

Guidelines to Develop a Knowledge Exchange Plan

The following guidelines are intended to help researchers reflect on how they can embed a combination of communication and partnership strategies throughout their work in order to drive positive societal and cultural change with their research.

There is no single correct structure for a Knowledge Exchange Plan—feel free to use text, headers, diagrams, timelines, etc. The purpose of this document is not to prescribe all future activity, but rather to build resilience as the research evolves by walking through the steps of the knowledge exchange process.

Your Knowledge Exchange Plan: Key Considerations

Category	Some questions to consider (non-exhaustive)
Goal	<ul style="list-style-type: none"> • What need, challenge or opportunity do you hope to address?
Collaborations	<ul style="list-style-type: none"> • Who are your existing partners and collaborators? How might their insights and expertise help drive the change you hope to create? • Who will you work with? At what point will you engage with them, and to what degree? • What resources will you invest to help your partnerships thrive? • How will you gather, store, manage and share your data and findings?
Audiences	<ul style="list-style-type: none"> • As you disseminate your research findings, who will be your target audiences? • When will you communicate with these audiences throughout your research process? • Which channels will you use, and why?
Strategies	<ul style="list-style-type: none"> • What opportunities and obstacles do you anticipate? How might you address them? • What resources will you leverage (funding, UBC infrastructure, et c.) to carry these strategies forward?
Feasibility	<ul style="list-style-type: none"> • Which of your strengths will you leverage to achieve this plan? • Where do you need to build capacity, and how will you do so? • Will you seek additional training in specific areas? • Will you seek support from staff, colleagues, students, or partner organizations? • Which components of your plan will require regular attention, and how will you sustain these pieces?
Next Steps	<ul style="list-style-type: none"> • What are the next three steps you will take to achieve this goal? • What core milestones will signify that you are making progress?

