

Dissemination Plan Template

Directions: Use the following guiding questions and table to complete a draft dissemination plan.

- **Audience:** Who are you trying to reach? What groups or organizations can you use to help reach this audience?
- **Message:** What is the purpose for the dissemination? What key findings from the evaluation will be of interest to the audience?
- **Approach:** Which dissemination approach will best meet your needs?
- **Timing:** When will the dissemination begin and end?
- **Responsible party:** Who will lead the dissemination efforts?

Audience	Message	Approach	Timing (Start–Finish)	Responsible Party
<i>Example: Funders</i>	<i>85 percent of AMMP! tutors plan to use effective techniques</i>	<i>Evaluation report</i>	<i>May 19 – June 19</i>	<i>Joe B.</i>

Audience	Message	Approach	Timing (Start–Finish)	Responsible Party

This handout was prepared under Contract ED-IES-17-C-0005 by Regional Educational Laboratory Central, administered by Marzano Research. The content does not necessarily reflect the views or policies of IES or the U.S. Department of Education, nor does mention of trade names, commercial products, or organizations imply endorsement by the U.S. Government.