

Dissemination and Exploitation Plan

Raising the Quality of Teacher Education Programmes in Palestine through Technology Enhanced Learning (RQTEPP TELTA)

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INTRODUCTION

The Dissemination and Exploitation Plan (DEP) introduces the RQTEPP TELTA project dissemination and exploitation strategy and its implementation plan. These are to be used by the consortium in order to ensure high visibility, accessibility and promotion of the project and its results during the grant period and an efficient exploitation of its results after the end of the project. The DEP will provide a framework for evaluating the impact of dissemination activities and will be updated and adjusted as the project progresses.

In order to achieve the highest possible impact of its activities and best contribute to support and strengthen EU-Palestine collaboration, RQTEPP TELTA will focus on maximising the effectiveness and scope of its dissemination and communication activities. These specific activities will not only address the general public to raise awareness on the project and its achievements, but also target key stakeholders having a relevant role in the field of activities undertaken by the project.

The RQTEPP TELTA DEP has been structured in sections to present the communication and dissemination objectives, players, roadmap, target audiences, messages and implementation measures.

Work-Package 9 (WP9) “Dissemination and Exploitation” as described in the RQTEPP TELTA proposal aims at increasing the impact of the project through the wide dissemination of project outcomes and the intense communication of its achievements and activities towards each of the project target groups. The specific objectives of the Work Package include:

1. To raise awareness and understanding of the aims, developments, outputs and outcomes that have been achieved among all stakeholders directly involved in the Project
2. To promote the results and successes of the project widely to target groups beyond the immediate stakeholders, including relevant higher education institutions involved in initial primary level teacher education and relevant bodies within the Ministry of Education and Higher Education in Palestine and the MENA region
3. To ensure sustainability by ensuring that the programmes that are developed are accredited by the Palestinian Accreditation and Quality Assurance Commission

ROADMAP FOR THE DISSEMINATION AND COMMUNICATION ACTIVITIES

The following roadmap has been designed to reach the dissemination and communication objectives previously defined in a timely and adequate manner:

1. PLANNING OF ACTIVITIES (Year 1)

Identify the communication and dissemination strategy and plan to ensure the best impact of RQTEPP TELTA outcomes.

2. IMPLEMENTATION PHASE (Year 2)

Produce a comprehensive set of tools (supports and channels) to diffuse key messages extracted from research results to the identified targeted groups in a way that encourages them to factor the research implications into their work.

3. MONITORING ACTIVITIES (Year 2 and 3)

Carefully analyse and assess the impact and success of dissemination activities according to the Quality Plan

4. SUSTAINABILITY (Year 3)

Identify and set up the mechanisms needed to ensure persistent and long-lasting visibility of RQTEPP TELTA outcomes.

1 – DISSEMINATION STRATEGY

1.1 – OBJECTIVES OF THE DISSEMINATION ACTIVITIES

Dissemination activities will support all Work Packages (WPs) ensuring maximum visibility, accessibility and impact of the project activities. Tailored dissemination activities will be designed to make the project outcomes visible and accessible to the different target stakeholders. Dissemination activities will begin the moment the project begins.

The objectives of the dissemination activities are to:

- Plan - Identify targets, messages, tools, and channels. Build an adequate and effective communication and dissemination plan to ensure the best impact of project results.
- Design - Produce dissemination tools: design a comprehensive set of communication material (including the project logo) to ensure an easy identification of the project and a major exposure.
- Distribute and represent - Use the dissemination channels (both internal and external). Organise project events and participate in workshops, conferences, symposiums and international/EC meetings.
- Sustain - Ensure a persistent and long-lasting visibility of the project activities and outcomes.

RQTEPP TELTA dissemination and communication actions will be intrinsically linked to the exploitation of the project's activities and results. Efficient publicity and wide exposure of RQTEPP TELTA and its achievements will increase stakeholders' engagement with the project, and the use of project results beyond the project's lifetime. Ultimately, communication and dissemination activities will maximise RQTEPP TELTA impact on prompting dialogues, cooperation, coordination and establishing connections between EU and Middle East players.

1.2 – DISSEMINATION PLAYERS

Tony Mahon, as WP9 leader, will carry out the leadership of the project dissemination activities following the dissemination strategy defined in the DEP. WP9 work will (i) set up the most appropriate mechanisms and tools for maximum visibility and impact, (ii) ensure that all partners contribute to dissemination activities, and (iii) assess the dissemination results. The list on the following page presents in more detail each partner's tasks and responsibilities for dissemination activities.

1.3 - DISSEMINATION ACTIVITIES

Leader – L

Contributor - C

	CCCU	FU	UEF	BZU	HEB	ALAZ
Website						
Upgrade and Management	C					L
Regular News stories update	C	C	C	C	C	L
Regular arrangement of Arabic translation	L					
Social and Professional Networks						
Management of social networking and linked in	L					C
Publications						
Publications in specialized journals, magazines or newsletters	C	L	C	C	C	C
Events						
1. Capacity Building Training	L	L	C	C	C	C
2. WP4 Pedagogy Showcase Events	L	C	C	C	C	C
3. WP5 Research Sharing Events	C	L	C	C	C	C
4. WP9 Promotional Events	All partners committed to the task					
5. Final Conference	All partners committed to the task					
Contribution to External Events						
Presentations of outcomes at local, regional and international conferences	All partners committed to the task					
Assessment of Dissemination Activities						
Assessment of the project dissemination activities	L	C	C	C	C	C
Re-organisation of the communication and dissemination strategy	L	C	C	C	C	C

A Dissemination and Exploitation Coordination Team will be established that includes one representative from each consortium university.

Key sessions in the Final Project Conference will be video-recorded and made available on the Project website

1.4 – DISSEMINATION TARGET AUDIENCES

The project plan identifies the following 4 main groups of stakeholders likely to be interested by the project outputs, and therefore targeted by the consortium for dissemination activities:

Policy Makers	Ministry of Education and Higher Education (MOEHE), Palestine
Research and Education Community	Research and Education institutions National and International Education Journals
International Development Agencies in Middle East and North Africa (MENA)	World Bank, Erasmus + in other countries, etc
News Agencies	Online News, Al Fanar Media, Higher Education Agencies in MENA and Higher Education networks in Palestine.
Related Projects and Initiatives	NGO / charity projects focusing on Primary Educations, Inclusive Education, Technology Enhanced Learning
Higher Education Community in Middle East and North Africa (MENA)	Universities and colleges in Palestine and MENA, teacher educators, head teachers in Palestine, Officials from MOEHE

1.5 – MESSAGES TO BE DISSEMINATED

RQTEPP TELTA will produce a rich and diverse series of outputs. The following list summarizes the main outputs to be disseminated to the five identified target groups during the project lifetime:

WP1	<ol style="list-style-type: none"> 1. Conduct comprehensive and systemic quality reform of all components of BA Primary Education degree programmes in partner universities in Palestine in line with recognised international good practice and the needs and vision of the Teacher Education Strategy for Palestine (2008). 2. Develop all the systems and documentation to support effective development and operation of the programmes in line with international practice. 3. Implement two complete final years of the new programmes, providing quality learning experiences for students and opportunities to develop high levels of competences as specified in the Readiness to Teach Index of Competences for New Teachers (2014) and the Palestinian Professional Standards for New Teachers (2010). 4. Assure the quality and long term sustainability of the programmes through internal university validation and presentation for formal accreditation by the Academic Qualification Accreditation Committee (AQAC) in Palestine
WP2	<ol style="list-style-type: none"> 1. Develop a DISEN Introductory course for all students enrolled on the BA Primary Education Degree Programmes in partner universities in Palestine. 2. Develop a DISEN Pathway of courses, which is an optional specialisation pathway in the teacher education programme, that focuses upon developing capacity among student teachers to know, understand and be able to adopt inclusive practices to cater for diverse learning needs including SEN. 3. Ensure infusion of DISEN into other relevant courses in the Major programme through pilots and mentoring; in which lecturers are supported by project team members to embed relevant DISEN concepts to enhance teaching and learning.
WP3	<ol style="list-style-type: none"> 1. Develop a TELTA Introductory course with basic TELTA contents for all students enrolled on the BA Primary Education Degree Programmes in partner universities in Palestine. 2. Develop a TELTA Pathway of courses, which is an optional specialisation pathway in the teacher education programme, that focuses upon developing capacity among student teachers to utilise technology effectively and efficiently to support and enhance learning, teaching and assessment. 3. Ensure infusion of TELTA into other relevant courses in the Major programme through pilots; in which lecturers are supported by project team members to apply technology to enhance teaching and learning
WP4	<ol style="list-style-type: none"> 1. Develop capacity among academic staff to utilise modern, student-centred, interactive teaching approaches and strategies, incorporating technology to support and enhance learning, teaching and assessment. 2. Support the development of new innovative BA Primary Education degree programmes, courses and learning experiences in partner Palestinian universities in line with recognised international good practice in Higher Education pedagogy. 3. Identify a repertoire of pedagogical strategies and methods for teacher education in Palestine, which support the development of 21st Century skills in intending primary teachers.

	<ol style="list-style-type: none"> 4. Develop a framework of teaching and learning competences for university lecturers contributing to programmes in Primary teacher education.
WP5	<ol style="list-style-type: none"> 1. Train academic staff in the use of Practice Based Research methodology so they can prepare and conduct research projects aimed at improving the BA programme. 2. Develop academic staff competences based upon the concepts of the reflective practitioner and extended professionalism (Windmuller 2012). 3. Develop learning communities using the dialogue and reflective function of practice- based research.
WP6	<ol style="list-style-type: none"> 1. Design and build Smart Learning rooms that provide technical facilities for developing capacity among academic staff and student teachers to use technology effectively and efficiently to support and enhance learning, teaching and assessment. 2. Use the SLR as an ICT enabled learning laboratory to develop capacity for conducting research. 3. Produce SLR training materials to support academic staff in learning how to use the SLR effectively to enhance learning, teaching and assessment. 4. Share good practices of teaching with SLR facilities. 5. Provide mechanisms and strategies to ensure continued updating and sustainability beyond project life.

2 – DISSEMINATION TOOLS AND CHANNELS

In order to successfully convey the above listed messages to the respective target audiences and reach the highest impact possible, the project consortium will use (i) online and interactive tools and channels, (ii) non-electronic tools and channels, and (iii) physical interactive tools and channels. By dissemination tools we mean all material supports used to present the content of the project to an external audience. By dissemination channels we mean all media through which the project results are conveyed and relayed to the target audience, as seen below:

Dissemination Tools and Channels	Internal	External
Project website		
Google Drive		
Other websites (Erasmus Platform, partner websites)		
Social Media; e.g. Facebook and LinkedIn		
Project Events, showcasing, conferences, symposiums		
Target publications and journals		
Media, newspapers, radio, TV		
Mailing Lists		

As displayed in the table above, some channels can be both internal and external: this is the case of social networks and mailing lists. In the first case, project results will be disseminated through the Google Drive created for the purpose for the project (internal channel) and through external groups that can be of interest to RQTEPP TELTA, because they are or because they belong to related initiatives and programmes (external channels).

In the case of mailing lists and contact databases, the project will build an internal resource of the project used for targeted communications. In addition, each partner will use its own database of contacts to disseminate information on the project to their networks.

2.1 – Online Dissemination and Interaction

Online presence will give the project vast exposure on the web, while providing the consortium with an additional channel to share project information and materials and exchange feedback with interested stakeholders. This will be achieved by the establishment of the Project website.

2.1.1 – Project Website

The project website (T4.1) is created and maintained by Al-Azhar University, Gaza. The Project website address is www.tedpal.ps

Roles:

- Public image of the project and main online access point for the different target groups;
- Information source: highlight project objectives, activities, outcomes and relevant updates in the field of teacher education

The project website is intended to serve as a main dissemination as well as communication tool. It will be used as a gateway to diffuse project information as widely as possible. This website will include informative pages presenting the RQTEPP-TELTA partnership, concept, vision, objectives and activities. The dynamic website will benefit from an eye-catching design and will be easy to navigate. It will be designed to be accessible from all platforms, including tablets and smartphones. The project website will remain active for at least three years after the end of RQTEPP TELTA.

2.1.2 – Google Drive

The Google Drive serves as a repository of information and internal communication tool for project members. Drafts and final versions of project documents are saved here before relevant documents are shared externally.

2.1.3 – Social Networks & Social Media strategy

Social media activities will help increase project impact and relay information as widely as possible in Europe and the MENA region. Considered as powerful interactive media tool, they will serve as a platform to discuss, comment, consult and suggest research and policy topics with different stakeholders at different levels.

The next steps of the Dissemination Working Group are to decide which networks to use, including LinkedIn, Twitter, Facebook, YouTube as well as using the different tools Google offers, which are popular in Palestine.

2.2 – Offline Dissemination

Project results and activities will also be disseminated to external audiences via a range of offline channels to promote awareness and understanding of the project.

2.2.1 – Project publications

The consortium commits to release tailored publications showcasing project outputs, in open access peer-reviewed journals or specialised magazines. They will be prepared each time the project has key findings to disseminate. In addition, project partners will contribute to e-Journals, blogs and newsletters targeting a larger public with shorter articles and news, as well as to policy oriented publications to enhance project outreach to policy-makers. These publications will be based on the results of the activities, including but not limited to development guides, study reports, recommendations, lessons learnt and event outcomes.

- Over the duration of project: project partners commit to release at least 10 publications, 1 or 2 per partner;
- Each time they identify one interesting Call for papers/articles they wish to apply to, the partners are invited to complete an internal online table to provide information to each other
- Preliminary approval based on this research approach has been provided by the Research Ethics Committee at CCCU

2.2.2 – Press releases

Press releases (PR) will be widely disseminated to outside media outlets to announce important news about the project.

- A PR will be released for any important announcement (milestones, major achievements, important publication etc);
- RQTEPP-TELTA will disseminate the PRs among the network of contacts, and upload it onto the project website resources area so that they remain accessible to the general public;
- Partners will post press releases on their University websites and where appropriate send to their extended networks of contacts to maximize awareness;
- All Press Releases must display the correct Erasmus + logo.

2.3 – Physical Interactive Dissemination

2.3.1 – Project events

Project events will provide dissemination support to WP1 to WP6's objectives. They will help spread the project outputs to the respective target audiences, facilitate valuable feedback from respective stakeholders, and provide ground for discussion and brainstorming. These include:

- ***Capacity Building for WP2 Diversity and Inclusion, Special Educational needs and WP3 Technology Enhanced Learning, Teaching and Assessment***

These training events will be held at all three Palestinian university sites and provide capacity building for the project teams and the wider faculties.

- ***Work Package 4 Showcase – Capacity Building in Higher Education Pedagogy***

This showcase will involve the organisation of annual events with the specific focus of sharing examples of successful practice in Primary teacher education pedagogy

- ***Work Package 5 Workshops in Research***

The creation of a research programme for 2015-2018 will involve training, coaching and mentoring of academic staff who conduct research projects (document, training materials).

- ***Promotional Events including the Final Conference***

The Final Conference is intended to provide wider dissemination and will be targeted mainly at academic staff at Higher Education Institutions in Palestine, head teachers from Palestinian schools and officials from the Ministry of Education and Higher Education in Palestine (MoEHE) and the MENA region. The Conference will be targeted at an audience of some 150 -200 educators and officials. This channel of dissemination will be used to facilitate knowledge sharing, personal interaction, and community building with targeted audiences from the EU and MENA during related events, trade fairs and exhibitions. partners will use their participation in external events as an additional opportunity to establish synergies with other initiatives having similar scope in order to avoid duplication of effort and save resources.

2.3.2 Participation in external events

The objective is to represent the project in events, particularly conferences with a teacher education theme or theme related to specific work packages each year, with one project partner at each event if possible.

A schedule of events will be developed early in Year 2 looking ahead to international conferences and events at each partner university that may be appropriate places to disseminate information.

3. – SYNERGIES WITH ONGOING INITIATIVES

RQTEPP TELTA will not limit its dissemination activities to the goals of awareness and understanding. More than informing, the project will aim at triggering involvement in and endorsement of its activities and results, seeking to enhance links and synergies with similar initiatives. Therefore, many of the initiatives whose channels are used for dissemination purposes will be closely considered in order to create synergies whenever possible.

Objectives of cooperation:

- Foster connections with other communities that would be difficult to reach otherwise;
- Create long-term research collaboration;
- Increase project visibility;
- Maximize project impact;
- Share knowledge on teacher education related topics;
- Share experience on technical challenges encountered;
- Share experience on international project challenges encountered;
- Avoid work duplication;
- Networking.

Types of cooperation:

- Mutual promotion of events and news by exchange of announcements published on project website or newsletters;
- Logo inclusion on project materials such as event flyers, banners, etc.;
- Mutual invitations to participate in and speak at project workshops and conferences;
- Joint organisation of events;
- Joint applications for external events: booths, networking sessions, workshops, conferences;
- Information sharing on Erasmus + Platform
- Exchange of feedback on project publications and deliverables.

4 – EXPLOITATION PLAN

This section describes the way each project partner individually, and the project consortium as a whole, intend to use their involvement in the project and the project outcomes, to support the development of their current activities, and to possibly lead to the launch of new activities. The major project outputs that will have the most value for exploitation (with target groups) are:

1. Educational materials for University Curricula, Curriculum Framework, Modules, new courses (Research and education community, related projects and initiatives).
2. The range of publications, newsletter, research reports, articles and videos of selected conference presentations that may be used to promote the project and its reach.
3. WP2 & 3 Training, WP4 Workshops, WP5 research programme, symposium to highlight the outcomes of the project and successes and to build capacity using the skills.
4. Continually expanding the reach of the programme through University websites, partnership newsletters to all recipients and networks of project universities.

4.1 –Exploitation at Partner Level

Canterbury Christ Church – Project Lead, WP Leader WP1, WP2 and WP4

- Further promote the growth and development of the international work of the Faculty,
- Sustainable partnerships with universities in Palestine and Europe;
- Enhance Christ Church’s reputation for leading projects in education programmes;
- Capacity Building for all academic staff involved in the multi-layered, multi-partnered strategic relationships created by the project.

Fontys University - WP Leader, WP3 and WP5

- Sustainable partnerships with universities in Palestine and Europe;
- Enhance Fonty’s reputation for TELTA and research.

University of Eastern Finland WP Leader WP6

- Sustainable partnerships with universities in Palestine and Europe;
- Enhance UEF’s reputation for Smart Learning Technology knowledge.

Al-Azhar University-Gaza, Palestine

- Sustainable partnerships with universities in Palestine and Europe;
- Enhance BU’s reputation for quality teacher education programmes.

Birzeit University, Palestine

- Sustainable partnerships with universities in Palestine and Europe;
- Enhance BU’s reputation for quality teacher education programmes.

Hebron University, Palestine

- Sustainable partnerships with universities in Palestine and Europe;
- Enhance BU’s reputation for quality teacher education programmes.

4.2 – Exploitation at Consortium Level

As the project progresses, specific outputs, such as course modules and other educational material, may be worth exploiting at consortium level and this will be discussed at project management meetings.

CONCLUSION

This Dissemination and Exploitation Plan aims at describing the measures proposed by the RQTEPP-TELTA consortium to disseminate project results and communicate its activities. The document also highlights the methods through which these measures will increase the overall impact of the project.

These actions take into consideration a variety of communication channels and target groups (e.g. policy-makers, interest groups, media, teacher educators). The DEP also presents how partners will exploit project activities and results.

The DEP will serve as a management tool for the project partnership to ensure that the dissemination and exploitation activities are adequately and timely planned and implemented. It is intended to be a living document that will be systematically reviewed and updated as required.

