KUDOS PRO

Maximizing engagement and accelerating impact through better communications

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The missing link: what does it take to get from research to impact?

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RESEARCH MOBILIZATION

a model for accelerating research impact, by KUDOS

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PLAN
step by step guidance for creating professional engagement & impact plans

TARGET
identify target audiences and plan specific and relevant activities for reaching them

SHOWCASE
project profiles, templated briefings and promotion to target audiences

MANAGE
allocate and track execution of activities across a group

EVALUATE
like-for-like measurement of engagement achieved via each activity / channel

REPORT
on engagement, refining activities based on evidence

PRIORITIZE
use evidence of engagement to prioritize impact tracking

PLAN

Set up a communication / engagement plan for a group, project, body of work or for individual publications and outputs. Include activities you have already planned, or be inspired by our recommendations.

Select, schedule and manage tasks across your team to ensure dissemination and impact activities are coordinated and captured.

- Define audiences and goals
- Build your plan and adapt at any time
- Allocate and schedule tasks across team

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ACTION

Create and share profile pages for your projects, publications, and other outputs. Use Kudos links to track both online actions (email, social media, scholarly sites) and offline actions (posters, workshops, consultations, talks).

Target a broader audience via Kudos showcase services for the public, media, industry educators and policy makers.

- Log and track activities as you complete them
- Target specific audiences and shape your briefings to their needs and interests
- Leverage your networks to optimize your potential for impact

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RESULTS

Capture and track all your team's engagement, dissemination and impact activities together in one place. Access a range of metrics helping you measure and report on reach, and resulting attention and interest in your work.

Export data in a variety of formats for reporting to your funder and / or institution.

- Access a dashboard of key metrics for projects and publications
- Evidence interest in your research from specific audiences
- Quickly and easily report at any time on communication activities and results

Share Date	Clicks on Share	Share Channel	Share Label	Name of Sharer
Sep 6, 2019	4	Link	Handout	David Sommer
Sep 5, 2019	7	Facebook	Post to friends	David Sommer
Sep 5, 2019	3	Twitter	-	David Sommer
Sep 5, 2019	6	Link	Link on my slides at the ARC conference	David Sommer

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MANCHESTER 1824
The University of Manchester
UNIVERSITY of STIRLING
University of Kent
UNIVERSITY OF LIVERPOOL
NANYANG TECHNOLOGICAL UNIVERSITY
ETH Zürich
THE HEBREW UNIVERSITY OF JERUSALEM
THE UNIVERSITY OF NEWCASTLE AUSTRALIA
UNIVERSITY OF THE WITWATERSRAND, JOHANNESBURG
WITS RHI
THE UNIVERSITY OF MELBOURNE
FACULTY OF BUSINESS & ECONOMICS
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Case studies: how are universities using Kudos Pro?

University of Kent

Who: Office for Scholarly Communication

Goal: Discovering new dissemination routes
embedding communication from research idea to publication
ensuring that all researchers are aware of, and supported in,
the most appropriate routes for dissemination

How: Kudos gives us data to analyse trends, and enables us to work with researchers to create manageable dissemination plans. Kudos also provides a platform for a lay summary and author perspective to sit alongside the research output – giving context and insight for the non-specialist reader.

Sarah Slowe, Head of the Office for Scholarly Communication

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University of Kent

Office for Scholarly Communication's verdict:

Valuable insight
on how effective a method of communication is,
showing where the most return for effort is,
freeing up research time

Sarah Slowe, Head of the Office for Scholarly Communication

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University of Kent

Researcher's verdict:

Kudos makes it **remarkably easy** not only to **distribute** links across a range of communications media, but also then to **track** how many times your work has been discussed, read or cited as a result.

In the context of the scepticism that some academics have about REF and promotion of research,
Kudos allows us to have greater control of that process.

That is a great and powerful thing!

Dr Michael Collins, Senior Lecturer in American Literature

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Case studies: how are universities using Kudos Pro?

University of the Witwatersrand
WITS RHI

Who: Director of Research Development

Goal: **"To tell the world about the good work we do"**

Strategic fit: new objective around producing more research with impact; **with impact seen as resulting from a combination of quality and communication**

Operational fit: part of a new research programme that requires dissemination plans

"We are all using different tools and plans, and need to collate data, standardise processes, and be able to get a quick view of activity. We want to reduce admin and progress beyond academics having to go door-to-door to talk about their work."

Dr Robin Drennan, Director of Research Development

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Case studies: how are universities using Kudos Pro?

University of the Witwatersrand
WITS RHI

Communications Project Manager's verdict:

We have been struggling to share
our great work beyond our core stakeholders.
Kudos is exactly what we have been asking for.

Ruvimbo Rushwaya, Reproductive Health and HIV Institute

Case studies: how are universities using Kudos Pro?

THE UNIVERSITY OF NEWCASTLE AUSTRALIA

Who: "Good for Kids" community health programme

Goal: optimizing our research communication to various stakeholder groups

How: Kudos will help us evaluate different communication efforts, to our different stakeholders, to ensure we are using our time and resources effectively, and thus maximizing the reach and impact of our work

"Kudos Pro is a foundational part of our Knowledge Translation Strategy, which addresses the gap between research evidence and practice."

Matthew Mclaughlin, Knowledge Translation Champion

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What is it about?

Children and adolescents are not active enough. Many are also not a healthy weight! The original research study was conducted in 2014, and after 24 months, the study found very good results (see below 'outputs'). The current trial is testing the program across a large geographic area to test the 'real-world' effectiveness of the program. This includes 24 schools from 2017-2020.

Why is it important?

This program is one of the only secondary school based programs to show beneficial effects on physical activity across the whole day. It also attenuated weight increase and was cost-effective. The current real-world trial is a scaled-up version (see 'outputs' below), and is now being tested for implementation and effectiveness.

Perspectives

"Governments need to know where to invest precious dollars in the health system. Governments are quickly realising that the era of physical inactivity is crippling quality of life and the economy, and urgent preventative measures are needed to curb the tide of obesity and inactivity that contributes so much ill health to the world. The education system is a recommended route to increase physical activity, which in turn can reduce obesity, but what program works? Not many other school-based programs have been found effective, but we do need an evidence-based program to increase student physical activity. This is what Physical Activity for Everyone is all about."

Matthew Mclaughlin
University of Newcastle, Graduate Student, Health Sciences, Australia

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Share Date	Clicks on Share	Share Channel	Share Label
Sep 25, 2019	14	Link	Handout for sponsor workshop
Sep 25, 2019	7	Link	QR code used on poster at SSP Annual Meeting
Sep 25, 2019	25	Twitter	#STMAssoc
Sep 25, 2019	17	Link	Link shared during presentation at STM Conference
Sep 25, 2019	15	Link	Vitae Conference Poster

In conclusion

KUDOS *and* REF2021

in four quotes

"competition is set to be especially fierce at the 3- to 4-star boundary for impact case studies"

Steven Hill, Director of Research, Research England

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"if you break down everything that goes into [developing impact], and improve it by 1%, you will get a significant increase when you put it all back together"

Dave Brailsford, (fomerly) Performance Director, British Cycling

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"the best case studies I am seeing are making the causal chain clear and evidencing each link in the chain"

Professor Mark Reed, Newcastle University / Fast Track Impact

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⇒bit.ly/kudos-pro

"you don't fatten a pig by weighing it"

Dr Lizzie Gadd, University of Loughborough

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