

Key Terms for Designing Influence-Focussed Learning and Teaching Projects

Change Enablers: 'people who can increase the likelihood of embedding, upscaling and sustainability of project outcomes' (Gannaway, Hinton, Berry & Moore, 2011, p. 84). See also *end-users, stakeholder* and *targeted potential adopters*.

Climate of readiness: 'the existence of a fertile environment [which] nurtures a climate of risk taking and systematic change [which are] essential conditions for successful innovation and dissemination' (Southwell, Gannaway, Orrell, Chalmers & Abraham, 2005, p. 53).

Conceptual/enlightenment value: Aspects of a project that bring about 'changes of knowledge, understanding and belief' (Nutley, Solesbury & Percy-Smith, 2003, p. 11). See also *instrumental/engineering value*.

Dissemination: 'the planned process of understanding potential adopters and engaging with them throughout the life of the project, to facilitate commitment to sustained change' (Gannaway et al., 2011, p. 84).

Embedding: 'the engagement of an innovation in the local process and perhaps the modification of policies, procedures and structures to accommodate the new practice' (Southwell et al., 2005, p. 81). See also *upscaling*.

End-users: 'people for whom the intervention is designed, such as students' (Gannaway et al., 2011, p. 84). See also *change-enablers, stakeholder* and *targeted potential adopters*.

Engagement: 'the authentic involvement of targeted potential adopters by including them in the evolution of the project findings throughout the project' (Gannaway et al., 2011, pp. 84)

Influence: an overarching term to signify the overall difference that a project makes, including intended and unintended outcomes, and subsequent uptake, embedding, upscaling, sustainability and further research.

Instrumental/engineering value: Aspects of a project that have the effect of 'directly changing behaviour in policy or practice' (Nutley et al., 2003, p. 11). See also *conceptual/enlightenment value*.

Outcomes: 'changes or benefits resulting from activities and outputs' (McLaughlin & Jordan, 1999, p. 66). See also *outputs*.

Outputs: the tangible deliverables that a project creates from its activities (McLaughlin & Jordan, 1999, p. 66). See also *outcomes*.

Stakeholder: 'anyone with a stake or interest in the project' (Gannaway et al., 2011, p. 85). See also *change-enablers, end-users* and *targeted potential adopters*.

Sustainability: 'the continuation of benefits after project funding has ceased' (Joyes, Turnock, Cotterill & Banks, 2009, p. 131).

Targeted Potential Adopters: 'people with whom the project seeks to engage and to whom project deliverables are transferred for the purpose of change' (Gannaway et al., 2011, p. 85). See also *change-enablers, end-users* and *stakeholder*.

Upscaling: 'influencing practice beyond the project's initial site or scope' (Gannaway et al., 2011, p. 85). See also *embedding*.

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