



outlier

RESEARCH & EVALUATION  
CEMSE | UNIVERSITY OF CHICAGO

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**10 Considerations**  
for  
**Measuring the Spread and Endurance**  
of  
**Educational Innovations**

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**OCCRL**  
**Transformative Change Initiative Evaluation Collaborative Meeting**  
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**10**

**Consider that...**

**It is essential to be clear about what you mean by “endurance” or “sustainability.”**



## Maintenance

## Definitions

a largely symbolic decision reflecting an intent to implement

the longer-term efficacy/effectiveness of an intervention

a one-way active transfer process from resource to user groups

the general capability to adapt, that is, to readily change

adoption of a change that is new to an individual/organization or the relevant environment

activities are carried out by regular employees and are backed by an organizations management

A state that is in transition continually

continues to implement a program

Activities that area accepted and sustained by the community

addresses the permanent use of a certain innovation such that it loses its own identity and becomes a normative part of the organisation and its culture

the spread of new ideas, techniques, behaviors, or products throughout a population

spread or mass usage

the delivery and adoption of the program

effort to reproduce an effective practice in a considerably greater number of classrooms and schools

the processes of becoming conscious and acquiring information without being prepared to actually implement an innovation.

the planned and active diffusion of a new idea to a social system

ensuring that the organization assumes long-term ownership and that a blueprint exists for countering forces that erode progress.

process of communicating information through defined channels and media in order to reach various target groups

When a program is enduring, livable, adaptable, and supportable.

the set of planned, systematic efforts designed to make a program or innovation more widely available

something your mother expects you to do, like cleaning your room or brushing your teeth.

the process by which an innovation is communicated through certain channels over time among the members of a social system

the extent to which an intervention becomes institutionalized or part of routine organizational policies and practices of an agency

the ability to preserve an advantageous market position

the point at which an innovative practice, having become implemented, loses its special project status

active process of making information available to the target audience

## Dissemination

## Sustainability

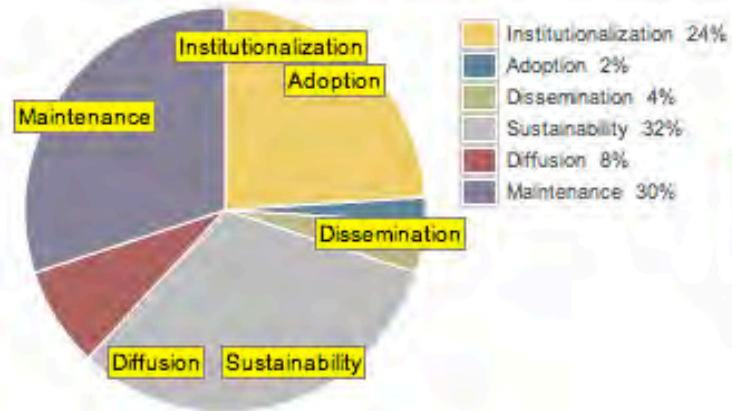
## Adoption

## Institutionalization

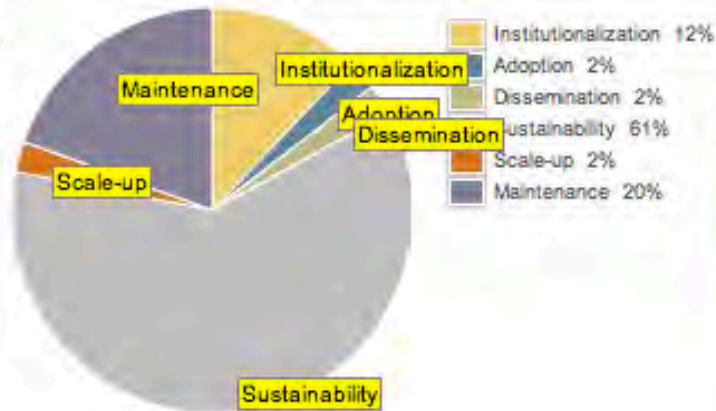
## Scale-up

## Diffusion

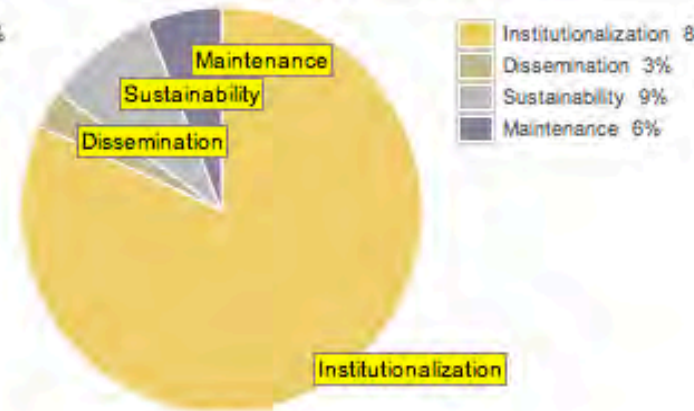
### Maintenance



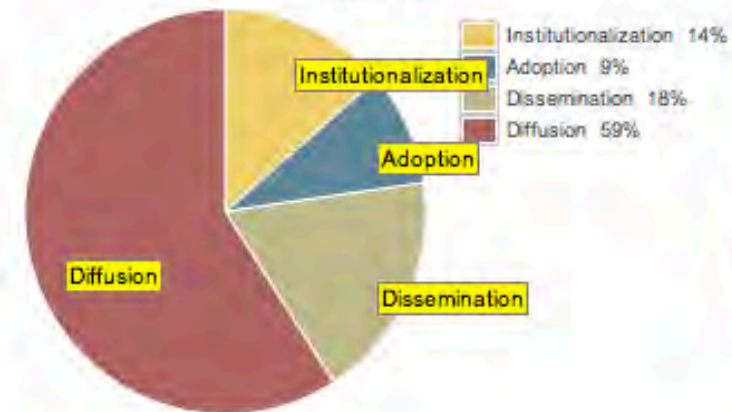
### Sustainability



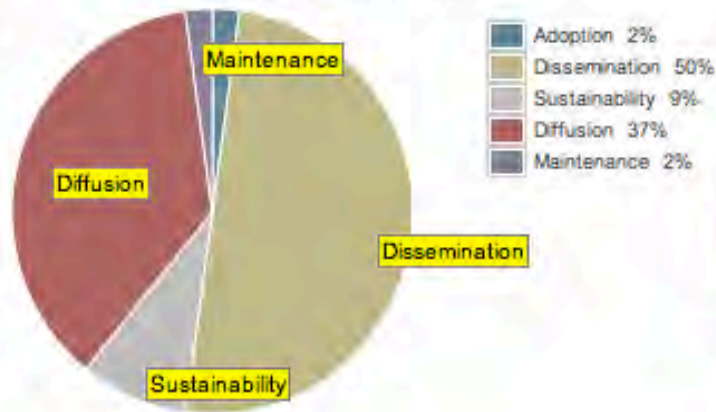
### Institutionalization



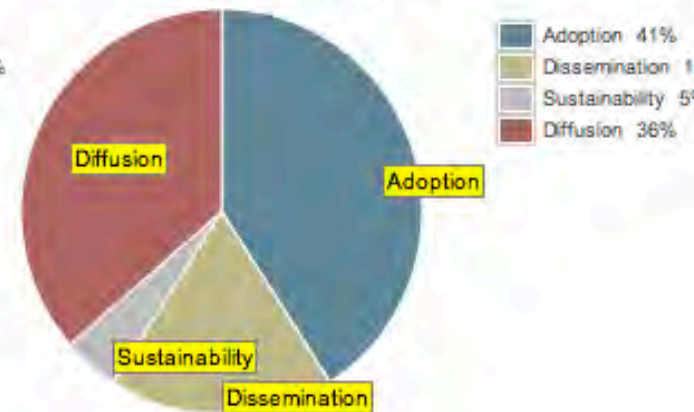
### Diffusion



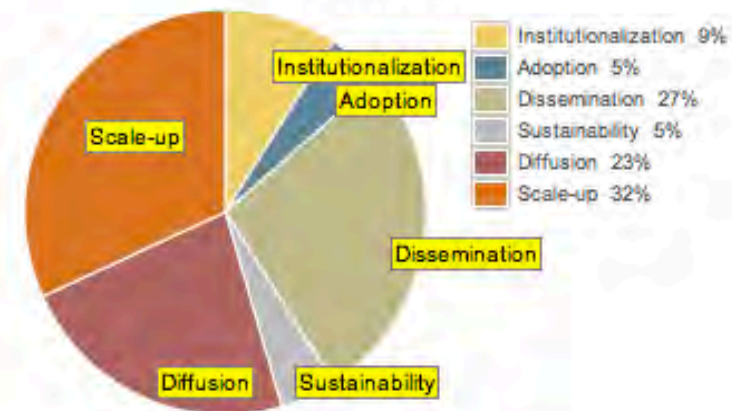
### Dissemination



### Adoption



### Scale-up



**The ability of a program to maintain core beliefs and values and use them to guide adaptations to changes and pressures over time.**

**Century & Levy, 2002**

# Sustainability entails evolution.





**Keep the essential core.**

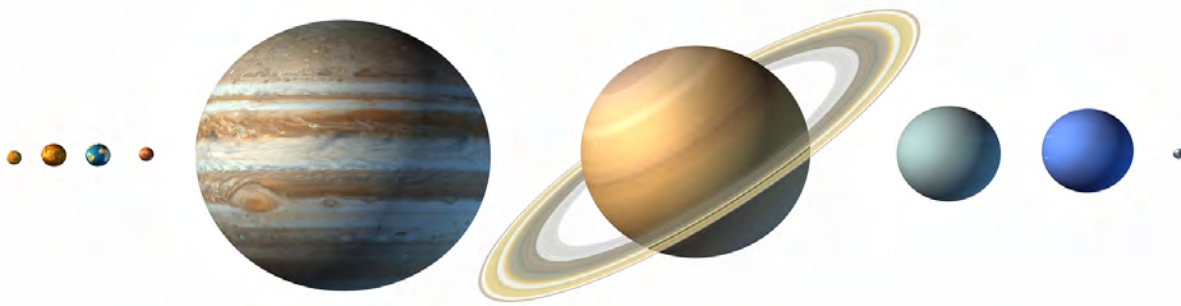
**Remove and improve the ineffective and obsolete.**



9

**Consider that...**

**Innovations don't replicate, they translate.**



**Innovations don't replicate.**



**Innovations translate.**





**8**

**Consider....**

**It is necessary to specifically describe the innovation.**

**Innovations, especially those pertaining to human behavior, can be complex.**

<b>Innovation Component Framework</b>			
<b>Categories of Critical Components</b>			
<b>Structural</b>		<b>Interactional</b>	
<b>Procedural</b>	<b>Educative</b>	<b>Leader</b>	<b>Participant Engagement</b>



**Keep the essential core.**

**Remove and improve the ineffective and obsolete.**

# 7

**Consider....**

**Dissemination is not the same as spread; and spread takes many forms.**



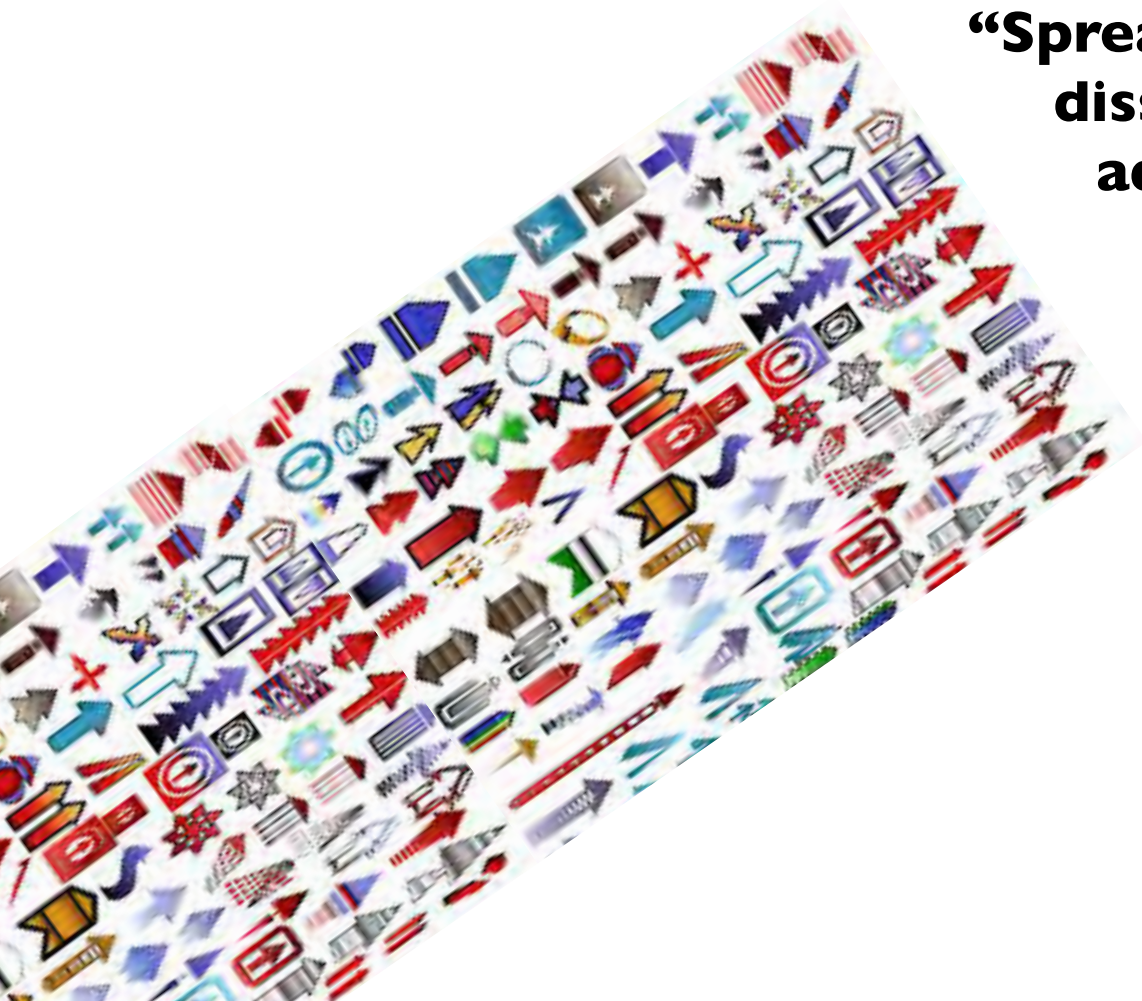
**“Dissemination” is pushing out...**



**“Scaling up” is expansion...**







**“Spread” happens when  
dissemination and  
adoption meet.**



**6**

**Consider that...  
Individuals don't adopt practices only  
because they are effective.**



**What does it mean for a practice to be effective?**

SLIP on a shirt! SLOP on sunscreen! SLAP on a hat!

**SLIP! SLOP! SLAP!**

WRAP on sun glasses for added protection!

On Don't Fry Day (and Every Day)

# Slip, Slop, Slap & Wrap!

ANIMALS ARE NATURALLY SAFE IN THE SUN. WE HAVE TO REMEMBER TO: SLIP, SLOP, SLAP & WRAP!  
Slip on a shirt, Slop on sunscreen, Slap on a hat, and Wrap on sunglasses whenever you go outdoors.

Don't Fry Day EPA SunVise

## Be SunSmart

Slip!  
Slop!  
Slap!  
Seek!  
Slide!

Effective practices are **useable**, **flexible** and **resilient**.



# 5

**Consider that....**

**Many factors influence implementation, spread and sustainability.**



# factors

**characteristics of the environment**

political environment  
community beliefs and values  
descriptive community characteristics  
opportunities for learning  
network structures  
extraneous events or initiatives



# factors

**characteristics of the organization**

people in the organization  
descriptive characteristics  
organizational strategies



# factors

characteristics of the users

in the context of the innovation  
not in the context of the innovation  
perceptions of the innovation  
descriptive characteristics



# 4

**Consider that...**

**Characteristics of the innovation itself influence implementation, spread and sustainability.**





# factors

characteristics of the innovation

complexity  
specificity  
adaptability  
scope  
empirical effectiveness  
results demonstrability  
age

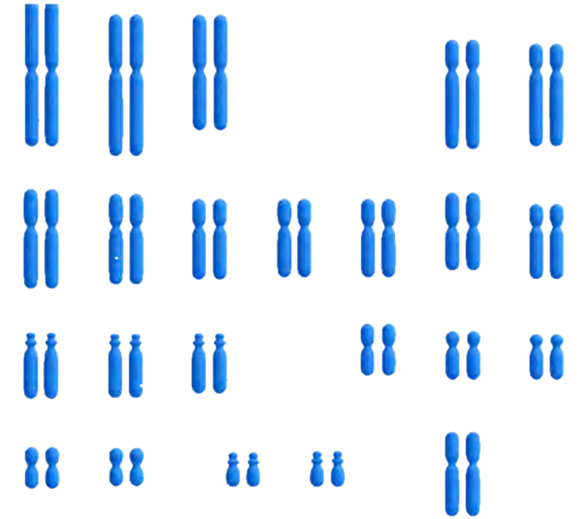


**3**

**Consider that...  
“Fit” is one way to tie this all  
together.**

**fit with current practice**  
**fit with needs**  
**fit with values**





**2**

**Consider that...**

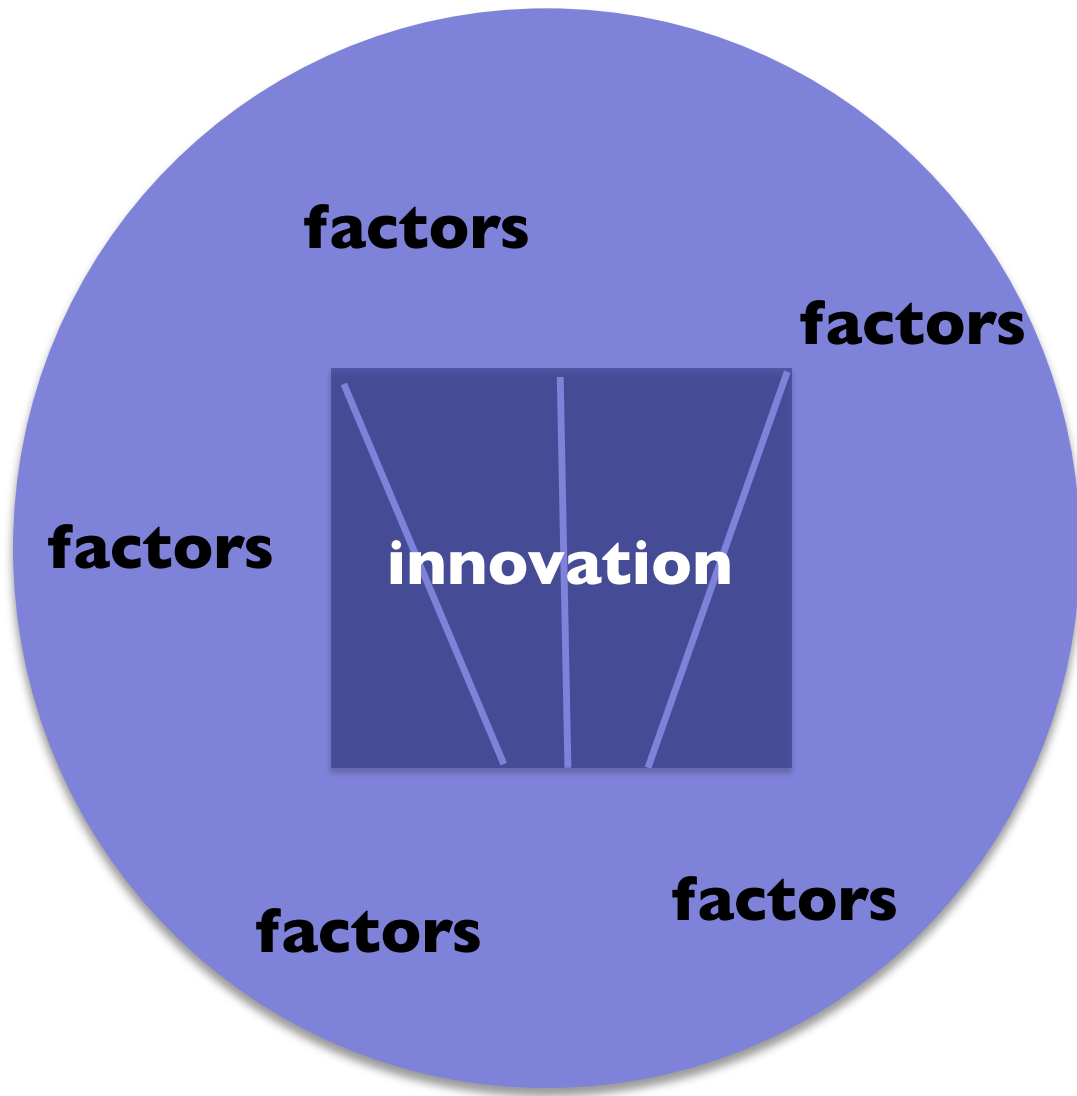
**You won't always want to have everything last. It will depend on the time horizon.**

**What do you want to have last?**

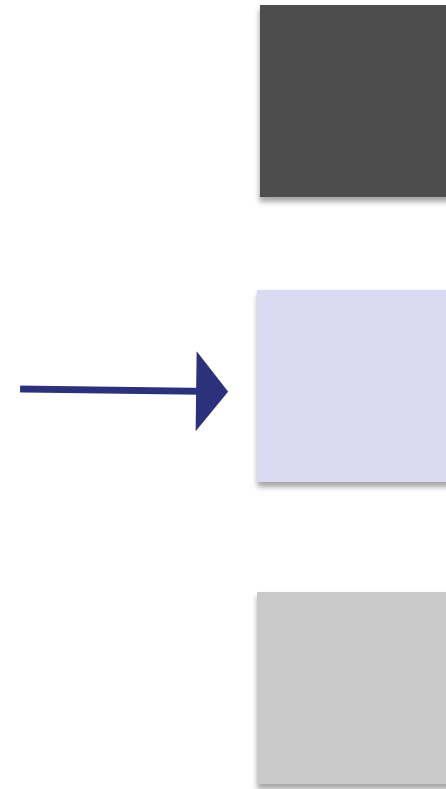
**Structures**

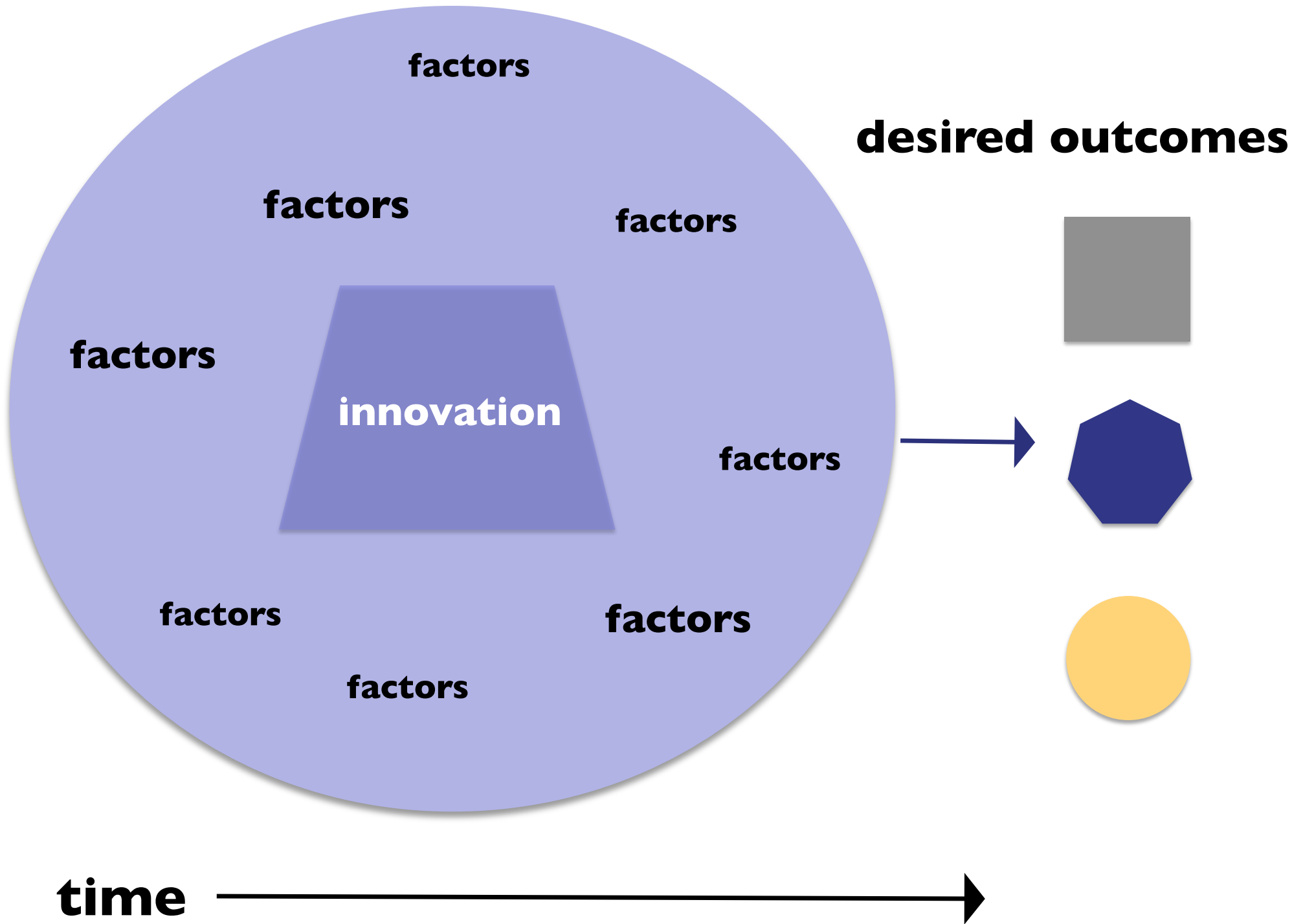
**Interactions**

**Outcomes**



**desired outcomes**







**Consider that...**  
**It all comes down to capacity**  
**and will.**



<b>Building Capacity and Will for Broad, Deep, Enduring Impact</b>		
	<b>Capacity</b>	<b>Will</b>
<b>Short Term</b>		
<b>Long Term</b>		

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