



Co-funded by the
Erasmus+ Programme
of the European Union



ERASMUS+ CBHE PROJECT # 585760-EPP-1-2017-1-AM-EPPKA2-CBHE-JP

DISSEMINATION PLAN

of the Project “CHANGE IN CLASSROOM: PROMOTING INNOVATIVE TEACHING & LEARNING TO ENHANCE STUDENT LEARNING EXPERIENCE IN EASTERN PARTNERSHIP COUNTRIES” (PRINTeL)

1. Overall communication objectives

The objective is to contribute to the wider dissemination of information on PRINTeL project in Armenia, Georgia and Belarus as well as to the increased awareness and understanding of the innovative and technology-enhanced teaching and learning (T&L) among all the relevant higher education internal (students, academic and administrative staff) and external (government authorities, QA agencies, social and economic partners, funding organizations, etc.) stakeholders.

The project will use different ways to disseminate and publicise project activities and results to different target groups and stakeholders.

2. Target groups

- Academic and administrative staff of universities, especially those involved in T&L as well as teaching staff development activities,
- Students of universities,
- Higher education expert community,
- Public authorities,
- General public.

3. Specific objectives for each target group, related to the project's objectives

- ✓ Ensure that the teaching and administrative staff as well as students of universities are aware of the objectives of project and main activities.
- ✓ Ensure overall dissemination of project outcomes/outputs (especially Good Practice Teacher Handbook, Booklets on Innovative and Technology-Enhanced T&L) among universities, as well as general public and expert community.
- ✓ Raise awareness and understanding of the innovative and technology-enhanced T&L among the Eastern Partnership Country universities' students, teaching and administrative staff, as well as public authorities.
- ✓ Ensure that the general public is aware of the objectives, activities and main outcomes/outputs of the project.

4. Main activities that will take place covered by the dissemination plan

- Organisation of the project kick-off meeting in Yerevan (Feb, 2018).
- Publication of 1,000 copies of the PRINTeL leaflet and dissemination among PC HEIs academic communities and main stakeholders (Feb, 2018).
- Creation, maintenance and regular updating of interactive project website (Apr, 2018).
- Insuring visibility of PRINTeL project in social media – Facebook and YouTube (Apr, 2018).
- Organization of trainings for 130 teaching and administrative staff of PC HEIs (Jun & Dec, 2018).
- Posting training materials on PRINTeL website for free downloading (Jun & Dec, 2018).
- Organization of institutional round tables to discuss the training outcomes with the representatives of target groups (Jan, 2019).
- Organization of 1 information seminar and series of master classes for 230 teachers and students in PC HEIs (May, 2019 and Sep, 2021).

- Production and dissemination of 6 biannual electronic newsletters available on PRINTeL websites (2018-2021).
- Dissemination of project results via national mass media (6 press conferences /releases and 3 interviews), publication of articles in specialized press (continuous process).
- Daily communication with institutional educational community and interested parties (continuous process).
- Creation of virtual communities of teaching practice (Mar, 2021).
- Establishment of annual virtual forum on innovative teaching and learning (May, 2021).
- Adoption of award programmes for innovative teaching and learning (Jun, 2021).
- Production of e-brochures on innovative & technology-enhanced T&L methods and posing on project website (Mar, 2020).
- Publication of 800 copies of Good Practice Teacher's Handbook on innovative T&L practices and dissemination among PC HEIs academic staff (Dec, 2020).
- Organization of interim and final dissemination conferences in PC countries to bring 200 PC HEIs staff and students into a common discussion platform (Nov, 2019 and Sep, 2021).

5. Indicators of achievement of the communication objectives

The following indicators will allow to measure achievements:

- ✓ Number and type of dissemination materials/tools,
- ✓ Number of people receiving the communication materials,
- ✓ Number of visitors of the project website,
- ✓ Feedbacks from trainings and meetings,
- ✓ Number of the media coverage per each project activity.

6. Human and financial resources

The main responsibility for the dissemination rests with the project coordinator. All project partners will be actively involved in the activities towards wide communication on project results and enhancing its visibility.

The budget foreseen to implement dissemination activities is about 116,000 Euros (12,5% of the total budget).

In the table below the dissemination plan of the PRINTeL project is presented.

The following dissemination activities, target groups, expected results and the deadlines are scheduled for the PC & EU partner HEIs:

N	Planned activities	Target groups	Expected results	Responsible partners	Deadlines
1	Operation of the project website	<ul style="list-style-type: none"> • Wide academic communities of EPC & EU countries 	<ul style="list-style-type: none"> • Informed academic communities about the project activities & results 	YSU	March 2018
2	Publication and dissemination of information materials and the Teacher's Handbook	<ul style="list-style-type: none"> • PC & EU partners' academic communities & main stakeholders • Wide academic public within & beyond the consortium • PC HEIs teaching staff 	<ul style="list-style-type: none"> • 1000 published copies of the PRINTeL Information leaflet • 6 electronic newsletters • 5 electronic Brochures on innovative T&L • 800 published copies of Good Practice Teacher's Handbook 	YSU BrSTU, ISU, NPUA, TeSaU, GTU, BSU 5 EU and 9 PC partners 5 EU and 9 PC partners	Feb 2018 Jul 2021 Mar 2020 Dec 2020
3	Organization of press conferences	<ul style="list-style-type: none"> • Wide academic communities of PC countries 	<ul style="list-style-type: none"> • 6 press conferences & interviews • 5 published & 5 electronic articles in newspapers and journals • Participation in 5 events 	YSU, NPUA, ISU, GTU, BSU, BrSTU	Oct 2021
4	Organisation of the Information seminar and 12 Master classes	<ul style="list-style-type: none"> • PC HEIS teachers & students • EPC teachers 	<ul style="list-style-type: none"> • 70 participants (teachers & students) • 160 participant teachers 	YSU BSU	May 2019 Sep 2021
5	Organisation of interim dissemination conferences	<ul style="list-style-type: none"> • PC HEIS teachers & students 	<ul style="list-style-type: none"> • 75 participants (teachers & students) 	ISU	Nov 2019
6	Organisation of final dissemination conferences	<ul style="list-style-type: none"> • Wide academic communities of EPC & EU countries 	<ul style="list-style-type: none"> • 130 participants (teachers, administrative staff & students) 	YSU	Sep 2021