i.e., practicing 508 compliance, ease of use websites with clear visuals)
* Potential partners and activities to increase adoption of the deliverables
* Designating an internal organization team to support dissemination activities (communication, evaluator, etc.)
* Supplemental, relevant resources to share with target audiences

As you develop your dissemination plan, consider the following:

* What do you want to achieve through your dissemination efforts?
* Who are the interested parties or audiences you need to reach?
* Where will you share your deliverable(s) so they are publicly accessible and searchable? Are there open educational resource repositories you can leverage to share your deliverable(s)? Can you easily link the resources to multiple sites for maximum dissemination?
* Do different deliverables require different outreach strategies?
* What kinds of dissemination activities will most effectively promote use of the deliverable by your intended audience?
* Which organizations or centers of influence can you and your team reach? Who else should you engage? How will you conduct outreach to your target audience(s), key organizations, and centers of influence about your deliverable(s)?
* What channels can you use to amplify your deliverable(s) and encourage their usage? Channels might include your website, social and traditional media, email campaigns, text/SMS, and push notifications.
* How will you promote and evaluate use of your deliverables? Once you have published deliverables, how will you know how they are being accessed and used? What data can you collect to analyze the efficacy of different media channels or dissemination strategies?
* What dissemination activities need to occur pre-release, during initial release, and as maintenance?
* Where else can you share or present your work, perhaps at events or conferences or by hosting webinars?
* For those who are interested in your deliverables, how can you make them aware of training or other supports that are available to help them, or evaluation evidence that can inform their implementation or usage?
* What are the costs you will incur in your dissemination efforts, and how will you budget for them?

# Dissemination Activities

Dissemination activities help to share your deliverables with target and wider audiences and support their adoption. For each dissemination activity, consider audience, objective, message, approach, timing, and responsible party. Example dissemination activities include:

* Press release
* Website or landing page
* Presentations at events, meetings, and conferences
* Traditional media engagement, e.g., op-eds and interviews
* Social media campaign
* Email campaign
* Blog post
* Videos
* Supplemental resources, e.g., talking points, one-pagers, executive summary, and tool kits
* Convenings or webinars
* Listening session
* Virtual or in-person trainings
* Instructional videos, e.g. how to use the resource
* Media analytics, such as website and social media performance

For more information on developing a communication plan in support of your dissemination efforts, consider [this resource](https://ies.ed.gov/ncee/rel/regions/southwest/publications/pdf/5.2.10-comm-plan-508.pdf) from the Department’s Regional Educational Laboratory program.

## Promote Accessibility

Accessibility considerations should be integrated from the beginning of designing your deliverables and throughout development and dissemination. Consider how you can make your materials accessible to multilingual individuals and individuals with disabilities.

Section 508 of the Rehabilitation Act of 1973 requires federal agencies to make their electronic and information technology accessible to people with disabilities. The U.S. General Services Administration (GSA) Office of Government-wide Policy (OGP) created [www.Section508.gov](http://www.Section508.gov) to provide technical assistance to federal agencies to comply with this requirement. These resources regarding content creation, product design and development, and testing accessibility might be helpful for your deliverable and your organization.

The Department of Education Office of Special Education Programs has also compiled [resources](https://osepideasthatwork.org/resources-grantees/508-resources) for checking the accessibility of websites, media, or literature.

# Dissemination Plan Template

## Template

|  |  |
| --- | --- |
| **Title of Deliverable** |  |
| **License Acquired** |  |
| **Author(s)** |  |
| **Expected Release Date** |  |
| **Staff Leading the Rollout** |  |
| **Other Staff Involved** |  |
| **Location for Deliverable (Internal)** |  |
| **Location for Deliverable (External)** |  |
| **Document File and Link 1** |  |
| **Document File and Link 2** |  |
| **Document File and Link 3** |  |
| **Additional Important Information** |  |
| **Questions for Discussion** |  |
| **Considerations for Accessibility** |  |
| **Primary Audience(s)** |  |
| **Secondary Audience(s)** |  |
| **Theory of Change (i.e. how will this resource advance the desired change among target users and/or in the field?)** |  |
| **Brief Description (e.g. Purpose, key messages or takeaways)** |  |
| **Trainings or User Supports** |  |
| **Supplemental Documents** |  |
| **Sample Tweets** |  |

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| --- | --- | --- | --- | --- | --- | --- | --- |
| **Dissemination Phase** | **Activity** | **Audience(s)** | **Objective** | **Dissemination Mechanism** | **Timing** | **Responsible Parties** | **Notes** |
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## Dissemination Plan Example

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| --- | --- |
| **Title of Deliverable** | *Achieving Digital Equity for All* |
| **License Acquired** | CC-BY [LINK] |
| **Author(s)** | Mirabel |
| **Expected Release Date** | September 15, 2022 |
| **Staff Leading the Rollout** | Mirabel, Luisa, Isabel |
| **Other Staff Involved** | Julieta, Dolores, Bruno, Camilo, Pepa |
| **Location for Deliverable (Internal)** | SharePoint Folder [LINK] |
| **Location for Deliverable (External)** | Landing Page [LINK] |
| **Document File and Link 1** | Final Deliverable [SHAREPOINT LINK] |
| **Document File and Link 2** | Executive Summary [LINK] |
| **Document File and Link 3** | One-Pager [LINK] |
| **Additional Important Information** | Deliverables will also be posted in an OER Repository [LINK] |
| **Questions for Discussion** | How can we collaborate with partners to increase the reach of this deliverable and deepen our impact? |
| **Considerations for Accessibility** | Reviewed for 508 compliance and includes text regarding language translation |
| **Primary Audience(s)** | State Educational Agency Leaders, Local Educational Agency Leaders |
| **Secondary Audience(s)** | Federal Colleagues, Community-Based Organization Leaders |
| **Theory of Change (i.e. how will this resource impact users and/or the field?)** | This guidance resource helps inform leaders about barriers and strategies related to broadband access for learner communities furthest from digital opportunities, such that leaders will address the needs of these communities, particularly related to broadband adoption, in their state digital equity planning processes. |
| **Brief Description (e.g. Purpose, primary audience, key messages)** | As states prepare to develop and implement digital equity plans under the Bipartisan Infrastructure Law’s Digital Equity Act programs, this resource supports leaders in developing effective digital equity plans by (1) exploring the three components of access—availability, affordability, adoption; (2) Highlighting existing barriers to achieving digital equity; (3) providing promising strategies to overcome these barriers, particularly human-level  barriers to broadband and technology adoption; and (4) identifying key action steps for leaders.    This guidance resource was informed by conversations with community leaders, including learners and family members, who participated in a series of listening sessions hosted through OET’s Digital Equity Education Roundtable Initiative.  Availability and affordability solutions are necessary but insufficient for closing the digital divide. Leaders must also address human-level adoption barriers, such as lack of access to information, technical support, or digital skills-building opportunities. Cross-sector collaboration and local-led solutions, fueled by federal funds, are critical for advancing equitable access to broadband and technology tools for learning. |
| **Trainings or User Supports** | Webinar Template [LINK]  How-to Guide for Users [LINK]  Instructional Video [LINK] |
| **Supplemental Documents** | Initiative Project Management Tracker [LINK]  Communications Toolkit [LINK] |
| **Sample Social Media Posts** | How can leaders craft #DigitalEquity plans to close the #digitaldivide for all learners @OfficeofEdTech’s  new resource identifies barriers and strategies: [LINK] #OETDEER  We must do more to provide learners & and communities with the information, continuous support, and skills to leverage broadband & tech tools for learning. @OfficeofEdTech shares action steps for leaders to address these barriers: [LINK]  #OETDEER #DigitalEquity  @OfficeofEdTech calls upon leaders to collaborate with the education community and those most  impacted by the #digitaldivide to co-create solutions to advance #digitalequity: [LINK] #OETDEER |

| **Dissemination Phase** | **Activity** | **Audience(s)** | **Objective** | **Dissemination Mechanism** | **Timing** | **Responsible Parties** | **Notes** |
| --- | --- | --- | --- | --- | --- | --- | --- |
| *Pre-Release* | *Develop Social Media Collateral* | *N/A* | *To prepare text, graphics, and videos to announce the release of resource* | *N/A* | *Begin prep a month ahead of release* | *Julieta* |  |
| *Pre-Release* | *Website Creation* | *Public* | *To develop and maintain a landing page that is dedicated to the resource* | *Website* | *Publish two weeks ahead of release* | *Luisa* | *Accessibility check needed* |
| *Initial Release* | *Press Release or Blog Post* | *Public* | *To notify the public of the resource and amplify key takeaways.* | *Website or Blog* | *Day of Release* | *Dolores* |  |
| *Initial Release* | *Email to internal and external listservs* | *Education Leaders, other interested parties* | *To notify the field of these new resources.* | *Email* | *Day of Release* | *Bruno* |  |
| *Initial Release* | *Webinar* | *Education Leaders, Partners* | *To notify the field of these new resources and highlight key takeaways.* | *Virtual Meeting; Invitation via email* | *Week of release* | *Mirabel* |  |
| *Initial Release* | *Social Media Campaign* | *Public* | *To maintain awareness of the resource* | *Social Media* | *Week of release, and recurring during month following release* | *Isabela* | *Beginning [DATE], then repeat weekly through [DATE]* |
| *Initial Release* | *Presentation at conference* | *Partners* | *To share highlights from the resource and stimulate usage among audience* | *In-person presentation* | *Month after release* | *Camilo* |  |
| *Initial Release* | *Email to internal and external listservs* | *Education Leaders, other interested parties* | *To remind the field of the availability of resource* | *Email* | *Month after release* | *Pepa* |  |
| *Maintenance* | *Check dissemination mechanisms for updates needed* | *N/A* | *Check that hyperlinks still work and labels for deliverables or surrounding content are updated (e.g., no longer marked as “new” if it’s no longer new)* | *N/A* | *6 months after release, then annually* | *Mirabel* |  |
| *Maintenance* | *Check relevance of content* | *N/A* | *Check that research/evidence is not outdated, and law/regulations cited are still relevant* | *N/A* | *12 months after release, then annually* | *Mirabel* |  |