ITEST Dissemination Strategies

This data brief explores the strategies that ITEST projects use to communicate their findings, including the products they create, where they disseminate their work, and what audiences they reach.

Of 63 responding projects:

92% engaged in dissemination activities during 2014-2015.

Projects used, on average, 5 different dissemination activities.

What types of dissemination STRATEGIES did projects utilize?

Projects’ 2014-2015 dissemination efforts fell into the following categories:

- 24% Online
- 33% Print
- 42% Face-to-face

In what specific ACTIVITIES did most projects engage?

Below are the three most-common activities by category that projects used to disseminate their findings:

- 43 projects hosted a website
- 24 projects used social media
- 7 projects held podcasts, webinars, or virtual events
- 30 projects communicated via mass media
- 26 projects published in peer-reviewed journals
- 26 projects created a brand
- 47 projects presented at conferences
- 29 projects engaged in networking
- 24 projects organized workshops

For more information, questions, or comments:
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Click here to view resources on STELAR.org
What PRODUCTS did ITEST projects develop during 2014-2015:

92% of responding projects developed an average of more than 4 products last year, creating a total of 274 new products. (Click here to view a selection.)

What AUDIENCES did ITEST projects target?

The majority (66%) of projects reported targeting between 2-4 different audiences for their products.

Projects traditionally target educators (85%), researchers & evaluators (52%), and/or the general public (47%). Other less-common audiences of interest include:

- Youth: 37%
- Parents/ Caregivers: 32%
- IT/STEM Industry Professionals: 28%
- Policymakers: 18%
- After school organizations: 2%
- Regional Partners: 2%