

Designing Projects to Make a Difference

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INFLUENCE FACTOR: understanding outcomes from Australian learning and teaching grants

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Workshop Overview

- Elevator pitch – 1 minute to sell your research to a group of funders
- My secondment
- Understanding influence
- Making change happen
- Elevator pitch version two – 1 minutes
- Reflection

- 1 minute
- Who are you? Where are you from?
- What's your grant idea?
- Why should it be funded?

Influence Factor

- Not a comprehensive evaluation
- Not in place of project evaluation
- Not for judgement about individual projects
- A mechanism for
 - extracting value from completed projects
 - maintaining fruitful relationships with project teams
 - articulating the benefits of national learning and teaching grant funding to a range of stakeholders

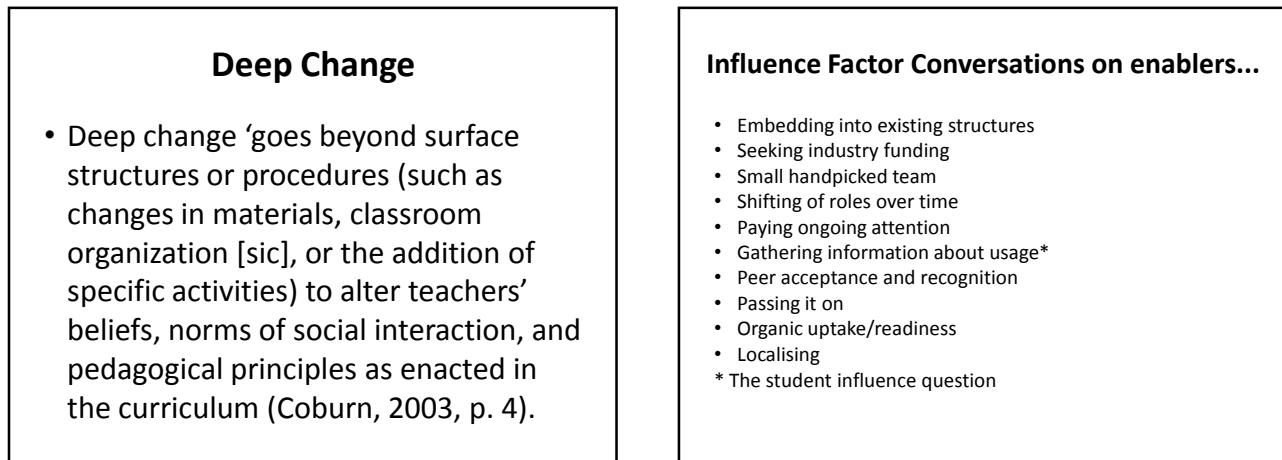
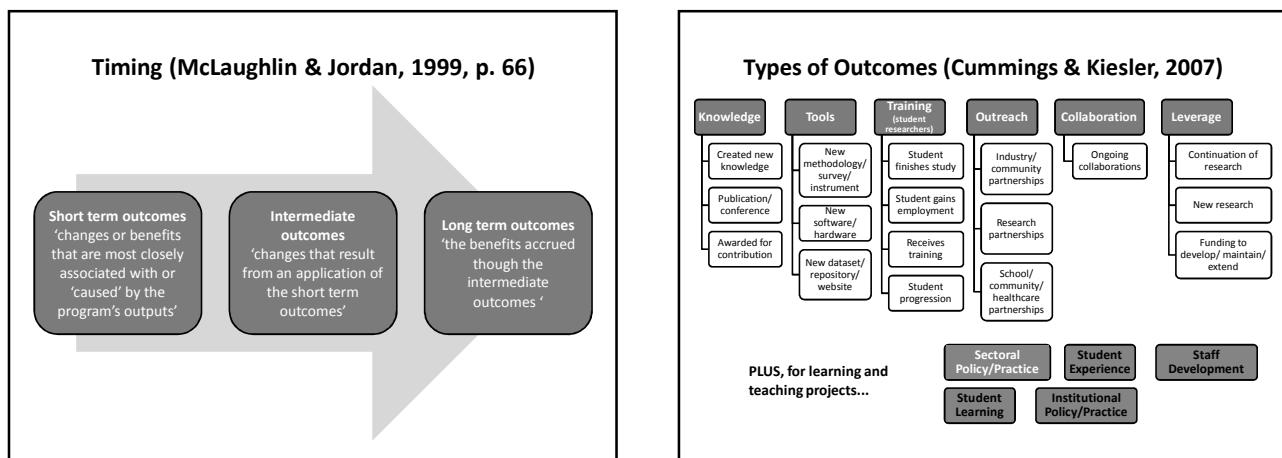
Influence

An overarching term to signify the overall difference that a project makes, including:

- intended and unintended outcomes
- subsequent uptake, embedding, upscaling
- sustainability and
- further research.

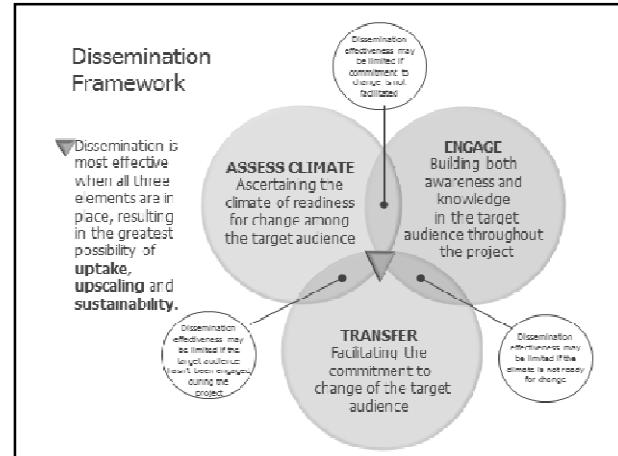
Understanding Influence (Nutley et al., 2003, p. 11)

<p>'conceptual/enlightenment value'</p> <ul style="list-style-type: none"> • 'changes of knowledge, understanding and belief' • Conceptual projects often have a much longer chain of connections between the findings of the project and the changes that those findings may bring about. • "dissemination for ammunition" 	<p>'instrumental/engineering value'</p> <ul style="list-style-type: none"> • 'directly changing behaviour in policy or practice' • It is unsurprising then that advice in the literature about 'achieving effective conceptual impact' is far more sparse than that for instrumental projects . • 'dissemination for action' (King, 2003, p. 83)
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Key roles in achieving influence

- Use the definitions provided on your ready reference card
- By listening to the person next to you, identify the end-users, stakeholders, targeted potential adopters and change enablers in their project
- Swap and repeat



Activities for achieving change

- Branding
- Conferences
- Email lists, discussion forums, and other social networking tools
- Funding sub-projects at other institutions, mentoring, and participatory dissemination
- Guides and teaching materials
- Influencing policy
- Journal articles and book chapters
- Media releases
- Meetings, discussions, roundtables and invited presentations
- Networks and communities of Practice
- Newsletters
- Project conferences, workshops, showcases and forums
- Project final report
- Webpages, online repositories, audio-visual material and other online content

[Hinton, Gannaway, Berry, & Moore, 2011, pp. 22-23]

Plus:

- Embedding into existing structures
- Seeking industry funding
- Paying ongoing attention
- Gathering information about usage
- Cultivating peer acceptance and recognition
- Passing it on
- Harnessing organic uptake/readiness
- Strategic localising
- ...

- 1-2 minutes
- Shifts since initial pitches?

- A new idea...
- A confirmation...
- A challenge...
- An observation...

References

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