



## KM Quick Reference

### Elements of a Knowledge Mobilization Plan

#### What is knowledge mobilization?

The Social Sciences and Humanities Research Council (SSHRC) uses [knowledge mobilization](#) as an umbrella term to encompass a wide range of activities relating to the production and use of research results, including co-creation or co-production by researchers and knowledge users, knowledge synthesis, dissemination, transfer and exchange.

*Another way to think about it...* [knowledge mobilization](#) helps make research useful to society by supporting engaged scholarship from inception to impact.

#### Elements of a knowledge mobilization plan:

##### Audience

**considers knowledge users, intermediaries and partners**

- who can the knowledge be shared with?
- where is the knowledge most likely to create benefit?
- which audience is being targeted by this knowledge mobilization initiative?

##### Goals

**sets measurable objectives and purposeful goals**

- what is the overarching objective of this knowledge mobilization initiative?
- how does the audience stand to benefit from the knowledge?
- what is the ideal future state should the knowledge be actioned by the audience?

##### Activities

**maps to audience and correlates with goals**

- what is the best way to engage with the target audience?
- what is the audience's preferred method for receiving new information?
- when and how will the audience be involved in the activities?

##### Evaluation

**measured at the level of the audience or end user experience**

- what evidence will be collected to assist with evaluating the impact of the activities?
- what indicators will be used to assess success?
- how might evaluation inform future research and/or knowledge mobilization activities?

##### Budget

**account for all tasks required to execute activities and achieve goals**

- what contributions and resources (skills, expertise and/or experiences) need to be procured?
- is there budget for getting "off campus" and engaging directly with the audience?
- are all tasks and activities adequately scoped and resourced (justified)?



Another way to think about it...

Strong Knowledge Mobilization	Weak Knowledge Mobilization
balances audience engagement throughout the project lifecycle with end of project dissemination	only focuses on dissemination products and activities, has poor engagement with audience
demonstrates understanding of impact, as measured by the end user, as being a change in policy, practice or behaviour	conflates impact with outputs which are measures of research, not change
articulates goals and includes activities that support the achievement of these goals	unfocused list of activities that are not targeted to a specific audience
assigns accountability for activities	unclear who is responsible for activities
budgets appropriately for all tasks and activities	budget elements are under (or excessively) resourced, inadequate justification of costs
references an evaluation framework and includes specific indicators of success	poor or no evaluative elements, does not identify what success looks like nor how it will be measured

### Additional Knowledge Mobilization Resources:

- [What is Knowledge Mobilization? Why should I care?](#) | Research Impact Canada
- [What is knowledge mobilization?](#) | Ontario Centre of Excellence for Child & Youth Mental Health
- [Introduction to Knowledge Mobilization](#) (recording) | Canadian Observatory on Homelessness
- [Hit the Ground Running: A quick-start guide for new knowledge mobilizers](#) | Bishop's University
- [Effective Knowledge Transfer and Exchange for Nonprofit Organizations](#) | Imagine Canada
- [Knowledge Mobilization Strategies and Planning](#) (recording) | Athabasca University
- [Mapping the Impact of Research](#) | York University

**Want to connect for KM support?**

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