

BC Knowledge Translation Community of Practice (BC KT CoP)

Evaluation Plan

Version 4

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Approved: March 2015

The BC Knowledge Translation Community of Practice (BC KT CoP) is a chapter of the national Canadian Knowledge Transfer and Exchange Community of Practice (KTECOP). For additional information on the BC KT CoP, please refer to the following sources:

- [Strategic plan](#)
- [Charter](#)
- [Communications Plan](#)
- [KTECOP](#)

This document outlines the methods of evaluating the strategic goals and activities of the BC KT CoP for the 2014-15 year running from September to August.

Mission: The BC KT CoP will provide a forum for a diverse network of researchers, managers, educators, clinicians, scientists, commercialization experts, administrators, policy makers, technology transfer office representatives, communications professionals, funders, knowledge translation (KT) specialists, and other interested stakeholders to develop, share, and enrich KT activities in BC. The BC KT CoP will enable sharing of strategies, tools, practices, and experiences related to KT.

Strategic Goals:

1. **People:** To meet member needs and to facilitate networking among members and stakeholders
2. **KT Practice:** To promote KT practice, knowledge exchange and learning, and to strengthen a knowledge- and research-based culture in BC
3. **Community:** To establish the BC KT CoP as a leading collaborator within the KT community to support sustainable KT activities in BC
4. **Evaluation:** To evaluate the performance of the BC KT CoP; monitor the strategic plan on a regular basis; and establish methods to define, track and promote KT activities in the province
5. **Resources:** To generate and sustain the resources necessary to allow the BC KT CoP to achieve its goals.

Logic Model: BC KT CoP – 2014_15

Situation Statement: Individuals from diverse backgrounds across BC are involved in the practice and study of KT. Members of the BC KT CoP form a small proportion of this population, and contribute variably to collaboration, sharing and capacity building in this context. A lack of awareness of KT initiatives, outcomes and associated learning and resources limits the advancement of KT practices and research across sectors in the province.

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
People Core Leadership Committee Membership Web designer Resources Time Funding for website development WebEx WordPress site Social media accounts KTE CoP resources Knowledge/Skills Communications Web design Evaluation	People: Meet network needs & facilitate networking among members & stakeholders				
	Identify the membership	Comprehensive up-to-date membership list Established means of collecting diversity information	Retain members (# members unsubscribing from CoP/communications)) Engagement in the CoP (attendance at events & web usage)	Grow membership size and diversity (total membership size, rate of growth; proportion of membership by diversity category; # diversity categories)	Establish working groups to advance the objectives of the membership (# working groups established; outcomes of working groups)
	Build and facilitate a diverse community of practice for members through website & social media & CoP activities	# new CoP members # retained CoP members # total membership & rate of new member growth # attendees at CoP events Diversity of membership (sector, geographic location, skill level, etc.) # CoP activities # working groups & # of achieved objectives Social media metrics e.g. # followers, etc.			
	Provide diverse ways for members to connect at meetings & events, using a mixture of in-person and virtual methods	Virtual & in-person methods of connecting			
	Work with IT support in various member venues to enable virtual participation by members at meetings / events, including online and phone-in capacity	# collaborations with IT support at member venues Frequency of successful virtual connections			
Provide a website for sharing of news, events, resources, and member information	Up-to-date Chapter website				

Logic Model: BC KT CoP – 2014_15

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
	Schedule meetings for a year in advance, planning a minimum of 4 activities/year	# CoP meetings # Core Leadership Committee meetings			
	Explore use of team building activities in meetings, incorporating members participating virtually	Team building plan that enables remote participation online			
	Develop a communications plan	Communications Plan			
	KT Practice: Promote KT practice, knowledge exchange & learning, & strengthen a knowledge & research-based culture in BC				
People Core Leadership Committee Membership Guest speakers	Provide learning opportunities for membership	Attendance at CoP activities # external speakers at CoP events # of learning events Progress in developing additional supporting plans (e.g. training plan)	Increased knowledge & skills in KT (comparison to previous MSFHR survey) Increased awareness of KT practices and achievements across BC (web usage statistics; meeting minute & discussion content)	Documentation of evidence-based KT within/by membership (blog/discussion forum posts; CoP meeting minutes)	Valuing a culture of knowledge and research within the membership (survey to membership on personal and sector perceptions)
Resources Time WebEx WordPress site Social media accounts KTE CoP resources	In meetings, share KT knowledge gained from experience	Meeting minutes on website documenting key learnings from experiences of membership			
Knowledge/Skills KT theory, research & practice literature & experience Communications	Facilitate opportunities for stakeholders to learn about KT achievements across sectors	# networking opportunities to enable sharing about achievements			
	Share KT tools and practices on website	# KT tools/practices posted on website # views of posted KT tools/practices			
People Core Leadership Committee Membership	Community: To establish the CoP as a leading collaborator within the KT community to support sustainable KT activities in BC				
	Plan strategic directions	Strategic Plan	Increased awareness of CoP by	Increased use (access) of website &	Contribute to the knowledge base on KT (#

Logic Model: BC KT CoP – 2014_15

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
KTE CoP leadership & membership Resources Time WebEx WordPress site Social media accounts KTE CoP resources Knowledge/Skills KT theory, research & practice literature & experience Communications Evaluation	Plan communications strategy	Communications Plan	external KT networks & their members (inquiries/co ntacts from external network members)	resources (web usage statistics) Expanded external KT network of the CoP (connections of Strategic Planning Committee with external KT contacts)	evidence-informed resources or knowledge products, manuscripts, presentations, etc.)
	Evaluate effectiveness of CoP from perspective of the membership	Annual membership satisfaction/feedback survey			
	Evaluate KT outcomes (i.e. contributions to the field) by CoP members	Email survey exploring nature of KT activities by members # KT publications by CoP members			
	Increase awareness of CoP activities	# Twitter followers, tweets, retweets, favourites # page views, bounce rate, time spent on page/site, referral sources, city of viewers # YouTube videos uploaded # publications			
	Liaise with interested stakeholders, including funders, university administrators and member organizations, to expand our community and plan professional development, training, and networking opportunities	# joint opportunities with stakeholders # partnering institutions Maintain a record of partners			
	Liaise with other KT chapters and explore feasibility of sharing resources and professional development opportunities	# resources/professional development opportunities accessed through other KT chapters			
People Core Leadership Committee Membership Resources Time	Evaluation: To evaluate the performance of the CoP; to monitor the strategic plan on a regular basis; and to establish methods to define, track and promote KT activities in the province				
	Establish a working group to track progress on strategic plan	Core Leadership Committee Semi-annual Performance Walls to track progress on CoP activities, strategic objectives, communications plan, eval plan	Improved understanding of KT needs of	Understanding of the effectiveness of the CoP	Targeted decision-making of Core Leadership

Logic Model: BC KT CoP – 2014_15

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
WordPress site Social media accounts Performance wall Web analytics Survey tools Knowledge/Skills Communications Web design Evaluation		(including individuals responsible for activities) Logic Model	membership (via needs assessment)	(via results of evaluation plan)	Committee to meet CoP needs with respect to education, resource development & strategic planning (consistency of plans with needs assessment & evaluation findings; feedback surveys of CoP)
	Post regular progress reports on website	# blog posts & webinars describing Chapter members' projects, as a means of tracking, defining and promoting KT activities in BC # progress reports on nature & effectiveness of CoP activities on website Presentation of Evaluation Plan to CoP	Establish mechanism of evaluating effectiveness of CoP Awareness of KT activities in BC (# & views of blog posts & events on website; attendance at meetings in which activities are shared)		
	Assess whether CoP is meeting needs of its members	Relevance feedback survey & data for each event/presenter Annual satisfaction survey data from membership			
People Core Leadership Committee Membership Web designer Resources Time Funding for website development WebEx	Resources: To generate and sustain the resources necessary to allow the BC KT CoP to achieve its objectives				
	Identify technical needs, for effective collaboration, knowledge sharing, and training on the website	Web design plan	Improve access to resources (functional website; # resources posted)	Generate high-quality valued resources for varied KT audiences (# target audiences addressed by	Establish the CoP as a leading source of KT resources for the membership (survey to members)
	Development & updating of website	Website Quarterly content updates	Increase use of resources		
	Creation of social media accounts	Active social media accounts (at least monthly posts)			

Logic Model: BC KT CoP – 2014_15

INPUTS	ACTIVITIES	OUTPUTS	OUTCOMES		
			Short-Term	Medium-Term	Long-Term
Literature access WordPress site Social media accounts KTE CoP resources Knowledge/Skills KT theory, research & practice literature & experience Communications Web design Evaluation	Seek and acquire existing resources that target membership needs	# existing resources identified	(web usage statistics e.g. # downloads))	resources; # downloads)	
	Create resources and tools to target needs of membership	# resources developed			
	Disseminate resources	# resources shared on website & through social media (internal & external)			

Assumptions

1. Membership collaboration/networking and/or diversity will facilitate KT in BC.
2. Resources exist to meet the needs of the membership.
3. We will have the capacity to develop KT resources & training that will be effective at targeting our goals.
4. The membership will make use of the website, WebEx technology and KT resources, which will positively influence KT knowledge, skills and attitudes, collaboration and KT outcomes.
5. Core planning committee activities are sustainable.

External Factors

1. Diversity of the membership
2. Background and experience of the membership
3. External demands of members' professional roles (e.g. time, availability)