UNIVERSITY OF KANSAS

Continuing Education

Research Dissemination and Professional Conferences

KU CONTINUING EDUCATION
The University of Kansas

Public Dissemination • Conferences • Marketing • Professional Education
Continuing Education and University Outreach

Since the inception of the first “School of University Extension” in 1891, the University of Kansas has been a leader in lifelong learning. Initially responding to the educational needs of working people without direct access to a college or university, KU Continuing Education has evolved into a national leader in the delivery of high-quality professional education, workforce development and distance learning. Now after 120 years, KU Continuing Education serves not just the people of Kansas and the region, but offers programs that expand our reach around the globe.

As the primary outreach arm of the University of Kansas, we support its aggressive drive for discovery and innovation by actively disseminating the important work of KU’s researchers and scientists. KU Continuing Education expedites the flow of this life-changing research through public short courses, conferences and online modules. We also partner with our colleagues across the university to leverage the scholarship of our students and faculty to have a greater positive impact on our communities, our state, the nation and the world.

Serving all 105 Kansas counties, all 50 states and 52 countries
Each year, KU Continuing Education serves more than 70,000 people of diverse backgrounds from all age groups by offering nearly 1,000 courses, programs and conferences. KU Continuing Education provides non-credit courses in professional development and certificate opportunities through public and online programs for working professionals. KU Continuing Education also trains Kansas law enforcement officers, firefighters and other first responders, and provides lifelong learning opportunities for adults over 50 through the KU Osher Lifelong Learning Institute.

Our services are directed from offices and centers around the state. Although most KU Continuing Education departments are housed at the KU Continuing Education building on the Lawrence campus, the Kansas Law Enforcement Training Center is located near Hutchinson, and our continuing medical and nursing education programs reside at the KU Medical Center in Kansas City, Kan. We also partner with all 19 Kansas community colleges to make programming easily accessible for all Kansans.

In addition to the departments outlined in this publication, the KU Continuing Education building is home to institutional resources, including IT and market research, Web and instructional design, a full-service marketing department and the business office, which provides registration, human resource, accounting and grant-writing services.

I invite you to review the programs and services that KU Continuing Education offers, which continue more than a century of high-quality distance learning and professional education.

Sincerely,

Frederick W. Pawlicki
Executive Director
785-864-1077 • fpawlick@ku.edu
Research Dissemination and Professional Conferences

The University of Kansas Continuing Education supports the teaching, research and public service missions of the University, contributing to postgraduate professional education, workforce development and quality of life for Kansas and worldwide communities.

KU Continuing Education offers professional development via public short courses, online courses and through customized training delivered on-site for a variety of professionals, including aerospace engineers, law enforcement, architects, educators, public employees, attorneys, scientists and people in business. We also provide support technologies for research dissemination and conference management.

**Continuing Education Services, Support Technologies and Conference Management**

Strengthen your proposal's competitive edge by including a continuing education dissemination component when you apply for a grant. If a research solicitation calls for a dissemination plan, KU Continuing Education can help you develop a professional strategy that will enhance the likelihood of your project being funded.

Not only do we provide state-of-the-art marketing technologies, we also offer customized conference planning to enhance your research dissemination plan or to highlight the scholarship of KU faculty and students. Each year, KU Continuing Education works with dozens of academic units on and off campus to manage local, regional, national and international conferences, seminars and workshops.

Go online to download a PDF version of this brochure to share with your faculty and staff: www.ContinuingEd.ku.edu

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**KU Continuing Education Departments and Services**

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KUCE: Partnering with faculty for teaching, research and service
When your research proposal to a government agency or foundation requires dissemination, a customized and professional plan will enhance the likelihood of funding.

Include Dissemination in Your Proposal
Experienced KU Continuing Education staff works with faculty researchers to design innovative educational programs that broaden participation in KU research.

Whether you plan to submit a proposal to a funding agency or need to guarantee that your research activities and results reach a specific audience, consider having KU Continuing Education help design and implement your dissemination program. Planning well ahead of the proposal submission or event date assures you will meet deadlines and deliver an excellent plan.

A Customized Approach
A strong and creative collaboration between you and Continuing Education staff can help insure an outstanding proposal. We partner with you early in the process and make it easy to add a custom educational program, a dissemination plan and the budget to support programming activities.

From the Funder’s Perspective
Funding agencies often look for innovative proposals that integrate research, education and dissemination. They place values on diverse and maximized audiences, sophisticated communication capabilities and unique and innovative approaches to educational activities. An example is the National Science Foundation’s competitive merit review process. Most NSF awards must satisfy merit criteria that ask how the proposed activity advances discovery and understanding while promoting teaching, training and learning; broadens participation of underrepresented groups; disseminates broadly to enhance scientific and technological understanding; and benefits society.

Let Continuing Education Help
Continuing Education managers, technicians, graphic artists and webmasters want to help you develop your dissemination plan while you focus on other demands. We can:
• Provide professional services including creation of educational programs; event management (conferences, webinars and short courses); marketing strategies; financial management and reporting; logistics; communications; graphic design; contract negotiations with hotels, speakers and vendors; budget development; online registrations; mailings; and faculty overload payments.
• Create and sustain partnerships with industry, government, non-profit and higher education organizations.
• Support technology and program innovation through creation of interactive and secured websites that comply with KU standards; DVDs and CD-ROMs; video and audio streaming; live synchronous video broadcasts; asynchronous web instruction; and targeted e-mails.
KU Continuing Education supports KU faculty and associated organizations by managing a wide range of conference, symposium and workshop activities. We offer a broad spectrum of high-quality services to help you plan and carry out a successful conference. Whether you are considering a large conference with a national scope or seminars for an executive group, we will help you develop exactly what is needed in the time frame you need it, saving you time—and often saving you money. To set up a planning appointment, or to learn about all of the options available to you, contact Jim Peters at 785-864-9142.

The following are some of the services our professional staff can provide:

**Registration**
- Online registration services
- Credit card processing
- Confirmation letters
- Parking permits
- Documentation of attendance

**Program**
- Logistics management, including contracting for hotels and transportation
- Consultation and coordination with sponsors and committees
- On-site management
- Audio/video management
- Program assistance in development of agendas, timelines, and planning committee preparation
- Speaker identification, contracting, and coordination
- Poster session management
- Special program management, including committee meetings, preconference workshops, and tours
- Distance electronic delivery of live conference activity
- Evaluation and assessment of events and activities
- Documentation of instruction and materials through use of DVDs, CDs, and other formats

**Financial Management**
- Budget preparation and planning
- Financial management and accounting
- Bill processing and payment
- Speaker contracting and expense reimbursement

**Marketing**
- Marketing services and needs assessment
- Mailing list identification and management
- Mailing services
- Publication services including layout, design, printing of brochures, programs, call for papers, and proceedings
- Public communication and news media management, including news releases
- Targeted e-mail
- Website design and management
- Development and printing of instructional materials, signage, and other materials

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**The National Conference in Pediatric Psychology**

April 14–16, 2011 • San Antonio, Texas

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**Media and the LAW**

24th Annual Seminar

Friday, May 6, 2011
8:00 a.m.–4:25 p.m.
InterContinental Kansas City at the Plaza
Kansas City, Missouri

Schedule Includes:
- When does the First Amendment protect anonymous speakers?
- When does the First Amendment require censorship for harm?
- When does the First Amendment prevent some speech?
- When does the First Amendment allow for free speech?
- When does the government become a true threat?

**Luncheon Speaker**

Morgan Spurlock, Filmmaker

Super Size Me, Where In The World Is Osama Bin Laden? and The Greatest Movie Ever Sold

**Bonus Program on May 5**

The Ever-Shrinking
First Amendment

Is free speech being held hostage?

www.ContinuingEd.ku.edu/programs

Jim Peters, Director of Professional Programs and Communications
785-864-9142 • jgpeters1@ku.edu
Developing a Dissemination Plan

To be most effective, dissemination strategies must be incorporated into the earliest planning stages of a research study. In fact, the most successful dissemination processes are typically designed prior to the start of a project.

Researchers Should Consider Several Key Questions

- **Goal**: What are the goals and objectives of the dissemination effort? What impact do you hope to have?
- **Target audience**: Who is affected most by the research? Who would be interested in learning about the study’s findings? Are they of interest to the broader community?
- **Media**: What are the most effective ways to reach each audience? What resources do each group typically access?
- **Execution timeline**: When should each aspect of the dissemination plan occur? Who will be responsible for dissemination activities?

Key Characteristics of an Effective Dissemination Plan

Your dissemination planning should start at the beginning of your project; not the end. The final details may emerge during your research, but your goals and objectives should be determined in advance to help you meet those goals in a timely fashion.

1. **Develop a strategic dissemination marketing plan** that targets the beneficiaries of your research by leveraging existing resources, relationships and networks.
2. **Create a message** that clearly and concisely explains the features and benefits of your research and how those results can be applied.
3. **Employ a variety of media** to deliver your message, including publications with helpful illustrations; graphs and figures; electronic and Web-based communications tools; and presentations to the public, scientific and industry audiences.
Our creative services include:

- Graphic design
- Editorial services
- Event media kits
- Conference display
- Electronic marketing
- Ad design
- Mailing services
- Statistical research and optimization tracking
- Web design and maintenance
- Electronic media production and editing

Dissemination strategies:

- Website and domain name with Google tagging
- Media coverage
- Press release
- Research summary documents
- Flyers, posters, brochures, policy and research briefs
- Web PR and white papers
- Study newsletters both hardcopy and electronic
- Social media
- Community agency publications, websites and listservs
- Events, seminars, conference, community meeting
- Letters of thanks to study participants plus surveys
- Follow-up metrics and assessments

www.ContinuingEd.ku.edu/illumination
Kyle Garcia, Marketing Director
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