



ENHANCE+

DISSEMINATION CHECKLIST

The ENHANCE Dissemination Checklist is an orientation tool to consult for the identification and implementation of dissemination paths and outlets. It aims at providing clear and concise checkpoints that are divided into before, during and after dissemination.

Before Dissemination



WHAT?

What is the specific output/offer that will be the subject of dissemination?
What is the impact level of this ENHANCE output?
Which material will be needed for promotion/dissemination?



WHO?

Who will benefit from this ENHANCE output?
Who do you want to engage with this result/offer?
Which stakeholders are involved in the approval process before dissemination can occur?
Who is providing me with all necessary details and material that are required for dissemination?
Can this output benefit from involving other actors, e.g. students, staff, etc.?



WHY?

Why is this offer worth the attention of your target audience? How does this output relate to the ENHANCE mission? What is the news value of this output?



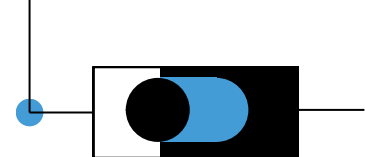
WHEN?

Is there a deadline attached to this output?
When will my target audience be active and available to receive dissemination?
Am I providing the Communications Unit with enough time to effectively disseminate this output?
Will the dissemination timeline intervene with local/national events that might stifle dissemination?



WHEN?

Which communication channel is appropriate? Consider both the nature of the output and the intended target audience!
How does my message need to be adapted for specific channels?



During Dissemination



HOW DO I SUPPORT ENGAGEMENT?

Do I need to reinforce the dissemination efforts?

Is there feedback from the community that helps me to adapt the dissemination of this output?

Have I exploited all appropriate networks and tools available, both on ENHANCE and local levels?

After Dissemination



DOCUMENTATION

Which relevant information can I retain from the dissemination process and its outcome?

Which level of documentation is required per Grant Agreement/workplan?

Provide information to the **ENHANCE Monitoring Matrix** if necessary.

Which form of testimonial can I retrieve and store for future use?

Do I have pictures, participant quotes, interviews, news articles about the output that I store and provide for further communication purposes?



IMPACT ASSESSMENT

Is the engagement with this output (applications/registrations/outreach, etc.) satisfactory?

Did the dissemination achieve the intended results?

Have I created a first contact point with new members of the ENHANCE community? How can I consolidate the established contact?

Is there a follow-up activity I can execute for further dissemination and impact evaluation?