Dissemination Plan

One critical step in completing the assessment cycle is disseminating findings. After completing a final review, audit and debriefing of the information you have gathered and analyzed, prepare reports to widely share amongst stakeholders.

Strategies for Dissemination - a combination of written reports, oral presentations, snapshots, and other information will help ensure the findings are widely disseminated. Share findings with a spirit of continuous improvement to demonstrate a thoughtful review and recommendations for continuous improvement moving forward.

Executive Summary - 2 page condensed report with major takeaways and key details of assessment efforts. This should be the 5 minutes or less read-through.
- Disseminate to senior leadership
- Consider including in future program reviews or reports, as relevant
- Share with all faculty
- Consider publishing online for transparency

Comprehensive Report - Detailed document that provides depth of information, clearly provides and overview of assessment efforts, methods, data collected, analysis, findings and future recommendations.
- Make widely available to interested stakeholders
- Share with institutional research staff, Provost
- Make available to faculty - consider requesting a small group of faculty to serve as readers and share out their interpretations at a future faculty meeting
- Consider including in future program reviews or reports, as relevant

Presentation - Using the information from the comprehensive report and summary, prepare a brief presentation (e.g. Powerpoint) of assessment project to share with community. Report a project overview, methodology, key findings, and action(s) taken or recommended and any timelines, as relevant.
- Present to senior administration
- Present to faculty and relevant academic staff
- Present to students
- Make available online for transparency, if possible

Other dissemination ideas: You've got all this great data and information - what else can you do with this?
- Infographic - 1 page visual overview of findings and recommendations
- Student presentations - engage student stakeholders in helping share the information
- Newsletter or newspaper write-up's - consider seeking out publicity to highlight strengths and to encourage people to reach out for more information

- Present to various constituent groups to demonstrate as a good practice - such as Faculty Senate, Student Council, Deans Council, other leadership groups
- Professional Conference Presentations - the wider academic community benefits from learning about these types of assessment projects, consider if your academic field has conference proposals that would be relevant, or team up with assessment professionals to join an assessment conference or conferences about student learning and development, teaching methods, etc.