Oregon Sea Grant RFP Guidance on
Developing Effective Partner Engagement and Outreach Plans

In addition to supporting research projects that are scientifically excellent and societally relevant, Oregon Sea Grant (OSG) is committed to projects that inform and engage relevant communities. Oregon Sea Grant is committed to "engaged research", to ensure that research is developed with and/or in response to the needs of those impacted, and that vital research results are shared with people who need it most and in ways that are timely, relevant, and meaningful.

Oregon Sea Grant recognizes that researchers do not always have experience in engaging external/community/industry partner(s) or in developing an outreach plan. We will provide an opportunity before the preproposal stage for PIs to talk with Sea Grant's engagement, extension, and outreach specialists through scheduled office hours.

The following definitions and framework will help identify ways to best engage partners in OSG research projects and guide development of effective industry/community engagement and outreach. Please review the context of your proposed submission before meeting with OSG personnel.

Definitions

Outreach: communicating about a proposed **project** and its **results** to an audience that is interested in or affected by the research (i.e., coastal communities, industry).

Audience: interested party or partner group that is directly **affected by research** (results or data). The outreach needs and approach will vary depending upon the research and the audience(s).

Outreach Plan: document describing your approach to sharing information with the audience(s). A strong proposal will likely include a specific outreach plan that includes pieces such as:
- identification of a target audience or audiences that will be affected by the results of the research.
- Specific methods to reach that audience.
- Goals for how the audience will be affected or changed by the information.

Partner Engagement: collaboration with project partners in the **formation** of the research question, in the **process** of answering the research question (i.e., while doing the research), or developing and implementing the outreach approach.

Project Partners: the individuals or organizations that will assist in the completion of the project goals. A partner will materially participate in the research design, implementation, outreach, or lend expertise that the PI(s) do not possess.

A strong proposal will likely engage partners in the development or implementation of the process. These partners can:
- Play critical roles in helping to design or implement the project.
- Help the PI engage with local users.
- Leverage the PIs ability to implement the project.
If partners are not truly playing these roles, they should be referred to as "interested parties".

Interested/Supportive Partner: an individual or entity that is supportive of the research, but is **not directly involved in** the research process or affected by the research results. These interested partners may write letters of support, but are not the target audience for outreach efforts and are not involved in research design, implementation, or outreach.

Partner Engagement

[NOTE: these partners are generally NOT other researchers at a university, these are community, industry, resource managers, NGO partners] How would they help to strengthen the project?

Questions to consider about partners involved in the project:
Are there any individuals/groups that could help you design or implement your research?
What is the goal of including the partner in the project?
What connections/expertise do they bring to the process?
How do they benefit from being involved in the research process?
What is the partner's role in the process?
How might they be impacted by this research, and how can you mitigate that?

Community/Industry Partner Engagement in Research Design/Implementation		
	What OSG is looking for in the proposal:	How OSG evaluates this:
Partners Identification	-Identify the partners -Identify the partners' role(s) -Partners show support	-Letters of support -in proposal, partners are incorporated into the research process -roles of partners outlined in proposal
Goals of partner engagement	-How does including partners strengthen the project?	-Clear justification for why & how partners need to be included in the work
Timeline for engaging partners:	Typically at the beginning and during project	

Outreach to Affected Audiences

How will you share your results? What is the goal with your outreach? Work backwards and define steps that you feel would help achieve your goal. Note junctions where Sea Grant may offer critical assistance in the process or where you have significant weaknesses.

Questions to consider about outreach:
What is the goal of my outreach?
Who does it impact? How can I engage with them to best share this information?
Who are the audiences that will benefit from this information?
How will they use this information?

Outreach about research results to affected/interested audience		
	What OSG is looking for in the proposal:	How OSG evaluates this:
Outreach Plan and Goals	-Defining clear and meaningful goals of an outreach plan -Adequate time and funding to implement the outreach	-Is there an outreach plan -Are the goals stated -What is the anticipated outcome of the outreach effort; how might the audience change with this information -Does the budget fit the project
Audiences	-Well-defined audience with a clear connection to the research results	-Is the audience defined -Is the audience affected by/interested in the research? -Letters of support stating the need for this research [might not apply] -Contact names
Outreach products	-The approach is a good mechanism to reach these key audiences impacted by the research	-Is the product designed to reach the intended audience(s) (i.e., on their terms/timelines)? -Is there an evaluation plan for the outreach? - Plan for how to ensure outreach products are accessible to multiple audiences, depending on the platform (e.g., closed captioning on video, accessible PDFs, descriptions on photos).
Timeline for Outreach:	Typically towards the end of project	

For additional information on Engaged Research, please visit:
https://www.brown.edu/academics/college/swearer/engaged-research