Enhancing Teaching Practice in Higher Education in RUSSIA and CHINA (ENTEP)

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DISSEMINATION AND SUSTAINABILITY
STRATEGY AND PLAN

Contents

Introduction

ENTEP is an EU funded project under Key Action 2 – 'Capacity-Building in the Field of Higher Education' of the Erasmus+ Programme, lasting 36 months, which aims at building capacity at universities in Russia and China in order to contribute higher education reform in these countries by establishing a system of sustainable professional development in higher education on the basis of the best EU teaching practices and equipped with contemporary innovative teaching methodologies and pedagogical approaches with the emphasis on quality and regulation.

The core objectives of the project are:

i) To **improve qualification of the teaching staff** of PCIs in pedagogical approaches allowing educators to build on innovation strategies and up-dated contents.

ii) To establish a university-wide, cross-departmental network of **Centres for Teaching & Learning** in RU and CN PCIs and to enable their staff to develop their own expertise and research as specialists in educational development.

iii) To develop a comprehensive set of **professional guidelines for teacher training** providers and to introduce learning and teaching tools, methodologies and pedagogical approaches.

iv) To design and deliver modern, **module-based pilot curriculum for HE teacher training**, based on contemporary education science and aimed at professional development of the academic staff.

v) To modernize the existing PhD and MA curricula through introducing **modules on Teaching Methodology, Pedagogy and Psychology**.

The project will have the following impacts:

- at the level of PCIs personnel will have gained experience in the development of teachers' qualifications using the EU approach as well as experience of new teaching methods, pedagogical approaches and new ways of developing curricula and syllabi;

- at the local level project beneficiaries will be local educational authorities, educational associations and other educational institutions targeted by dissemination and networking events;

- at the regional level HEIs not directly involved in the project will benefit from training offered by the staff of the Centres, which will be replicated in the form of workshops to other HEIs in their regions.

ENTEP dissemination strategy aims to create awareness among various stakeholder groups of the project, its progress and results. It describes dissemination plan, dissemination means and materials, dissemination events, dissemination management roles, committees and tools.

The dissemination will be organized in three phases:

Early in the project, dissemination will ensure that the project addresses the needs of the target groups, or creates awareness or understanding of the project activities.

During the project implementation, dissemination is about identifying lessons from what has been learned, particularly in relation to processes, and passing them on to key stakeholder groups.

At the end of the project, dissemination is intended to publicize more generally the project's outputs (both products and processes), the lessons learnt, and the benefits gained, both tangible and intangible ones.

The scope and objectives of the dissemination strategy

The dissemination of the project will be differentiated according to the target groups to which the project is addressed and according to the result, which is disseminated.

The proposed dissemination strategy lies on four basic public relations principles:

Be visible: stay proactive. Promote your objectives through media and community involvement. Build positive relationships with opinion makers.

Be informed: keep abreast of community issues, read papers, watch news. Attend the national and community policy making events on the topic that you are concerned. Research the issue on the Internet.

Be consistent: stay on message. Right actions at the right place. Media can sometimes relish inconsistencies.

Be constructive: be part of the solution. Build personal relationships.

Dissemination must be an integral part of the project activities as it will enable the consortium to reach the target group, get them actively involved, interested and motivated in order to:

- get better and more precise results
- get them interested to foster the project results
- get the message out there

Target groups

The main target groups of the dissemination of this project can be distinguished into two main areas:

Direct beneficiaries:

1. Teaching staff/trainees – this is the main target group. The aim of this project is to improve their teaching practices. All the products will contribute to achieve this aim and thus a wide audience of teachers, in terms of geographic dispersion and subject specialty, will be reached.
2. Students/trainees – the ultimate aim is to improve students experience in higher education. That will happen in a later phase after improving teachers' practices. Nevertheless, in the short term, the project will train students that will probably follow the academic career, thus preparing future teachers with improved pedagogic competences.
3. Administrative staff – this group will support the teaching and learning centers.
4. Technical staff – this group will support the teaching and learning centers.

Ends users:

1. Consortium universities.
2. Universities outside the consortium.
3. Employers.
4. Experts in the field of higher education.
5. Centres for HE teacher's professional development.

6. Non-governmental organizations, professional associations in the field of HE teaching and learning.
7. Municipal, regional and state authorities.
8. Policy makers.

Teachers will have access to new teaching materials, guidelines, and coaching in adequately prepared teaching and learning centres. These products will improve teachers' competences, improving later students' results.

With the support of the project on the development of teaching and learning centres, universities will be more focused on teaching competences, giving more importance to it at the new teachers' recruitment phase and continuous professional development of teachers, at every department in the university. PCIs will also be on the spotlight compared to other HEIs due to this rare competence in HEIs. Other university teachers will resort to ENTEP PCIs for training in teaching and learning methods.

The project website, news to be sent to media, HEIs networks, and oral presentations at different events will provide the main communication channels to capture new stakeholders.

Levels of dissemination

The project consortium defined 4 main levels of dissemination: awareness, understanding, support and action.

Dissemination for awareness: All target groups will receive dissemination to be aware of the project, its aims, and activities. For those target audiences that do not require a detailed knowledge of the project, it is helpful to be aware of the activities and outcomes. Creating such an awareness of the project's work will help the 'word of mouth' type dissemination and help the consortium to build an identity and profile within an academic community of the project.

Dissemination for understanding: there are groups / audience listed above that the consortium needs to target directly with the dissemination. This will be because the consortium knows that teaching and administrative staff, trainees and students can benefit from what ENTEP project has to offer and also because it realizes that their involvement in the project will improve significantly its results.

Dissemination for support: the project's success lies in the support the consortium can get from the key audience and other stakeholders. Even if it delivers excellent results, if it does not get the support from participants of the academic process, professional community and/or authorities that can use the comprehensive set of professional guidelines and innovative teaching tools, then all of the efforts will fall into void.

Dissemination for action: 'actions' refer to a change of practice resulting from the adoption of results offered by the ENTEP project. Targeted audience for this type of dissemination are groups/audience that is in a position to 'influence' and 'bring about change' within their organisations. These are the groups/audience that will need to be equipped with the right skills, knowledge and understanding of the work in order to achieve real change. This will be pursued in target groups of administrative and teaching staff. They will be invited for training, for reading the reports on teaching and

learning and the modules to be prepared, and are supposed to bring new approaches for HE teachers' professional development in PCIs and new teaching methods into the classrooms respectively.

The dissemination will be differentiated according to the target groups to which the project is addressed.

Purpose	Activity	Target Groups / Audience	Methods
Awareness	Launching and regular updating of project website Project products development and implementation Preparation and distribution of professional guidelines and teaching tools PR campaigns aimed at promoting high quality teaching services and high level of the HE teacher's training courses Development and distribution of promotional materials	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	News Written case studies Open communication Online publications
Understanding	Regular announcements at workshops, seminars, and conferences PowerPoint presentations at appropriate round tables and conferences on national and European level News releases sent to journalists from the media Links to other projects/initiatives on national and EU level	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and	PowerPoint presentations Reports Articles Radio and TV interviews Networking Social media publications

	Info days or bilateral meetings with representatives of ENTEP target groups Project news distributed through e-mail and regular mail Articles published in online portals and search engines Publications in specialised academic newsletters Regular postings in social media	learning Municipal, regional and state authorities Policy makers	
Support	Interactive testing of project outputs Bilateral meetings with HE stakeholders and policy makers Focus groups and/or panel sessions with target group representatives and other potential beneficiaries Project's monitoring visits of NEOs (for RF HEIs)	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	Open interviews Personal invitations Face to face communica-tion Joint dissemination events PowerPoint presentations Reports
Action	Promotion and exploitation of the ENTEP products among the PCIs and involvement of non-participating HEIs Mainstreaming of ENTEP results among	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of	Liaison closely with key stakeholders E-mail shots Networking New signed cooperation

	stakeholders	higher education	agreements
		Centres for Teaching & Learning	
		Non-governmental organizations, professional associations in the field of HE teaching and learning	
		Municipal, regional and state authorities	
		Policy makers	

Products

The main products to be disseminated will be:

  i) Centres for Teaching & Learning in RU and CN PCIs
  ii) Professional guidelines for teacher training providers and leaders
  iii) Training materials on learning and teaching tools, methodologies and pedagogical approaches including learning outcomes and ICT practices, blended courses and mobility strands between Program and Partner country Universities;
  iv) Module-based pilot curriculum for HE teacher training, based on contemporary education science and aimed at professional development of the academic staff;
  v) Modules on Teaching Methodology, Pedagogy and Psychology.
  vi) Conferences on teaching and learning in higher education.

The other deliverables produced will be the result of tasks needed to achieve these products or internal documents such as quality or management documents.

Each product and other deliverables are listed at the end with the indication of target, and language of publication.

Dissemination management roles, committees and tools

Each partner based on its role in each WP will support the dissemination activities by:

- Producing dissemination materials;
- Contributing to the newsletters, website and social media content;
- Managing the means / tools to support dissemination activities;
- Coordinating and managing the relevant activities that deal with the partner's work or application field on the project;
- Managing the partner's internal inter-organizational dissemination issues;
- Organizing events.

The Dissemination Manager (DM) of the project will be responsible for the coordination of dissemination activities throughout the project in cooperation with the Project Coordinator and the Consortium as a whole. The DM will have to deal with the following aspects of the project:

- Coordinating the dissemination activities in the project ;
- Drafting and updating the dissemination plan;
- Organizing and chairing dissemination events.
- Reporting on dissemination to the Project Consortium;
- Producing newsletters using the contribution by all partners;

The main electronic means / tools to assist these activities are as follows:

- The project web site, which has a public area – dissemination platform for ENTEP project and the Cloudstore – a common file repository amongst the project partners.
- Mailing lists including all partners as appropriate.
- Organizations' websites, where the project must be introduced, described and advertised and links should be provided to the main project website.
- Partners social media webpages where the project can be advertised.

Dissemination plan

General guidelines

The following is a general set of guidelines for the dissemination events and materials:

- Intentions to perform any primary dissemination activity are generally required to follow the procedure described below.
- Partners should not initiate ENTEP dissemination activities on topics that fall outside of their involvement in the project.
- All publicly held activities should present their material in electronic form to the rest of the consortium.

Approval procedure

It has been agreed that no partner will have to ask prior consent for any dissemination activity planned, but all partners are obliged to inform the consortium and the DM on any important planned dissemination activity (such as participation in a big conference etc.) prior to the dissemination activity.

Always mind the planned and approved budget allocated for the implementation of the dissemination activities. In case of not planned activities or participation in events outside of the project partners' countries requires approval by the Project Coordinator and consent by the EACEA's Project Officer.

Events participation

Once a partner receives information on an up-coming conference, workshop, etc., the concerned partner should inform the consortium of the upcoming event by sending an

email to the mailing list, only when the event could be relevant also to the other partners.

Presentations

Performing ENTEP related presentations in various events is a task that might be carried out by every partner, for own exploitation and publicity. The partner must comply with the following:

- The presentation should contain the ENTEP logo.
- The presentation should identify the funding disclaimer of the project.
- Presentations should conform to the EU rules for publications.
- A presentation template will be produced listing all of the above plus some standard slides to be inserted in all Consortium presentations of the project.

Keeping the website up-to-date

Consortium members are the main source of information and the ones responsible for adding content. The structure and configuration of the website is modified upon recommendation by partners, or as needed by the Website Administrator for facilitating navigation and access to information.

Conferences & workshops

Conferences and workshops on thematic areas relevant to the project will be carefully tracked down by all partners and upon availability the consortium will generate papers and presentations to be made to them.

Dissemination means and materials

During the execution of the dissemination plan both traditional and innovative media are going to be used in order to maximize the impact and the visibility of the project.

Project website

The aim of the website is to promote the project's objectives, provide information on the project's progress, publish the results and showcase the work done by the partners. It will constitute the most versatile information and communication tool. On one side it will give the opportunity to provide information for a worldwide audience and on the other side it will enable a comprehensive provision of information as well as a platform for the internal communication and file repository of the project team. The website will include two areas with different access right:

1) a public one presenting information on the project, its objectives, its partners and expected results;

2) a private area (password and security tools protected) for the consortium to exchange documents (such as project minutes, meeting presentations, deliverables and internal reports).

The website will ensure the successful use of project results and non-confidential information to the widest possible audience (including immediate target groups and

other relevant interested parties). The aim of the website is primarily to inform the general public about the ENTEP project and additionally to constitute a tool to communicate and to exchange information on the project between partners. The website will contain information relevant to the project, the field, the partners, news of the sector and will contain relevant links.

Depending on the product or publication, these will be prepared in different languages: English, Russian and Chinese.

Project presentations

As a general overview of the project and its objectives, presentations will be produced. The content of the presentations will describe the general objectives of the project, the participating organizations and give an outlook on the intended functionality of the system and the ways the project tasks are performed. The presentations can be used by all partners at a starting point and can be enriched based on the needs of the partners and the peculiarities of the dissemination events. Based on this material, a presentation will be produced at the end of the project in order to sum up the final results.

Project LOGO

The project logo has been designed by Nick Wise (LJMU) and approved by all partners.

The project logo will be used in all future dissemination materials in order to ensure that members of the target groups will get familiar with this logo and will directly link it ENTEP project. This logo can as well serve as product logo later in the post-project phase.

Project leaflet

A project leaflet is to be produced additionally in order to help effectively the dissemination activities and translated into each partner's language (English, Russian and Chinese). It is a thri-fold brochure, providing general information about the project, its objectives, and expected results and about the consortium. The target will be the distribution of 1000 copies in Russia and China by the end of the project.

Dissemination methods/activities

Dissemination activities will be performed through various instruments and media. These will be carefully selected for facilitating collaboration among involved parties, i.e. bidirectional flow of knowledge, promoting the project and its results in a unidirectional informative manner, providing targeted or generic information and allowing the provision of feedback and suggestions / requirements raised by target groups.

Dissemination will occur through events and publications.

Events such as:

- conferences;
- seminars;
- workshops;
- training courses;
- meetings/one-to-one conversations.

Project's events will be used to lead to action on the development of the project and the further uptake and implementation of the project outcomes. Participation in non-project events is foreseen to raise awareness about the project's activities and outcomes.

The project will organize three international conferences open to all stakeholders. Wide dissemination in the press at national level is foreseen. These events will provide an opportunity to disseminate the outcomes and provide opportunities to attract more stakeholders that will contribute to the sustainability of the main outcomes. Conferences can be a very useful forum to consult with the project's target audiences in a face-to-face capacity and to address issues relevant to the work of the project.

Publications such as:

- reports;
- journal articles (including press release and briefings);
- content published on ENTEP website;
- content published on the PCIs websites about ENTEP project;
- mailing lists through the PCIs networks;
- newsletters and other information material produced by the partners and disseminated through the Internet.

Regular publications are foreseen initially to make targets aware of the project and later update project results to the main target groups.

Requirements from the European Commission

All materials must include the "Programme Logo". The image files, in several formats, and rules can be found in:

http://ec.europa.eu/dgs/education_culture/promotional_en.htm

or in

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

The EU emblem and a mention (that can be "Co-funded by the European Union") must also be included. Rules can be accessed at:

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

The project's publications and results that are distributed must have the Erasmus + logo and the mention "Co-funded by the Erasmus+ Programme of the European Union" or "With the support of the Erasmus+ Programme of the European Union".

The disclaimer "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein" must be used (article II.7.2 of the General Conditions) in any communication or publication. The other EU official language versions can be found at the following link:

http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf

Evaluation and Criteria for Success

The consortium is aiming at below described numbers, assessing the impact of the performed dissemination activities. Besides these numbers, the success of the activities performed will be assessed by WP6 and 7.

Success criteria	Quantification	Description
News posted in local/ regional/national media	3 per PCIs	To make aware the larger society, regular news of the project must be sent to media.
Views on website	Steady increase of views (ideally tripled from year 1 to year 3)	With deliverables being uploaded on the website as well as project outputs going online and being available on the webpage, an increase in the number of visitors will show the uptake of those results.
The printed	500 copies of the Didactic	In order to reach a wider

comprehensive set of professional guidelines and teaching tools	Manual 500 copies of the Guide	academic community and enhance teaching practices at the level HE systems, the developed set of professional guidelines and teaching tools will be printed and circulated among Russian and Chinese universities and Ministries of education.
Articles published in journals/media	15 per each partner	To provide professional community with the project's results, research articles on the project's topics must be published
Participation in the conferences	Twice the number of external participants compared to project PCIs participants	The project must have impact also in non-consortium PCIs. The conferences will be the main dissemination method to achieve it.
Target groups' awareness	Per each PCIs at the end of the project: - teaching staff/trainees – 300; - students/trainees – 100; - administrative staff – 50; - Technical staff – 40;	Number of target groups' representatives, obtained the enhanced knowledge of project, will gradually increase
Target groups' satisfaction	At least 75 % within each target group	Number of target groups' representatives, satisfied by project's outcomes, will gradually increase

List of deliverables, timeline for dissemination and target groups

This table contains all the deliverables, its timeline (after a dash in case it is different from delivery date) for dissemination and identification of target groups.

	WP	Delivery/d isseminati on date	Result(s) (output(s) or outcome(s))	Type	Medium that will be used (publication, electronic, online, other (specify))	Languages	Dissemination level	Target groups
1	1	07-03-2018	Establishing an Analytical Report Group to collect information and analyze the state of the art of the teaching practices in RU and CN HEIs and propose the improvement strategy (D1.1)	Teaching material, training material	online, electronic	en	Department, Institution	Teaching staff, administrative staff
2	1	01-06-2018	A Report summarizing needs for professional development of PCI teachers and outlining best teaching practices at EUIs is published (D1.2)	Teaching material, training material, report	online, electronic	en	Department, Institution	Teaching staff, administrative staff
3	2	10-06-2018-30-10-2018	Training workshops on tuning educational structures in EHEA and Bologna principles for PCIs top management delivered by EU experts at EU Universities (D2.1)	Teaching material, learning material, training material, service/product	online, electronic	en	Department, Institution, international	administrative staff
4	2	30-10-2018	Improved qualification of the teaching staff of PCIs in educational methods and assessment techniques (D2.2)	Teaching material, training material, service/product	online, electronic	en	Department, Institution, international	Teaching staff
5	3	01-05-2019	Centres are established at each PCI and fully equipped (D3.1)	Teaching material, learning material, training material, service/product	online, electronic	en	Department, institution	Teaching staff, trainees, administrative staff, technical staff, librarians

6	4	30-05-2019	Didactic Manual (D4.1)	Teaching material, training material, service/product	online, electronic, paper/print version –	en, ru, cn	Department, institution	Teaching staff, trainees
7	4	30-05-2019	Guide (D4.2)	Teaching material, training material, service/product	online, electronic, paper/print version	en, ru, cn	Department, institution	Teaching staff, trainees
8	5	30-11-2019 and 30-04-2020	Seminars on curricula and module development focused on learning outcomes at PCIs by EUI experts (D5.1)	Teaching material, learning material, training material, service/product	online, electronic	en, ru, cn	Department, institution, international	Teaching staff, trainees, administrative staff
9	5	10-10-2020	Pilot curriculum, module syllabi and a guidebook for higher education teacher training are introduced at each PCI (D5.2)	Teaching material, learning material, training material, service/product	online, electronic, paper/print version	en, ru, cn	Department, institution	Teaching staff, trainees
10	6	31-01-2020	Module syllabi on teaching methodology, pedagogy and psychology are developed (D6.1)	Teaching material, learning material, service/product	online, electronic	en, ru, cn	Department, institution, international	Teaching staff, students
11	6	01-06-2020-15-06-2020	Internship for 28 MA and PhD students from PCIs is organized at EUIs for 12 days (D6.2)	Teaching material, learning material, service/product	online, electronic	en	Department, institution, international	Teaching staff, students
12	7	31-12-2019	Quality Code of Practice is introduced into the teaching process by QA units and Centres for Teaching & Learning at PCIs (D7.1)	service/product	electronic version (available on restricted area of Project Platform)	en, ru, cn	Department, institution	Teaching staff, students, trainees, administrative staff
13	7	06-03-2018	Internal Quality Control & Monitoring (D7.2)	Report, service/product	electronic version (available on restricted area of	en	Department, institution	Teaching staff, students, trainees,

					Project Platform)			administrative staff
14	7	01-09-2019-14-10-2020	External Quality Control & Monitoring (D7.2)	Report, service/product	electronic version (available on restricted area of Project Platform)	en	Department, institution	Teaching staff, students, trainees, administrative staff
15	8	06-03-2018	Dissemination and Sustainability Group establishment, strategy and plan developed (D8.1)	Report, service/product	Electronic version published on-line (restricted area of platform)	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, administrative staff
16	8	16-10-2018 02-12-2019 09-10-2020	Three dissemination conferences are organised and networking among participants and stakeholders is enhanced (D8.2)	Teaching material, event, service/product	Electronic version published on-line (restricted area of platform)	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, students, trainees, administrative staff, technical staff
17	8	30-09-2020	Dissemination Package including project web-site, logo, standard presentation, leaflet, and output templates to create a project visual identity (D8.3)	Teaching material, learning material, training material, service/product	Electronic version published on-line, paper/print version	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, students, trainees, administrative staff, technical staff
18	9	07-03-2018	ENTEP Council is established and six management meetings are planned for discussing and approving project activities and outcomes; effective communication among partners is achieved	service/product	Electronic version published on-line (restricted area of platform)	en	Department, institution	Teaching staff, administrative staff
19	9	01-03-2018 and	Concluding and signing Grant Agreements between the grant-holder and all partners, formalizing their project	service/product	Electronic version published on-line (restricted area of	en, ru, cn	institution	administrative staff, technical staff

		31-08-2018	relationships and establishing effective communication		platform)			
20	9	15-10-2017-14-10-2020	Effective management for execution of the project work plan, budget, and reporting	Report, service/product	Electronic version published on-line (restricted area of platform)	en	Department, institution	administrative staff, technical staff