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The strategy of dissemination and stability of project results

«The implementation of quality assurance system through university-business-government cooperation in HE»

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1. THE PURPOSE AND ASSIGNMENT OF DISSEMINATION

The term "Dissemination" is originated from Latin *"dissiminatio"* – sowing, proliferation.

Nowadays the majority of project managers integrally connect results dissemination process with communication process. There is a simple explanation: information dissemination is integrally connected with communicative process. It is impossible to disseminate information without communication with information users.

THINKING, PLANNING, ACTING… STRATEGICALLY!

The general aim of the dissemination is dissemination of information and awareness rising of the project results and achievements as many parties concerned and stakeholders as possible during the project implementation.

Information users may be represented by such parties concerned as state administrations, higher education institutions, academics, students, relevant enterprises and research institutions, scientific and industrial experts. The list of information users should be formed according to the subject and objectives of the project.

The overall purpose of the dissemination is securing the process of disseminating project goals, actions and methodology developed within the project frameworks to the target groups determined by the dissemination plan at the national and international levels.

Distribution of project results is carried out using a wide range of channels, methods and forms of information transmission.

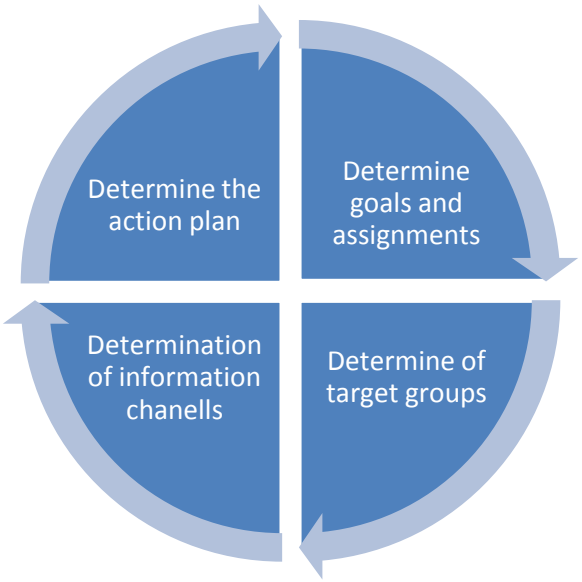
It is necessary to develop a structured strategy with recommendations for the implementation of certain information dissemination stages for the effective implementation of the goal.

Basic stages of dissemination:

1. Determing the clear goals and assignments the project puts in the process of announcing and disseminating the results.
2. Determing the important target groups / categories of parties concerned emphasizing the use of priority distribution tools.
3. Development an effective dissemination strategy with a wide range of information channels.
4. Definition and control of quality indicators for implementation of the dissemination strategy.
5. Systematic monitoring and analysis of the work performed.
6. Development of recommendations for increasing the distribution effectiveness.

The scheme of implementation of strategic dissemination steps is represented in the following form:

The scheme is quite versatile and can be used in the process of disseminating the results of projects



in a wide range of fields.

The dissemination plan determines the target groups, tools, key messages, media channels, assessment criteria and responsibility. The measured criteria should be selected to effectively evaluate each project's dissemination activity.

It is important that the dissemination plan also determines the principles to be followed in information dissemination in order to avoid confusion and misconceptions, as well as improve the quality of the communication on the project.

In conformity with the general principles, it is important to focus on the maximum satisfaction of the user's educational needs, a clear distribution of roles, a convenient search engine and practice priority is the availability of proven algorithms, systems, tips.

The principles of dissemination plan implementation:

- awareness rising - target groups should know what is going on in the project;
- informing and training of target groups;
- involvement - is important to receive feedback;
- promotion - the value of the results dissemination.

In order people can benefit from the project outcomes, new knowledge or results obtained from the project should be available to the target audience. The project team determines the different target groups as well as their special interests in the project, especially the interest in the possible continuation of researches after the project. Knowledge and results of the project should be available for dissemination among other European projects, scientific and industrial community.

Methodical supply of dissemination plan is being built through:

- selection of materials that should reflect personal experience with the result;
- selection of tools that allow you to master the material;
- organization of independent work (actions planning- implementation - self-control);
- designing the next step.

The purpose of the methodical system is the ability to independently master the new result.

Routine services provide:

- flexibility of means of interaction;- the maximum sample of the proposed services (type, content, character);
- self-examination, reflection, consolidation of successful experience;
- multivariate activity - for each participant of the activity is planned an individual scenario-route in the proposed model;
- service "steps" tracking, project cycle comprehension;
- flexible planning;

the priority of practical experience over theoretical concepts.

2. THE CONCEPTION OF DISSEMINATION IN EDUQAS PROJECT

When determining the dissemination concept should be clearly defined with the following issues:
• *The purpose of the project:* What is the main goal of the project? What are the project tasks? What are the expected results?
• *The target audience:* For which target audience should specific results and overall project outcomes be disseminated? What is the significance of these results for the target group?
• *The purpose of dissemination:* What are the tasks of information dissemination? What impact does the dissemination plan have?
• *Environment:* What are the most effective channels and tools to reach the target audience? Which tools are best suited for their level of awareness and understanding? What are the necessary resources?
• *Execution:* When should information dissemination services be carried out? Who will be responsible for disseminating services?

FOCUS ON THE TARGET AUDIENCE REQUIREMENTS

The results of the EDUQAS project should be clear and precise, reflecting the specific applied actions for implementation into the target groups current activities .The communication (results, suggestions) transmitted through the dissemination channels should explain what will change in the target group and what solutions and benefits (economic, social, administrative, technological) offers the EDUQAS project. The main communication of the dissemination strategy will highlight the main overall goal of the project, which is to implement the quality assurance system through the effective internal quality standards development that will increase the employability of university students. However, this communication will be properly adapted to meet the specific requirements and characteristics of the each target group.

What should be the communication?
- positive;
- persuasive;
- understandable;
- simple;
- purposeful.

In which language should the communication be expressed depending on the type of audience to which it is addressed?
- scientific
- technical;
- non-technical;
- political;
- explanatory.

THINK GLOBALLY – ACT LOCALLY

To ensure that the results of the EDUQAS project remain relevant at the local and international level, it is necessary for the audience to be well informed about the project. Therefore, informing local and regional audiences is an important communication goal for the project. To this end, all partners are suggested to disseminate the importance of the project for their regional contacts. In addition, traditional informal channels, direct and indirect, will be available. The academic and industrial audience should be informed about the importance and benefits of project results through the bulletin board, Internet mailing. Moreover, at each EDUQAS project organized partnerships target groups can be invited to participate in order to increase the impact of the project on the local level and bring in good ideas. Local, regional, national and international parties concerned will be invited to participate in developments within the project.

BECOME CREATIVE

Dissemination should change the traditional communicative paradigms and begin using visualization tools such as pictures, graphics, infographics and animations. For example, for the EDUQAS project a short (3-5 minute) film of a new model / result can be made. Moreover, the dissemination strategy has to move towards increasing the usage of social media such as YouTube, Facebook, and use the popularity of social networks.

In addition, leaflets, brochures, flyers, articles in the publications will be filled with illustrations and visual representations, which significantly attract the attention of the target audience. The presentations made by the partners during the project should have a creative, modern look and be interesting to keep the audience focused.

What should be a presentation?

<u>10 rules for a modern presentation:</u>

1. Cause emotions
2. Create strong associations
3. A story is better than an empty conversation
4. DO NOT use this word
5. 80/20 - space, text, facts, time
6. To simplify! impossible to complicate
7. Create structures
8. Follow the typography
9. Compare! Suggest a choice! Lead to conclusions!
10. The beauty of the world is hidden in prime numbers

While making a presentation, focus on how the presentation is saw by the audience!

USING USEFUL INFORMATION WORDS

The use of traditional media (newspapers, publications, magazines, TV) and on-line channels is a key tool to raise awareness of the EDUQAS project at the local, national and international scale. Therefore, it is important to identify and establish communication with media representatives who are relevant to the issues covered by the project. The information transmitted from traditional media channels is compressed; details and scientific terms being hard for people to understand are usually removed, since the information is intended for large, but not specialized audiences and used in the media to attract attention. Complex expressions are not of interest to the public.

DEVELOPING UNIQUENESS AND REPUTATION OF THE PROJECT

It is important to develop an integrated approach to dissemination and planning of targeted activities providing both broad visibility and identification of the project. The EDUQAS project is focused on result and aimed at achieving tasks that need to be made attractive to a particular audience of users.

The main dissemination steps, which will always be visible to the target audience and are aimed at creating an enviable reputation for the EDUQAS project include the following:

- Logo
- Web site
- Facebook page, Twitter profile, LinkedIn profile, YouTube channel.
- Project press release
- Promotional materials
- Presentations

The main dissemination tasks of the EDUQAS project are the following:

1. to disseminate the project results during its implementation and after completion.
2. to ensure the active use of the network developed within the project.
3. to identify important operational and marketing activities that will be conducted to attract potential users of the project's products.
4. to raise awareness of the support to corporate quality infrastructure.
5. to develop a sustainability plan for the quality control units and the 'Higher Educational Establishment-Business-Government' network.
6. to create an effective channel for the operation of the project outputs and project products.
7. to support the development of internal information quality assessment systems.
8. to support the sustainability of project results

General principles of dissemination of the EDUQAS project results:

- planned character;
- systematic nature;
- awareness creation;
- broadest information dissemination;
- combining and integrating information channels;
- focus and clarity of the work results and material presentation;
- efficiency of implementation of project results;
- sequence of target audience engagement;
- feedback;
- creativeness of methodology to achieve dissemination process.

3. TARGET GROUPS AS SPECIFIED BY THE EDUQAS PROJECT TASKS AND OBJECTIVES

The dissemination strategy defines a consistent approach to the key target groups and is based on the target group analysis. Certain range of tools shall be used in relation to each target group in order to effectively disseminate information and project results. An important step in strategy creation is to identify groups that may ultimately be interested or potentially interested in the results and products of the project. The identification of target groups will help to assess the appropriate type of stakeholders' participation in subsequent phases of the strategy implementation.

When defining target groups, one should use the principle, of impossibility to convey information to everyone. Therefore, there is a need to identify priority classes of product users, who will most effectively use the project results.

The* EDUQAS *project target groups can be defined as follows:

• Academic community (teachers, scientists, graduate students, students, administration)
• Industrial sector
• Business network
• Authorities and local government
• Governmental and non-governmental organizations
• Associated partners
• Other projects
• Other potential users of the project products

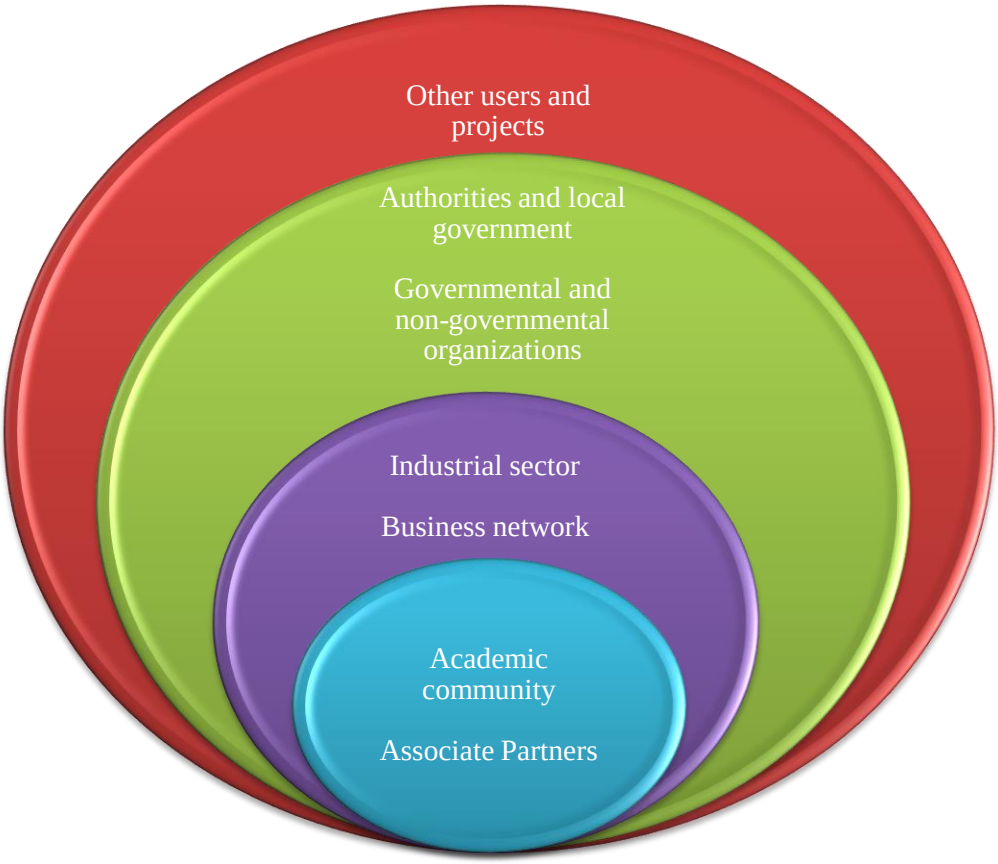
Tools to implement the dissemination process within the EDUQAS project:

- Project logo
- Mission and project slogan
- Website representing the project
- On-line tools (Facebook, Twitter, LinkedIn, YouTube)
- Printed promotional materials (flyers, brochures, leaflets)
- Electronic promotional materials (Internet news, online distribution)
- Printed press release and articles on electronic media
- Meetings, seminars, lectures, information events for the target audience

Employment of dissemination tools in relation to different target groups

	Target groups								
Dissemination tools	Publicity	Academic community	Industrial sector	Business network	Authorities and local government	Governmental and non-governmental organizations	Associate Partners	Other projects	Other potential users of the project product
Logo	+	+	+	+	+	+	+	+	+
Mission and slogan	+	+	+	+	+	+	+	+	+
Website	+	+	+	+	+	+	+	+	+
Facebook, Twitter	+	+	+	+	+	+	+	+	+
Creative drawings / schemes	+	+	+	+	+	+	+	+	+
YouTube video / presentation	+	+	+	+	+	+	+	+	
LinkedIn profile and group		+	+	+			+	+	
Announcement boards	+	+	+						
Brochures, leaflets	+	+	+	+	+	+			
Online newspapers		+	+	+			+		
Demo movies			+	+					
Publications in scientific journals		+	+						
Presentations		+	+	+	+	+	+	+	+
Press release	+	+	+	+	+	+	+	+	+
Seminars / trainings / awareness-raising activities		+	+	+	+	+	+	+	
Lectures		+	+	+					
Conferences		+	+	+	+	+	+	+	+
Private meetings			+	+					

Model of implementation of the project results among the target audience

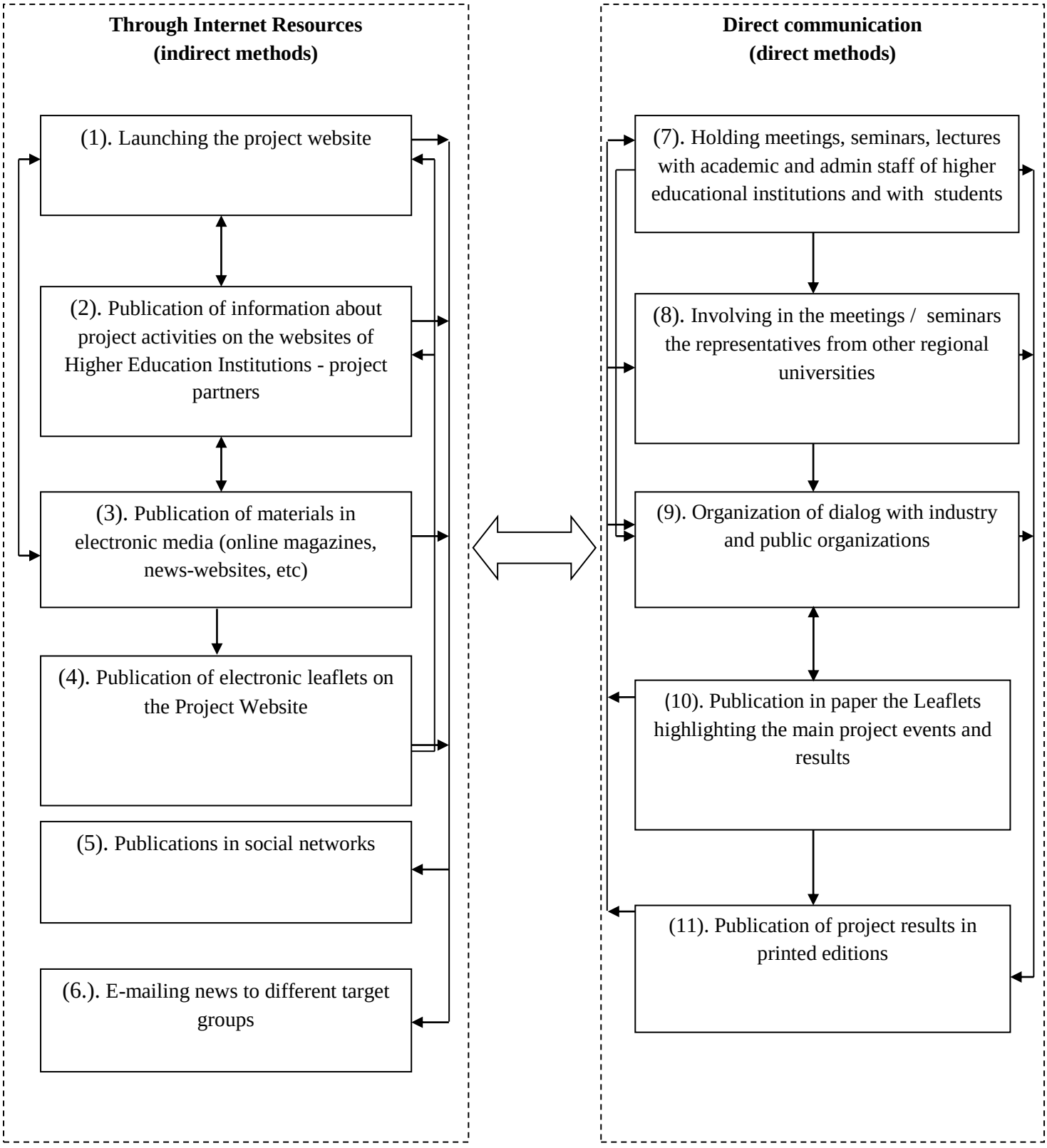


It is necessary to provide the audience with messages in advance about the type of the project planned activities; whereby the partnership network can be strengthened. You should provide the audience with information / documents on completed / unfinished / planned work under the project at any and all events: this may be an effective way to disseminate the results while they are "fresh" and help to stimulate a constant interest in the work of your project. The greater the participation of target audiences in activities, the greater the impact achieved and the stronger the development of communication routes.

The target audiences / groups should know that the project exists and have a clear idea of what is being presented in the project, and what goals are going to be met. This should be done at an early stage of the project implementation in order to provide a clear and make an easily recognizable identification of the project.

4. ACTION PLAN FOR THE DISSEMINATION OF THE EDUQAS PROJECT RESULTS

Structural-logical scheme of dissemination measures



Description of the structural and logical scheme of EDUQAS project results dissemination

Conditionally, the dissemination methods can be divided into two types:

• Using the Internet space;

• Direct work with the audience.

It is the combination of these methods that allows to maximize the involvement of stakeholders in the project, to ensure the maximum possible level of awareness of the project participants and the target audience, to ensure the sustainability of the project results.

1. **The creation of the Website** allows to quickly inform the project participants, potential partners, other stakeholders and the community on the main news and results of implementation and further prospects of the project. Undoubtedly, the Website will help to attract new partners and maintain the sustainability of the project results. All project events (meetings and seminars, information materials, etc.) shall be published on the **Project Website**.

2. The publication of information on project activities **on the Websites of Higher Educational Establishments** participating in the project. This channel somehow duplicates the **Project Website**, contributes to the creation of the synergy effect and the popularization of both the project results directly among Higher Educational Establishment staff, students, graduate students, Higher Educational Establishments-partners and industrial enterprises, and the **Project Website**.

3. **The publication of materials on electronic media and in Online magazines** is aimed primarily at disseminating information about the project among Higher Educational Establishments, industrial enterprises, public organizations, local authorities. All information published **on electronic media and Online magazines** shall be duplicated on the Project Website and on the websites of Higher Educational Establishments and social networks.

4. **Publication of electronic Leaflets on the main events on the Project Website**. The main task of **Leaflets** is to provide stakeholders with brief information about the main goals and main events of the project. **Leaflets** in electronic form shall be placed on the Project Website and on the websites of Higher Educational Establishments and social networks.

5. **Work in social networks** is first and utmost aimed at disseminating information about the project among a wide audience of users, including: employees of Higher Educational Establishments, industrial enterprises, representatives of public organizations and other interested persons.

6. **Sending e-mails to the project participants** is aimed at facilitating the coordination of activities between the project participants, further acquainting the participants with the results of the

project implementation in specific institutions, and also informing the external partners of the project.

7. **Holding meetings, seminars, lectures with the target audience of Higher Educational Establishments** has the main goal of informing teachers, students, graduate students on the purposes, objectives, main events of the project. Also, holding such events will help to find the most creative executors of the project in Higher Educational Establishments.

8. **Holding meetings, seminars, lectures with the target audience of regional Higher Educational Establishments** - partners is aimed at attracting other regional Higher Educational Establishments to the project, which ensures effective dissemination and high level of sustainability of the project results achieved.

9. **Interaction with industrial enterprises and organizations** can be ensured by holding seminars, lectures, meetings with persons responsible for training personnel at the enterprises. This allows to get a "feedback" from employers on the quality of training and will help to build a quality education triangle within the system of Higher Educational Establishments - a student-employer.

10. **The publication of leaflets, which highlight the main events of the project in paper format** will facilitate meetings with target audiences, and is aimed at working with stakeholders who prefer printed information materials. At the same time, **leaflets** should also be placed electronically on the project website, as well as on the websites of Higher Educational Establishments and social networks.

11. **The publication of the project materials in printed publications and newspapers** is aimed primarily at disseminating information about the project among Higher Educational Establishments, industrial enterprises, public organizations, local authorities and at working with the target audience which prefers printed information materials. At the same time, information on publications should be placed in the Internet environment.

All distribution activities are subject to monitoring and accounting during the execution of the project.

Distribution of tasks for dissemination among EDUQAS project partners

Project partner / dissemination tool	***P1***	***P2***	***P3***	***P4***	***P5***	***P6***	***P7***	***P8***	***P9***	***P10***	***P11***	***P12***	***P13***	***P14***	***P15***	***P16***	***P17***
	UCv	***KTH***	***Ulg***	***PWr***	***UL***	***UL***	***KhNUE***	***LPNU***	***DSUM***	***NMAU***	***KAUIR***	***KazUEFIT***	***IHE***	***NAHEQA***	***MESU***	***MESRK***	***HCERES***
Launching and updating of the project website	+																
Project profiles / accounts in social and professional networks (Facebook, Twitter, LinkedIn)	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Issue of press releases and leaflets										+	+						
Information on the websites of project partners	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Publications in online media	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Publications in scientific journals	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Presentations on the meetings of Academic Councils	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Seminars and trainings for university staff and students	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Round tables and info-events for external stackeholders	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+
Promotion of information on conferences	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+	+

5. SPECIFIC DISSEMINATION TASKS FOR EACH EDUQAS PROJECT PARTNER FOR EACH YEAR

The planning of dissemination activities has to be done **by each partner from Kazakhstan and Ukraine** in the **Dissemination Plan** (*Annex 1*) that must be sent to the National Metallurgical Academy of Ukraine (lead partner for dissemination activities) and copied to Project Coordinator. Dissemination Plans must be prepared and submitted **by the end of January 2018, January 2019 and January 2020**.

Each project partner from Kazakhstan and Ukraine must report on the performed dissemination activities at the end of each year by sending the **Report Forms** for EDUQAS Dissemination Activity (*Annex 2*) to the National Metallurgical Academy of Ukraine (lead partner for dissemination activities) and copied to the project coordinator. The deadlines for submitting of the reports on dissemination are **December 31st 2018, December 31st 2019 and December 31st 2020**.

Each project partner from Kazakhstan and Ukraine during the calendar year must perform at least the following dissemination activities:

• to organize 1 seminar or training for its staff members;
• to make 2 publications with the reference to EDUQAS project in scientific and any other periodicals;
• to organize on its premises 1 information day;
• to hold 1 meeting / round table with external stakeholders (representatives from industry, authorities, relevant social organisations, etc);
• to publish 4 articles about the project progress (activities, events, results) on the own Websites.

Listed tasks represent the minimum number of dissemination activities to be performed and reported by each EDUQAS project partner. It is much appreciated if any of the partners will be able to organize more dissemination events.

All partners MUST compulsory use the official logo of the Erasmus+ programme (can be taken by this link https://eacea.ec.europa.eu/about-eacea/visual-identity_en) and logo of the project.

Any publication developed in frames of the project **MUST** compulsory have the following notice:

"*This project has been funded with support from the European Commission. The publication reflects the views only of the author, and the Commission cannot be held responsibility for any use may be made of the information contained therein*."

6. QUALITY ASSURANCE OF DISSEMINATION ACTIVITIES

The performed dissemination activities will be assessed by steering committee on the coordination meetings. Partner responsible for dissemination will summarize the submitted dissemination reports and give the summary report.

Assessment the quality of dissemination activities will be based on the following indicators:

- number of the performed dissemination activities;

- compliance of performed activities with the dissemination plan;

- number of the participants (if applicable);

- representativeness and relevance of the audience covered by the dissemination activity;

- number and content of received feedbacks.

Steering committee will evaluate the dissemination efforts of each project partner and, if necessary, give recommendations for improvement the efficiency of dissemination activities.

7. SUSTAINABILITY OF PROJECT RESULTS

Ensuring the sustainability of project results is one of the most important tasks. Therefore, a system of measures is proposed, which includes:

1. Regulatory and legal support for the sustainability of the results

• The development of regulations on the functioning of the Center **"Ensuring the quality of education"** in Higher Educational Establishments;
• The development of the center working concept. The concept shall show the place of the center within the management structure of Higher Educational Establishments, the introduction of internal guidelines for work, the staffing table with a clear description of the duties of employees (job descriptions), the means of communication plus structural divisions of Higher Educational Establishments, industrial enterprises, business environment)
• An approval of the regulations on the work of the Center at the Academic Council of the Higher Educational Establishment.

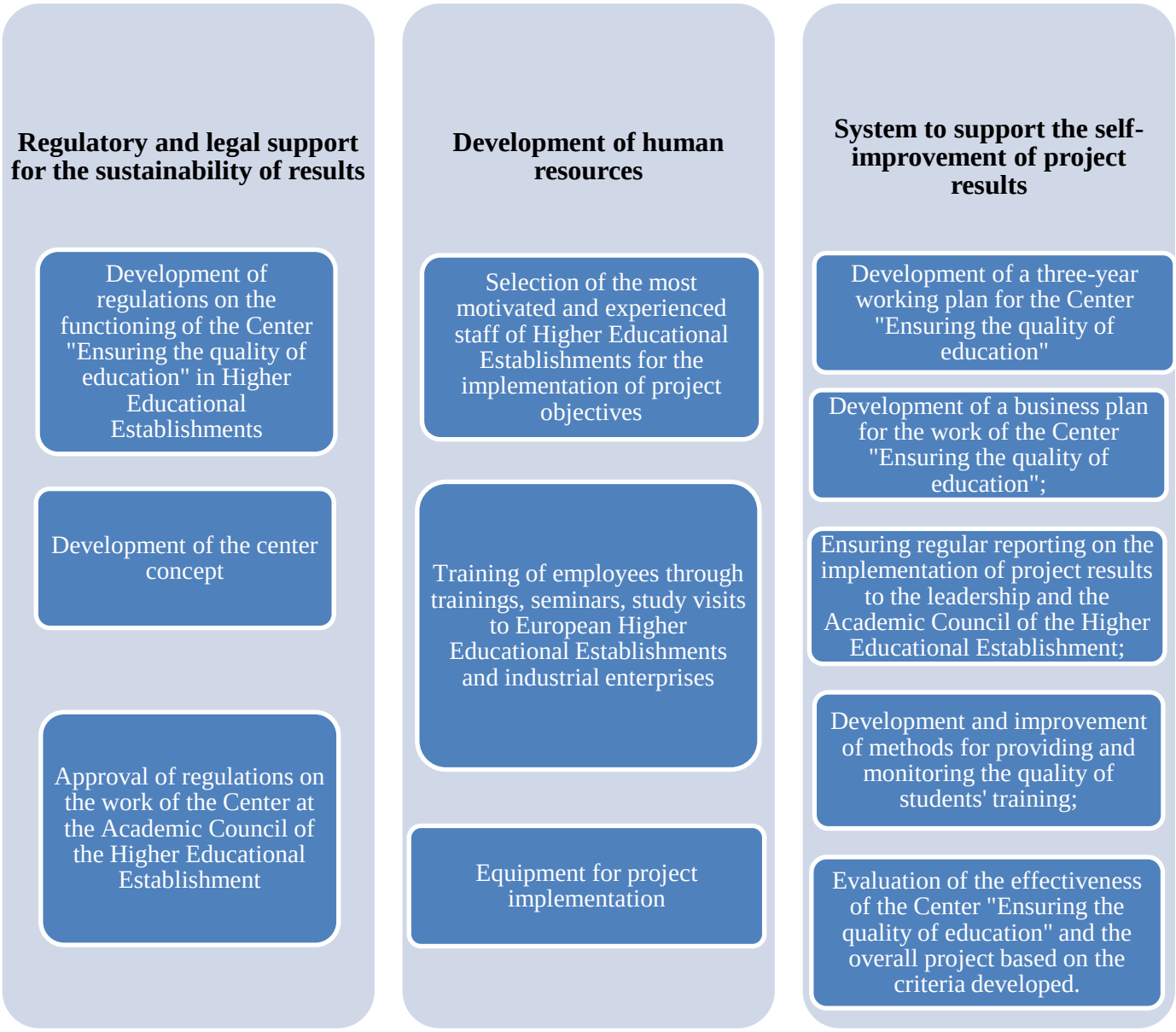
2. Development of human resources

To achieve this goal, it is necessary:
• to carry out the selection of the most motivated and experienced staff of Higher Educational Establishments for the implementation of the project objectives;
• to provide their training by conducting trainings, seminars, study visits to European Higher Educational Establishments - partners of the project with the aim of mastering the best European practices, to industrial enterprises - in order to obtain feedback and build a quality triangle in the system of Higher Educational Establishments - a graduate-industrial enterprise;
• to obtain the necessary equipment for the project.

3. Development and implementation of a system to support the self-improvement of project results.

The most important tools for implementing this event include the following:
• Development of a three-year work plan for the Center **"Ensuring the quality of education";**
• Development of a business plan for the Center **"Ensuring the quality of education";**
• Ensuring regular reporting on the implementation of project results to the leadership and the Academic Council of the Higher Educational Establishment;
• Development and improvement of methods for providing and monitoring the quality of students' training;
• Evaluation of the effectiveness of the Center **"Ensuring the quality of education"** and the overall project based on the criteria developed.

Structural scheme of EDUQAS project results sustainability



The three-year calendar plan shall include the following:

• to train the academic staff by means of trainings, seminars, youth schools;
• to get in contact with representatives of industrial enterprises to analyze the practical quality of graduate training and to further improve the quality of training;
• to regularly monitor the quality of education with the maximum coverage of student groups;
• to make a continuous analysis of the results and the quality of training, development and improvement of methods for providing and monitoring the student training quality.

ANNEX 1

Dissemination plan of _____

Type of dissemination activity	Target audience	Planned month / year of activity	Expected results	Responsible person

Name of the person responsible for dissemination _____

ANNEX 2

Form for reporting on EDUQAS dissemination activity

Partner _____

DESCRIPTION OF THE EVENT	
Name of person/s responsible for organization of dissemination event	
Title of dissemination event	
Type of dissemination event (e.g. workshop, conference, exhibition, etc.)	
Date of dissemination event	
Internet-link to information (if applicable)	
Short description of the event (objectives, target audience etc.)	.
RESULTS	
Type of EDUQAS contribution (e.g. presentation, publication, report, etc.) and brief description: - main issues discussed/published, - comments / feedbacks from the audience, - etc.	
Estimated number of participants	
Achieved results: (better awareness of the project, collaboration agreements, new contacts, extended network, etc.)	
Attachments: ***If available please attach any relevant materials (presentation, leaflet, program, photos etc.)***	