BOARD OF POSTGRADUATE STUDIES

POSTGRADUATE RESEARCH DISSEMINATION FRAMEWORK

1.0 Introduction

The Board of Postgraduate Studies (BPS) play a critical role in the realization of the University's mandate through the provision of a supportive ecosystem that promotes postgraduate students' research excellence. The BPS postgraduate research dissemination framework involves a structured plan for sharing research findings with relevant audiences, including publications, presentations, and other outreach activities. It provides a student with an opportunity to share their research work story, making an impact and ensuring that the work reaches the people who need it most. It provides opportunities for partnerships in furthering the research or even commercialization.

2.0 Main Components

The main components of the framework include; Target Audience, Dissemination forums, Research engagement and Accessibility.

2.1 Target Audience

Postgraduate research is undertaken through use of academic writing styles but not everybody speaks academic. The student should therefore tailor make the message to suit different audiences. This audience may comprise of:

a) **Fellow Academics and Researchers**

This group are interested in deep insights, so the work needs to be published in peer-reviewed high-ranking journals (see guidelines on publication), presented at conferences, and the researcher to join research discussions. This category provides the student with opportunities to join a community of practice.

b) **Industry Professionals and Practitioners**

They are interested with research solutions that seek to solve industry challenges, practices and real societal challenges. The researcher therefore should focus on how their research solves real-world problems through industry reports, collaborations, and applied projects.

c) **Policymakers**

They are interested in policy implications from the research and therefore don't need a literature review. They need clear, actionable insights. The researcher therefore should be able to prepare policy briefs, participate in expert panels, or prepare short reports from their research findings.

d) **The Public/Citizenry**

The public is interested in simple common discussions emanating from the research that they can relate to on their daily engagements. For example how does the key research finding change how they do certain activities for example mobile payments making it possible for them to shop at the comfort of their homes. The researchers must make their research relatable through use of blogs, podcasts, and social media. The platforms can turn complex research ideas into common man engagement conversations.

e) **Funding Agencies**

Funding agencies are interested in establishing if their investment is making an impact. Therefore, when undertaking funded research, the student must keep them updated through reports as per agreed key milestones and timelines, presentations, and public engagement.

2.2 Dissemination Platforms

There exist various platforms a postgraduate student can exploit so as to disseminate their research work. Some of these platforms include:

a) **Journal Publications**

They are appropriate for academic community. The researcher should publish in high impact peer-reviewed journals as per the university publication policy. Publishing in open access journals has the potential to be read by more researchers. KCA University has put into place a publication policy to support this platform.

b) **Conferences**

Presenting research in conferences provides an opportunity to network, get feedback, and gain recognition in one's field.

c) **Open Access Repositories**

KCA University has an open access repository where students can boost their research visibility through. Students can also make use of other open access repositories eg research gate, google scholar etc

d) Blogs and News Outlets

Postgraduate students may also write blogs or make use of renown blog sites and news outlets to turn their academic research into articles for the general public.

e) Social Media

Social media platforms eg Twitter/X, LinkedIn, and YouTube are great for bite-sized insights and discussions.

f) Webinar or Podcast

This is an interactive way for any researcher to share their work and invite expert discussions

g) Policy Brief

Policy briefs involve writing a summary of the research into 2-3 pages, focusing on key takeaways specifically the findings that affect existing policies that may lead to a policy change or development of a new policy.

h) Consultancy or Expert Talks

Direct engagement with businesses, industry practitioners etc. may lead to collaborations and real-world applications of the research outputs.

i) Patent and, Commercialization

If the research output has commercial potential, there is need to explore patents and startups. KCA University through the Research Innovation and Outreach (RIO) division usually engages students in identification of commercializable research. It also holds workshops and seminars to build capacity among staff and students.

j) Public Outreach: Engaging with the public through various platforms (e.g., media interviews, public lectures) can increase awareness and understanding of the research.

2.3 Research Engagement and Accessibility

The research might be brilliant, but if it's too technical, it won't reach its full potential. Some of the strategies to communicate research for higher engagement include:

a) Story Telling – People connect with narratives. The researcher, should be able to tell

how the research started? What problem is being solved? What's the big picture?

b) **Use of Simple Language** – Simple language should be used especially where community engagement is sought. The researcher should imagine explaining the research to a curious high school student or a layman.

c) **Use of Visuals** – Infographics, short videos, or charts should be used to make complex ideas easy to digest.

d) **Be Present and Approachable** – Attend events, speak at panels, and engage with your audience online and offline.

3.0 Measuring Research Impact

Postgraduate research is increasingly evaluated not only on the basis of its originality and methodological rigor but also on the extent of its broader influence. The concept of research impact has therefore become central to postgraduate scholarship, encompassing the measurable contributions that research makes to academia, policy, industry, and society. For students engaged in advanced study, measuring research impact is particularly important as it demonstrates the relevance of their work, strengthens their academic visibility, and enhances their future career prospects. To this extent, postgraduate research is expected to generate new knowledge and offer practical solutions to real-world challenges, which necessitates evidence of its uptake, application, and influence. Consequently, evaluating research impact provides students with a framework for assessing the significance of their contributions, aligning their scholarly efforts with institutional and national research priorities, and ensuring accountability for resources invested in higher education. Some of the ways through which researchers can track their reach impact include:

Metric	How to Measure It
Citations	Google Scholar, Scopus
Social Media Impact	Altimetric, Twitter/X Analytics
Industry engagement	LinkedIn connections, invitations to speak
Public Interest	Blog views, podcast downloads
Policy Influence	Mentions in government reports

4.0 Getting Support and Funding

KCA University supports students to obtain funding for their research work through;

a). Capacity building workshops and seminars on writing fundable research proposals, conferences and publications funding etc.

b). Sharing of available research funding opportunities through the BPS/RIO office

c). Mentorship and collaboration opportunities by supervisors, alumni and university research groups

d). Establishing strategic partnerships with research institutes, industry, think tanks and other Universities for synergy.

e). The University has established various research centers and institutes to support students and staff on research matters.