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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 (M2, 2018).
- Publication of 1,000 copies of the PRINTeL leaflet and dissemination among PC HEIs academic communities and main stakeholders (M2, 2018).
- Creation, maintenance and regular updating of interactive project website (M4, 2018).
- Insuring visibility of PRINTeL project in social media – Facebook and YouTube (M3, 2018).
- Organization of trainings for 140 teaching and administrative staff of PC HEIs (M6 & M12, 2018).
- Posting training materials on PRINTeL website for free downloading (M6 & M12, 2018).
- Organization of institutional round tables to discuss the training outcomes with the representatives of target groups (M1, 2019).
- Organization of 2 workshops and 1 information seminar for 140 teachers and students in PC HEIs (M6 & M11, 2019 / M5, 2020).

- Production and dissemination of 6 biannual electronic newsletters available on PRINTeL websites (2018-2020).
- 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 (M2, 2020).
- Establishment of annual virtual forum on innovative teaching and learning (M5, 2020).
- Adoption of award programmes for innovative teaching and learning (M9, 2020).
- Publication of 3,000 copies of brochures on innovative and technology-enhanced T&L methods and pedagogical approaches and dissemination among PC HEIs academic communities and main stakeholders (M12, 2019).
- Publication of 1,500 copies of Good Practice Teacher's Handbook on innovative T&L practices, development of OERs and online courses and dissemination among PC HEIs academic communities and main stakeholders (M7, 2020).
- Organization of interim and final dissemination conferences in PC countries to bring 200 PC HEIs staff and students into a common discussion platform (M6, 2019 / M9, 2020).
- Publication and dissemination of conference proceedings among main target groups (M7, 2019 / M11, 2020).

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 159,869 Euros (16% of the total budget).