Project Title:

RFA/Goal/Topic:

Dissemination Plan

History/track record of the project’s leadership team:

Target audiences:

Vanderbilt University dissemination resources. The project team will receive support from public information officers of Vanderbilt University News and Communications assigned to Peabody College, who are experienced in education-related national dissemination through traditional media and digital media. These channels include all relevant Vanderbilt University websites; monthly e-newsletters to alumni; the flagship alumni magazine *Vanderbilt Magazine*; distribution to external broadcast, digital, and print media outlets globally, nationally and locally; promotion and facilitation of media interviews; and distribution via the University’s social media channels. Dissemination for this project will include Peabody College’s website, social media postings, Peabody e-newsletters and print publications; and social media. During the project’s dissemination phase, the project team will work with the senior publication information officer assigned to Peabody College to develop and implement a national media dissemination plan. The plan will address national dissemination of a news release, pitching coverage to established media contacts with *Education Weekly* and other education-focused print and digital media reaching educators. The project team will also pursue production of video summarizing and briefly demonstrating recommended practices; the video will be disseminated through digital channels reaching educators.

Vanderbilt Kennedy Center and developmental disabilities dissemination resources [IF APPROPRIATE]. Educational interventions for students with learning disabilities are among the research areas of the Vanderbilt Kennedy Center (VKC), a *Eunice Kennedy Shriver* Intellectual and Developmental Disabilities Research Center (14 IDDRCs nationally) and a University Center for Excellence in Developmental Disabilities (67 UCEDDs nationally). Thus this project will benefit from the dissemination resources of this national developmental disabilities network, which will be developed in consultation with Jan Rosemergy, Ph.D., VKC Director of Communication and Dissemination, who has over 35 years of experience in this role.

As a national IDDRC and UCEDD, the VKC would disseminate information through the National Information Reporting System (NIRS) of the Association of University Centers on Disabilities (AUCD). This web-based database is available to the public, at no cost, and includes educational products. NIRS users include practitioners, policy makers, and families. The plan will include dissemination in AUCD’s monthly electronic newsletter, *AUCD 360: News From Around the*
Network (distribution 1,225), and in its daily electronic Announcements. AUCD hosts national webinars (live plus archived online), another effective strategy for dissemination that we propose to use. The VKC itself would disseminate through its monthly Notables electronic newsletter, which is emailed to approximately 13,000 individuals, families, and agencies/organizations nationwide.

This project’s PIs are investigators in the VKC IDDRC and thus have access, at no cost, to IDDRC core services, which include support in creating educational products. With core support, the project team will develop one or more products for educators that recommend practices reflecting the project’s findings. These products will be available for educators and others to download. The products will be linked on Educational Resources section (http://vkc.mc.vanderbilt.edu/vkc/resources/edresources/) of the VKC website. In the last year, the VKC comprehensive website pages received 154,583 visits from 94,391 unique visitors. Of those visits, 75,362 were from 233 cities and towns in Tennessee, 56,223 visits from other states, with the remaining 22,998 visits coming from other countries; Russia, Canada, India, and the United Kingdom were most frequent.

Teacher and scholarly journals: The project team will submit manuscripts reporting findings to journals that reach large numbers of educators, including JOURNALS APPROPRIATE FOR PROJECT’S CONTENT. The team will also submit manuscripts to scholarly journals, including including JOURNALS APPROPRIATE FOR PROJECT’S CONTENT.