

# “Research in Action” Podcast Instructor Guide

Use the following episode description, learning objectives, guiding questions and activity suggestions to more easily include “Research in Action” podcast episodes as a supplemental resource for your course.

# Ali Duerfeldt on Research Dissemination Plans [00:00-35:14]

Research in Action - Episode 106

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## Podcast and Episode Information

“Research in Action” is a weekly podcast about topics and issues related to research in higher education featuring experts across a range of disciplines.

On this episode of the podcast, the guest is Ali Duerfeldt, a marketing manager with Oregon State University Extended Campus and a member of the Marketing and Enrollment Services team. She works with internal and external clients managing strategic marketing efforts. As the marketing manager for the OSU Ecampus Research Unit, Ali has most recently worked to implement strategies to promote research projects like the Online Learning Efficacy Research Database and ID Study, as well as managed the implementation of a rebranding strategy for the “Research in Action” podcast. Ali holds a Bachelor of Arts degree from Gonzaga University and a Masters of Education in College Student Services Administration from Oregon State University.

*Segment One* [00:00-11:43] - In this segment, Ali describes the elements included in a research dissemination plan.

*Segment Two* [11:44-23:28] - In this segment, Ali shares her process for coordinating a comprehensive research dissemination plan.

*Segment Three* [23:29-35:14] - In this segment, Ali offers her insights on best practices for branding one's own research as an individual.

*Bonus Clip #1* [00:00-05:10]: Dissemination Plan Example for Research Product

*Bonus Clip #2* [00:00-03:50]: Dissemination Plan Example for Research Study

Show notes and a transcript for this episode can be found at:

<http://ecampus.oregonstate.edu/research/podcast/e106/>

## Learning Outcomes

By listening to this episode, students will be able to:

- Discuss strategies and examples for creating a dissemination plan
- Describe the elements of a brand
- Explain the role of branding in research dissemination
- Cite project management resources

## Guiding Questions for Listening

- What does Ali Duerfeldt share are some of the “broad base” questions she asks as a way to develop a dissemination strategy?
- What does Ali Duerfeldt explain is the relationship between target audience and a dissemination strategy?
- What does Ali Duerfeldt suggest is a form of dissemination that is often overlooked?
- What does Ali Duerfeldt share are the initial steps she takes to begin outlining a dissemination plan?
- What tips does Ali Duerfeldt share regarding project management?
- What are some ways a unit may be able to share out their research without the aid of a marketing department?
- According to Ali Duerfeldt, what are some of the elements of a brand?
- What does Ali Duerfeldt explain is the role of branding within a research dissemination strategy?
- What are some examples of various outlets in which a research project could be disseminated? (See also, Bonus Clip #1)
- What do Ali Duerfeldt and Dr. Linder discuss are some of the outlets in which they have collaborated to disseminate a study? (See also, Bonus Clip #2)

## Possible Activities

- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e106/>) and look at an additional resource that is linked in connection with this episode. Students can write a short review of that resource to share with their peers.
- Ask students to visit the show notes for this episode (<http://ecampus.oregonstate.edu/research/podcast/e106/>) and post an additional resource connected to the content of the episode in the comments section.
- Have students share questions that are raised for them based on the content of this episode. What would they ask Ali Duerfeldt if they could?

## Suggested Citation (APA, 6th edition)

Linder, K. (Producer/host). (2018, April 9). *Ali Duerfeldt on Dissemination Plans* [Audio podcast]. Retrieved from <http://ecampus.oregonstate.edu/research/podcast/e106/>

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## Notes

## About the Research in Action Podcast

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“Research in Action” (RIA) is a podcast about topics and issues related to research in higher education featuring experts across a range of disciplines. Episodes are posted weekly and include guest interviews and occasional solo episodes. Guests are from a range of higher education institutions and share their expertise on qualitative, quantitative and mixed methods as well as their personal experiences as researchers, research and writing practices, organizational and productivity strategies, and much more. Some weeks, bonus content will also be posted.

“Research in Action” is hosted by [Dr. Katie Linder](#), research director for Oregon State University Ecampus.

Visit the podcast website to view [show notes and transcripts for each episode](#), explore our [episode guide](#), learn more about how to [contact us](#), or [suggest a future guest or topic](#).

You may subscribe to the [“Research in Action” RSS feed](#) or access the podcast via [iTunes](#), [Soundcloud](#) or [Stitcher](#).

“Research in Action” is also listed on [MERLOT](#).

The “Research in Action” podcast is a resource funded by Oregon State University Ecampus – ranked top ten in the nation for online education two years running by U.S. News & World Report. OSU Ecampus has more than 45 degree programs and more than 1,000 classes online.

## Contact

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