Handout 2: Don't ask *Me*!
SEDL All-Staff Session
February 24, 2006

1. **List questions that you have been asked by clients that you believe are related to dissemination. For example, How do I get a copy of that? Can you come to our school and do professional development? What does research say about xyz?**

All the above were answered.
What do you do on…?
Most questions I receive are about tech assistance, not dissemination.
Do you have a lot of workshops that you conduct?
Can you present the -- info in a shorter time? 1 hr? 2 hrs?
How much does it cost? materials
What do I do with this?
Did you allot any money for distribution of these materials?
What is the deadline for getting this info to clients?
Do you want feedback from the clients?
Where do I store and receive this stuff?
Do you have a website?
Specific questions about issues in individual schools and how to address them.
Can I get it online at your website?
Who handles the process?
I can't download, would you send a copy?
Would you send a professional development person to our school to talk about ---?
Please send the PI questionnaire
How can I use an old BTA credit?
The SE conference room is cold. How do I get it comfortable in here?
Can I change my federal withholding and how do I go about doing that?
Can you mail me an application packet?
Is that position still open?
How do I install my long distance budget codes on my phone?
Do you have any longer phone cards?
Have you received my application and what is the hiring process?
Do you have a video of a talk?
Can you talk to our group?
Will you be at --- conference?
Will you be in my area?
Can you send me ---?
Do you provide training?
Do you have TIAA/CREFS telephone #?
Do you have a copy of a benefit summary?
Can you send me a copy of your app notice of vacancy/info about insurance, etc…?
Who do I talk to about a certain publication?

I would like to talk to whoever facilitated a certain seminar.
Can you find?
Can you analyze?
Can you help?
Where can I find?
What does SEDL know about teacher quality, --- presenter?
Can SEDL testify to policymakers?
Can you present at our conference?
Who is in charge of your publications training?
Who is the target audience?
What format should this be in?
How do I get this product electronically?
My school needs a section of xyz products chapter 3? Can I get a pdf of it?
Can you convert my document into a web resource?
What is the most appropriate media for my product?
Has anyone studied how --- affects student learning?
What products do you have related to ---?
Where/How can I order a product?
I need info on CBAM
Has SEDL published any reports on (specific topics) or by (specific authors)?
Did --- receive this?
My school needs help with ---. Can SEDL help us?
I'm doing my dissertation and I need a copy of….Will you send me those materials?
How do I use it? What can I do with it?
Have you done any work in ---?
Does SEDL have any experts in ---?
Who has this gone to?
What are you doing with the information?
Where can I go to find information on ---?
Will I receive a copy of the product?
I need effective materials
What curricula do you suggest?(looking for recommendation)
When can Jill Slack come to my school?
Can I get a copy of your research report?
Does SEDL do anything on…?
Is it available on the website?
Can you email me a copy of that?
How can I do --- activity at my school?
Where can I locate…?
What programs are effective for…?
Can I use your PowerPoint's?
Can you create a PowerPoint for…?
What are some good professional development workshops to attend?
How can I register for the conference?
Do you provide SD to a school on ---?
Can I spend money on ---?

What is your opinion of the research on…?
What is the best…?
How can I raise reading test scores at my school?
How can I get my faculty all on the same page about (I cant read word) options(?) for kids?
Does SFA work?
Can you help me better engage parents in my school?
Does it really work?
What kind of results are obtained by using this…?
Would it work with my kind of issue or challenge?
Is it appropriate for all population groups?
How/where do I get---?
What is my net?
Who do I need to talk to about ---?
What staff type dev do you provide on ---?
What successful programs can you recommend that are supported by SBR to improve reading, math, science academic performance of students?
What other organizations are doing the same type of research?
Can we photocopy your book to distribute at our workshop?
Can I get a full text of that?

2. What questions do you have about dissemination? What information do you want regarding SEDL's approach to dissemination?
Does SEDL have a model? And definition?
What is the difference(SEDL's definition) between dissemination & technical assistance?
How can we assist/ensure/increase with more effective information of the knowledge
Who is charge of this process?
What research has been done regarding the efficacy of various dissemination means (e.g. are handouts better or worse than leader-led sessions at communication of idea)?
How does the new concern about evidence and research change or refine our definition or approach to dissemination?
Why aren't we more proactive; i.e., sending products to clients rather than storing them or hoping to sell them? Strategies should be developed at beginning of contract.
I want to know when dissemination starts, e.g. when you are young or in school?
I would like to know how to get information on SEDL's dissemination approach.
Do I have to respond to all requests? Even the stupid ones?
What budget should dissemination come from?
Who are we targeting?
What is our policy on dissemination?
How do you determine the outcome of dissemination activities? How do you know it has been successful?
Should we ensure utilization of information/products disseminated?
Do we have policies on guidelines on how we should disseminate?
How would I obtain training in a subject area?
How would I order products?
Are there conflicting or complimenting groups?

How do we measure achievement of dissemination goals?

Will we use/promote this once the contract has ended?

What format?

How long do we have to work on it?

Every product should come with a feedback mechanism through forms or study to gauge it's success with targeted audience. Often times we put out products and 3 or 4 years down the road still don't know how beneficial the products have been to the user.

How does SEDL determine what products to disseminate?

How do we asses success at dissemination?

Do we want to focus on disseminating more products, more trainings, or both?

Who is the intended audience and does the decision about this influence how the information is disseminated?

Is SEDL reaching the widest audience or could more be done about promoting SEDL's dissemination of products?

Are targeted audiences successfully reached?

Are unknown/underserved audiences reached?

I'd like to know more about needs assessment and success of utilization of our products/services.

Does SEDL have an overall dissemination plan?

Where can I get more ideas about ways to disseminate SEDL's message and products?

How can organization take a more coherent approach to dissemination?

How can we undertake more focused dissemination of products, services, and knowledge?

How can we build benchmarks to measure dissemination effectiveness?

What is SEDL's method of tracking dissemination efforts?

How are those learning used in growing work to be more effective?

What is SEDL's plan for resources' dissemination after a projects funding ends?

Is there somewhere SEDL has past dissemination efforts stored?

Is there a dissemination plan or guidelines SEDL subscribes to?

Is there a SEDL-wide dissemination of proven results?

How do we as an organization identify, define, prioritize, and build our strategy around these target audiences?

How would we divide/sort our target audiences into the categories: primary, secondary, tertiary?

What is the process for developing a strategy for these audiences?

How does dissemination differ from distribution?

How do you ensure effectiveness of the information resources provided?

How do you measure effective dissemination and how does it differ from the actual effectiveness of the information or resource itself?

What can I do to ensure that information is being disseminated properly and to the right people?

SEDL's approach to dissemination does not include or emphasize peer-reviewed publication of research. Given the growing emphasis on research and research based practice, how can SEDL support and encourage staff to publish and present externally to a greater degree than is currently done?

How do you determine what format to provide a particular resource in? (poster, flyer, pdf, etc.?

What are the choices for dissemination at SEDL? What are the costs?

In what ways would dissemination be alike or different for those who request/know(to ask) about the info & those who don't.

If dissemination includes follow-up, then how, when, who?

Did the client use the info provided? How? What occurred?

How could we do a better job of dissemination?

How do we know when different approaches to disseminate need to be taken given the request made?

How do we ensure the effectiveness of our products?

How do you teach/train staff to respond appropriately?

What is the most effective method?

What is the approach? Is it consistent? Is it appropriate for the given audience?

Dissemination seems to vary according to contract

Why doesn't SEDL have a consistent approach to dissemination?

What products/information does SEDL disseminate and what are they designed to do?

Who in SEDL is working on which products that are intended to be disseminated?

What is the outcome of our dissemination efforts?

Are there definitions or outcomes that drive our dissemination needs?

Are there other media that we could be utilizing?

What kind of data have we collected regarding dissemination?