



## THEMES OF INTEREST:

*Community Engagement*

*Community Assessment*

*Economic Development*

*Digital Technologies*

*Capacity Building*

*Climate Change*

*Immigration*

*Agriculture*

Rural Development Institute  
Brandon University  
270-18th Street,  
Brandon, MB R7A 6A9

**204-571-8515**

[brandonu.ca/rdi](http://brandonu.ca/rdi)



**BRANDON  
UNIVERSITY**

# Knowledge Mobilization for RDI Projects

Mobilizing knowledge and ensuring that research is made accessible for communities is a primary pillar for the Rural Development Institute. While there are many ways in which we engage with community, the ability to share research and deliverables is crucial for the success of the Research Center.

With this, RDI has created a concept-to-completion strategy, where Knowledge Mobilization is conducted during every stage of a project. This strategy is based off of the research cycle (see Figure 1), and aims to ensure that all work and updates throughout each stage of the project is made accessible.

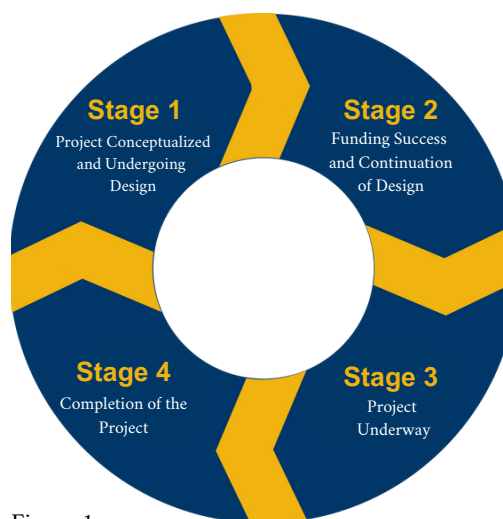


Figure 1.

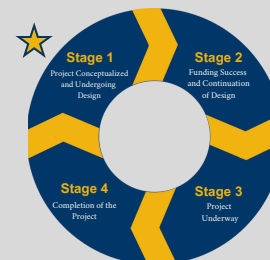
The content for each project will be made available through the RDI Webpage, as well as populate the RDI eNewsletters, YouTube Channel, Facebook Page, and other platforms.

Throughout Stages 1-3 of the research cycle, four specific deliverables will be created. These pieces are meant to provide context for the project, as well as build rapport with the project partners. These deliverables are as follow:

## STAGE 1: PROJECT CONCEPTUALIZED AND UNDERGOING DESIGN

### Deliverable: [Organization/ Partner Highlight](#)

Within our 2023-2024 [eNewsletters](#) there is a section dedicated to sharing the work of partnered organizations that support rural and remote communities. These highlights will focus on sharing a brief overview of the organization, aiming to increase awareness of the resources they offer to our 2.5 thousand subscribers.



## STAGE 2: FUNDING SUCCESS AND CONTINUATION OF DESIGN

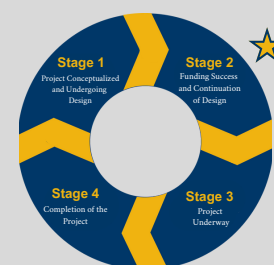
### Deliverable: [Project Overview](#)

The Project Overview is a 2-page report created by the Rural Development Institute. These reports are meant to introduce the public to the project by addressing the following questions:

- What is the Project?
- Who are the Partners?
- Why is this Project Important?
- What is RDI's Role in the Project, and how is RDI Contributing?

### Deliverable: [Highlighting Rural Researchers](#)

The Highlighting Rural Researchers Series is comprised of content related to the engaged project partner's background and research experience. It allows those interested in the project to learn about those engaged in the project, as well as share more information on the other work conducted by these rural researchers.



## STAGE 3: PROJECT UNDERWAY

### Deliverable: [Blog Content](#)

The [Imagining Rural Futures webpage](#) is a platform that allows RDI to showcase the knowledge of affiliated researchers with regards to their experience on the following topics:

- Digital Technologies
- Well-Being
- Public Engagement
- Community Development

Blogs created throughout the duration of a project can have either a methodological, project background/literature, or preliminary-findings focus, and will be shared through the topic page most aligned with the project.

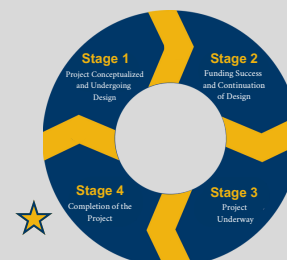


As per the completion of the project, the RDI project leads and project partners have agency in deciding which specific deliverables they would like to contribute to. This includes, but is not limited to, the following deliverables:

## STAGE 4: COMPLETION OF THE PROJECT

### INTERNAL DELIVERABLES:

These Deliverables represent content which will be shared through the RDI digital platforms (e.g., the RDI webpage, the Imagining Rural Futures Blog, the RDI YouTube channel, Facebook page, Instagram account, etc.).



### Blog Content

Similar to above, blogs created after the completion of a project may have a methodological, project background/ literature, or final-findings focus, and will be shared through the topic page most aligned with the project, those being:

- Digital Technologies
- Well-Being
- Public Engagement
- Community Development

### Project Reports

While there is still a need to confirm the structure of these reports, researchers will have the opportunity to create a Project Report through RDI. These Reports will offer a summary of the project, as well as be formatted through the RDI templates and published through the RDI webpage.

### Project, Policy and Knowledge Briefs

While reports may vary in terms of content based on their over-all nature, the RPLC Policy Brief template will work to guide the overall structure of these types of reports. As well, a document template will be made available for the production of the RDI Briefs.

### Fast Findings

This digital series consists of sharing of a visual (e.g., an infographic) affiliated to the project, with an accompanying 2-3 minute audio reviewing the project findings in affiliation with said visual. This will be shared through the RDI YouTube channel, and will be used to point to other deliverables.

### Poster Series Event

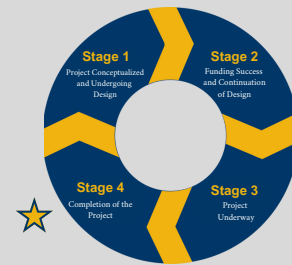
It is the intent to have a quarterly poster event held through RDI. These events will allow students, and those working within RDI, to showcase their research, and gain public speaking experience. These posters will then be hung throughout the RDI office and shared digitally online.

## STAGE 4: COMPLETION OF THE PROJECT cont'd

### Public Speaking Series

Alongside the opportunity to share project findings by means of registering in the Poster Series Event, there will be opportunities to participate in other Public Speaking Series. This includes, but is not limited to, the following:

- **Public Speaker Installment:** Project leads will host a Public Talk through a hybrid event (presented in person, but offered online), providing insights into the project and over-all findings.
- **Podcast Installment:** Project leads will provide a multi-episode Podcast Installment, focusing on themes present throughout the project, providing insights into the project and over-all findings.
- **Panel Discussion Installment:** Project leads will work to identify relevant stakeholders, and/ or other academics who conduct work and research related to the project, then invite these folks to partake in a digital Panel Discussion. This discussion will work to provide insights into this specific field of work, as well as highlight avenues for future development (e.g., actionable take-aways from the project, or new themes emerged from the project that are of future research interest).



### EXTERNAL DELIVERABLES:

These deliverables represent opportunities to publish and disseminate project findings beyond the RDI digital platforms.

### Conference Presentations & Posters

RDI is happy to seek and support opportunities to share research through conference attendance. Currently we host a suite of templates for both presentations and posters, as well we can provide graphics support to instill visual consistency during external engagements.

### Journal Articles

RDI can work to identify and facilitate the dissemination of project material by means of academic publications (i.e., book chapters, journal articles, etc.). It is expected that seeking these opportunities will be a joint effort with the project partners.

Please fill out the following sheet to indicate when each deliverable will be created, as well as determine which Stage 4 deliverables are of interest.