

Propagating Educational Innovations

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Plan for propagation. Evidence is necessary, but insufficient, to attract users. How will you interactively disseminate the innovation to attract users with diverse situations and needs?

Plan for adaptation. Faculty will modify your innovation, so create materials that provide guidance on what aspects are essential to the innovation's effectiveness.

Identify receptive faculty and speak to their needs. Design messages and marketing that addresses faculty members' interests and concerns, especially how the innovation fits with existing practices and tools, the time required, and effects on student learning and engagement.

Involve a variety of champions. Actively recruit situationally-diverse adopters with strong personal and institutional reputations for teaching, and ask them advocate for others to try it. Advocates are more persuasive when they are similar to a potential adopter.

Support faculty during adoption. Make sure to have support available during faculty course preparation and delivery. Plan to scale this support with the project's growth.

Build a network of users. Keep users in touch with each other to address problems, provide technical support and encouragement, etc.

Get institutional buy-in. Convince administration to support your innovation by providing necessary infrastructure (including faculty time) and including it in mission statements, plans of work, evaluations, and/or the tenure process.

Consider what resources will be needed. Getting an innovation widely adopted will take a significant amount of time and effort. Plan to support propagation in addition to development.

For more information, please see our 2018 ITiCSE working group paper "Propagating the Adoption of CS Educational Innovations" (available at <https://dl.acm.org/citation.cfm?id=3295785>) and the book, *Designing Educational Innovations for Sustained Adoption: A How-To Guide for Education Developers Who Want to Increase the Impact of Their Work* by C. Henderson, R. Cole, J. Froyd, D. Friedrichsen, R. Khatri, and C. Stanford (© 2015 Increase the Impact, Kalamazoo, MI, USA: <http://www.increasetheimpact.com/resources.html>)

This session's slide deck is available @ <https://bit.ly/2NkPzFw>.