DISSEMINATION PLAN

Flipped Classroom

Flip your classes through multimedia enriched apprenticeship simulations and develop e-skills for VET teachers and students to enhance youth employability
Ref. no.: 2017-1-RO01-KA202-037344

Erasmus+

INTRODUCTION

Project Title: Flip your classes through multimedia enriched apprenticeship simulations and develop e-skills for VET teachers and students to enhance youth employability

Project Acronym: E-Classes

Ref. no.: 2017-1-RO01-KA202-037344

Project Start Date: 01.10.2017

Project End date: 30.09.2019

Project E-Classes: a brief description of objectives and activities

E-Classes wants to help the VET teachers in revising and strengthening the professional profile and competences of young people, particularly those at risk of early school leaving and with low basic skills, developing a methodology especially focusing on the use of ICT.

The project's main aim is to elaborate, train and experiment the flipped classroom pedagogic model improving VET teachers and students e-competences, also with the involvement of companies partnerships through multimedia enriched apprenticeship simulations for enhancing youth employability.

Purpose of this dissemination plan

This document covers the E-Classes dissemination strategy, specifies the target audiences, describes the dissemination tools and channels and lists the dissemination activities and dissemination materials and products foreseen by the consortium. The main purpose of this strategy is to ensure that the project experiences and outputs are made timely, appropriately and effectively communicated to the target audiences with the view to creating a foundation for sustainable exploitation of the project results.

In the appendix section, templates for the project partners are provided to plan and record local and international dissemination activities as well as a matrix of the partners' responsibilities with regard to their involvement in the dissemination process. The dissemination report will be drawn up as agreed by the partnership, every 6 months and in the middle and in the end of the project in order to present the interim and final results of the dissemination strategy.

DISSEMINATION STRATEGY

The dissemination activities will be organized or selected so as to ensure maximum impact by building on synergies, encouraging joint events, targeting decision makers and multipliers, wide and varied audiences, geographical and sectorial spread.

The main purpose of the dissemination strategy is to ensure that the project experiences and outputs are timely, appropriately and effectively communicated to the target audiences with the view to creating a foundation for sustainable exploitation of the project results.

The main aims of the dissemination strategy will be to:

- Raise awareness
- Inform
- Provide information
- Announce what is to come in project life
- Approach stakeholders
- Create a network
- Valorize the outputs
- Pave the way for exploitation and sustainability

The project will implement the dissemination and exploitation strategy on 5 levels:
- Raising awareness of the project (Dissemination and Communication plan, Website, Social Media channels, Mailing list).
- Understanding the project: goals, strategies and methods as potential tools for national/international stakeholders (E-Classes promotional videos, project brochure/poster, E-Brochures).
- Involvement: projects' relevant outcomes and their impact on future actions (network of teachers, network of companies, Virtual E-Classes Learning Environment).
- Communication Action: Dissemination and advertising of the Intellectual Outputs (multiplier events).
- Support: Future plan of sustainability after the end of the project (creation of a network of teachers, VET schools, teacher education and training institutions).

The range of dissemination activities of project consortium will cover:

1. Development of a Dissemination Plan

The plan will focus on promotion of awareness rising, at the mentioned 5 levels (Raising awareness of the project; Understanding the project: goals, strategies and methods as potential tools for national/international stakeholders; Involvement; Communication Action; Support). The dissemination plan will start at the outset of the project and dissemination activities will take place throughout the project life cycle ensuring that end results are as visible and accessible as possible.

2. Development of Dissemination Materials

- Creation of the project's visual identity to be used in all dissemination initiatives
- a promotional brochure, introducing the project (the content of the project, the partners, the aims, activities, products, ...)
- E-Brochures
- Press releases
- Project logo, which will summarize the main project purposes and which will be the main point of the design of the coordinated project image
- Web site, including information about the progress of the project, events, discussion forum and the open educational resources platform
- project presentation video, a short video with the interviews with a representative of each partner organisation, which will show the evolution from the beginning to the end of the project, to uploaded on the project website
- short videos documenting the development of flipped classes in practice – recordings of highlights from flipped classes in practice and experience of students and teachers, participating in the project, in creating videos for flipped classes and using them in implementing the flipped classroom approach in their lessons
- Media E-Brochure publicizing the project results
- Facebook page and group
- publication of articles in specialized publication

3. Organization and participation in dissemination Events

- 2 multiplier events per each country (in total n. 8 events), in which at least 30 stakeholders/participants per event will take part. Each of the partners will organize at least one multiplication event. The target group for multiplication events will be representatives of VET schools and VET teachers, representatives of students organisations, representatives from school inspectorate (or other body, providing officially recognized continuous teacher training, depending on the country), representatives of public authorities, representatives of companies.
- dissemination events at local level, bringing together teachers, students, parents and representatives from the companies, working in the professional field covered by the school, and NGOs, to present the project, flipped classroom approach, and how it can contribute to more efficient education, better learning outcomes and closer cooperation with companies, connecting the students with their potential future employers (e.g. through including themes related to work of companies into videos, used for flipped classes approach).

- a special ‚News' section on the project web-site, including the progress of the project activities, information about past and upcoming events.

4. Development of Dissemination Reports

The dissemination activities will begin from the first month of the project. During the first meeting a detailed calendar of dissemination will be agreed upon with the partners.

For each dissemination activity implemented, an assessment will be made of the number of subjects achieved within the target group, the (e.g. number of contacts following the presentation of the project at a conference), and the consequences of the action. Every 6 month, each partner will report, based on a common and agreed template, the dissemination activities held.

For the Interim and Final Reports, each partner will provide a more detailed report on the dissemination activities done.

TARGET AUDIENCES

One of the aims of the E-Classes project is the dissemination of the objectives and results of the project to its target groups, which are:
- VET schools (VET school system)
- VET teachers and students
These are the principal target group of the project, responsible for implementation of teaching methodologies, therefore they will be subject to dissemination to encourage the adoption of the flipped methodology in VET schools. They will have a central role in exploitation and multiplication of project results.

Related target group will be
- Headmasters of VET schools
- Parents
- (VET) students associations
VET students are a target group and, together with parents (because of their responsibility for their children) and students associations, the final beneficiaries of the project, who will benefit from improved teaching as a result of use of the flipped methodology. Their positive attitude, active involvement and motivation, and good information of parents, is very important for successful implementation of flipped classes methodology or other innovative methodologies in schools. VET students will be actively involved in creation of flipped classes, and they will, together with their parents, actively participate in local dissemination events at schools and VET students associations will participate in other dissemination activities

- Teacher education institutions:
- Continuous Teacher training institutions (e.g. County Teacher Training Center)
- Universities

These institutions present the primary resource of knowledge and competences for teachers and also major actors in development of innovative didactical approaches, therefore they can have a direct, long term influence on the competences of teachers and their approach to teaching, possibly setting long term trends of teachers' education and work. This makes them a primary resource for multiplication of the flipped clases approach, therefore it is of utmost importance that they are well informed and familiar about the flipped classroom approach and the opportunities it offers, and should be included in all dissemination activities.

- Public authorities on national and European level (e.g. County School Inspectorate)
These institutions play a part in decision making, policy development and financing on the national and European levels. Through their actions they can support introduction and implementation of innovative open teaching methods and of ICT-supported education, as well as provide resources for the digital upgrade of schools. Therefore, promotion of the project and of the flipped classes approach as an innovative teaching method, that brings new opportunities and better education outcomes, and dissemination of results to these institution is crucial to make them aware of the opportunities that innovative open education methodologies can bring.

- Companies
The flipped classes approach brings new opportunities for active involvement of companies in teaching and learning activities and for closer collaboration between schools and companies, which is one of the priorities of Erasmus+. Companies and representatives of companies will take an active part in local dissemination activities at schools

- Other schools and teachers
Although the project is specifically aimed at VET schools, the flipped classes approach is very relevant and interesting also for other kinds of schools (primary, secondary, high schools), therefore they will also be a target of project promotion and dissemination of project results

CHANNELS AND TOOLS TO REACH THE TARGET AUDIENCES

In order to reach out the above audiences, the E-Classes project uses a number of channels and cooperates with relevant local, national and international organisations, projects and initiatives sharing similar objectives.

Dissemination tools and channels used by the E-Classes consortium:

Online channels and tools:

Website is the main channel to communicate the project progress and final results to the target audiences and general public through a number of instruments (such as general information about the project and members of the consortium; project news feed; calendar and announcements of upcoming events; products developed by the consortium; activities).

Facebook project page. To ensure a wide promotion of the project, aims and activities, the project consortium will set up a project Facebook page. The specific and general public will be informed by periodic posts of the consortium on information about the project. This channel is an opportunity for exchange of resources and information of topics related to the project.

YouTube Channel. To ensure a wide promotion of the project and of the videos (including the flipped classes lessons created within the project).

Emailing project information, invitations, newsletters to target organisations and stakeholders: the partners will jointly create the project e-mail list which will include contact details of individuals and institutions. This list will be regularly updated throughout the project.

Direct channels:

Face-to face meetings and phone calls

National Dissemination Events

2 multiplier events per each country (in total n. 8 events), in which at least 30 stakeholders/participants per event will take part. Each of the partners will organize at least one multiplication event. The target group for multiplication events will be representatives of VET schools and VET teachers, representatives of students organisations, representatives from school inspectorate (or other body, providing officially recognised continuous teacher training, depending on the country), representatives of public authorities, representatives of companies.

Other events & initiatives: partners will participate with presentations at relevant workshops, conferences, cluster meetings, etc.

Contacts with key decision makers in the education field will be made in order to raise their awareness on the project's activities and results that can be taken into account in the planning of future practices.

Active involvement of the project target groups and beneficiaries in the dissemination activities. They will be asked to act as hub for spreading the project information among their colleagues according to a peer-to-peer approach.

Publications of articles in specialized journals and in more general-purpose magazines addressed to the general public; press releases; abstracts of conference proceedings; web postings and various social communication media to raise awareness about the project, share the project experiences and mainstreaming the project achievements.

Information and promotional materials

- **Project brochure**
- **E-Brochures**
- **Press releases**
- **Promotional video** with presentation of the project
- **PPT presentations**

DISSEMINATION PLAN

APPENDICES

Table 1: Project visual identity

Table 2: Partners' report of dissemination activities

Table 3: Partners' responsibility matrix

Table 1: Project visual identity

Project title	Flip your classes through multimedia enriched apprenticeship simulations and develop e-skills for VET teachers and students to enhance youth employability
Project Acronym	E-Classes
Ref. no.	2017-1-RO01-KA202-037344
Programme	Erasmus+
Action	Strategic Partnerships for vocational education and training
Project Logo	
Erasmus+ Logo	
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Table 2: Partners' report of dissemination activities

Partner: …………………………..

Period reported: …………………………..

1. Specific events organized for the project purpose (direct dissemination events)

Name of event	Place	Date	Target audience	Type of participation Oral communication, Presentation. Participation in a round table, working group, plenary session, etc	Partners involved

2. Events with potential participation of the E-Classes project (indirect dissemination events)
Provide information of events (local, national or international) where you were able to promote the E-Classes project.

Name of event	Place	Date	Target audience	Type of participation Oral communication, Presentation. Participation in a round table, working group, plenary session, etc	Partners involved

3. Other dissemination activities
Please provide details on other activities you may carry out to disseminate the project (publication of articles, elaboration of dissemination materials, posts online, etc.)

Type of activity	Date	Where (Source/link)	Target audience	Partner

Table 3: Partners' responsibility matrix

Product/Activity	Purpose/Target audience	Numbers/Indicators	Timing	Responsible(s)
Visual identity: Logo	Public at large	1 logo created	After first TM1	IT World
Website	Public at large	1 website created/ annual number of visitors equal to or higher than 500	After TM1	IT World
Facebook page	Public at large	1 Facebook page – with at least 800 members;	After TM1	EuroEd
Promotional brochure	Public at large	1 Brochure (EN+RO+ES+IT+BG)	Proposal on TM2	EuroEd, all
YouTube Channel	Public at large	1 YouTube channel – at least 800 visualizations	After TM2	EuroEd
E-brochures	Public at large	6 E-brochures (newsletters on the project)	Every 6 months	EuroEd, all
Dissemination actions: meetings, workshops, debates, informing, public presentations, etc.	VET teachers, students Education organizations Public at large	2 actions per month 300 dissemination actions; over 2500 people informed on the project	24 months	All
Project presentation video - interviews with a representative of each partner organisation, which will show the evolution from the beginning to the end of the project	Schools Public at large	4 Project presentation video (+ Subtitles in EN)	At the end of the project (before the final Multiplier events)	All

Short videos documenting the development of flipped classes in practice – recordings of highlights from flipped classes in practice and experience of students/teachers.	Schools Public at large	4 (1 per country)	At the end of the project (before the final Multiplier events)	All
Media E-Brochure publicizing the project results	Public at large	1 Media E-Brochure	At the end of the project	EuroEd
Publication of articles in specialised publication	Public at large	1 per partner	During the project period	All
Multiplier events E1, E2, E3, E4 Rethinking Education integrating Flipped Classes, ICT and OER – E-Classes project for VET teachers	1 day event: promotion of IO1&IO2 Debates on how to create and use flipped classes for STEM and transdisciplinary areas	30 local participants Agenda and invitation List of participants Presentations Evaluation Short video & photos Media cover/Press (1 article)	September – October 2018	LTMA – E1 CECE – E2 BANA – E3 CIPAT – E4
Multiplier events E5, E6, E7, E8 Open up Education - Virtual E-Classes Learning Environment for vocational education and training	1 day event to promote and sum up the E-Classes project to the local/national community. Dissemination of all IO.	30 local participants Agenda and invitation List of participants Presentations Evaluation Short video & photos Media cover/Press (1 article)	May-June 2019	EuroEd – E5 CeSur – E6 Pixel – E7 IT World – E8