



# Dissemination and Sustainability Plan

January 2020

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<b>Coordinator:</b>	Prof. dr Jelena Ignjatović
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## DOCUMENT CONTROL SHEET

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### Aims and objectives of the document

Although effective dissemination is one of the key elements used to enable publication and popularization of the project results as well as to create a good image of the project, the main goal of this plan is the definition of the tasks and the dissemination channels used to make the project results accessible to larger beneficiary groups. Another significant contribution is to the mutual awareness of partners.

### Description of the TeComp project

The main objective of the TeComp project is to improve the quality of higher education in the field of natural sciences and mathematics, through greater integration of modern pedagogical approaches, methodologies and technologies in teaching and learning in the PC HEIs. To achieve this goal, it is necessary to enhance professional competences and skills of teaching staff in order to enable them the usage of the full arsenal of available teaching tools in the field of natural sciences and mathematics. Consequently, continual professional development of teaching personnel must become the imperative across all higher education institutions. In order to achieve this goal, the series of training courses for teaching staff in the areas of teaching methodology in higher education, modern pedagogical approaches and technology enhanced teaching and learning will be implemented as outcomes expected to be accomplished during the project realisation. To stimulate internationalisation, the training of teachers for teaching and academic writing in English will be organised.

Additional objective of the project is to raise general awareness of all stakeholders of the necessity of improving the quality of teaching and learning by adopting modern pedagogical approaches and using the latest technological achievements and to encourage them for active involvement in the realisation of these improvements.

The primary target group are newly hired assistants and young HEI teachers as well as the students in the field of natural and mathematical sciences. At the second stage of project impact, right after the project ends, our aim will widen to accommodate other areas of higher education.

The Project tends to promote a program of continuing professional development of teaching staff at the HEI in Serbia and Albania that will continue even after the completion of the project.

One of the main ways to ensure the proper dissemination and exploitation of the project results is the size of the project's target group. The project activities directly and indirectly involve around 1500 teachers and teaching assistants, and over 15.000 students in the field of natural and mathematical sciences at the PC HEI. With these many people involved in the project activities, we have utilized strong visual identity, clear donor support in all the activities and relevant information about the project available to all the participants via different platforms.

## Dissemination Goals

Primarily, we must strive to raise awareness about the necessity of modernisation of teaching and learning through the integration of new technologies and relevant pedagogy. The TeComp project aims at the promotion of wider integration of online technologies and pedagogies in teaching and learning through the launch of several pilot projects which should demonstrate the benefits that it brings both to teachers and students.

Effective dissemination of Project results plays an essential role in the transfer of the acquired knowledge to the target group, which maximises the impact of the project and largely determines its success.

Goals of the dissemination process could be defined as follows:

- The transfer of knowledge and expertise in the relevant areas of higher education;
- Presentation of TeComp project achievements based on annual joint reports prepared at relevant decision-making bodies at partner institutions;
- Spread of the information about the project to various groups of stakeholders, other HEIs, the academic community and the general public;
- Increasing the accessibility of the information about new/modernised courses to all of the students;
- Strengthening personnel infrastructure through the introduction of continuing professional development of teaching staff in the system of higher education;
- Increasing the accessibility of the information about CPD courses to younger university teachers/assistants.

## Dissemination strategy and dissemination activities

The dissemination strategy will be described by the following:

- Defining target audience and users of produced knowledge;
- Specifying the ways of communication for exchanging the information and expertise among both the project team members and target audience;
- Describing a range of appropriate informational and instructional materials and developing mechanisms for their effective dissemination;
- Forming and creating an exact timetable of the individual dissemination actions, as well as a set of roles for the partners.

This strategy of the project is based on two main channels:

- Internet and video-conferencing communication
- Organising the events

The most important way of the internet communication will be the project web pages, social networks like Facebook and LinkedIn, project administration platform or meetings organized via Video conferencing (Lifesize systems) which will improve the efficiency of the contact between the partners.

Important and effective way of the project dissemination will be the organization of events at the project partners institutions, where the outputs of the project would be presented, described in detail, discussed and interactively demonstrated to the general public.

To achieve the dissemination goals the following activities have been realised:

- Setting and updating of the Project web site
- Designing the Facebook and LinkedIn pages
- Designing, printing and publishing promo materials
- Organising a Workshop on innovative teaching and learning methodologies and pedagogical approaches at the UNI
- Developing a Rulebook on CPD of teaching staff
- Open days at each partner university
- Organising popularisation lectures
- Dissemination of annual joint reports
- Developing a Strategy for the support and on/going improvement of the quality of teaching and learning
- Transfer of decisions made by the consortium through video recordings of meetings, reports, prepared informational and instructional material
- Disseminating of the information about the project progress and outcomes through press releases sent out to the media
- Final Conference of the TeComp project

## **Creating and updating the TeComp project website**

*Task leader: P1 – University of Niš*

*Estimated start date: December 2018*

*On-going activity until the end of the project*

*Language: English (Serbian, Albanian - maybe)*

### **Description:**

One of the main dissemination tools is the projects website [www.tecomp.ni.ac.rs](http://www.tecomp.ni.ac.rs) which is designed and created by the project coordinator UNI at the very beginning of implementation. The website contains all relevant information for the project partners, users and participants, and as well the general public, and it is maintained and regularly updated.

All information about the project activities and financial support of the Erasmus plus program of the EU is clearly indicated in accordance to the visibility guidelines of the program. Project activities are thoroughly explained, and all relevant documents are regularly published and updated. The project coordinator UNI has taken the responsibility to coordinate this activity, and all the other partner institutions are regularly sending materials and publications for the purpose of the website.

The website also contains information about implemented mobility activities, as well as agendas, materials and presentations useful to the participants and visitors and the gallery containing photos taken during the project meetings and workshops.

The link to the TeComp Project Administrative Platform which is used for the exchange of the documents among the consortium members is also available there.

Some interesting news about the project outcomes, ongoing activities, project achievements and photos of informal gatherings of consortium representatives will be presented and uploaded to all social network pages of the project.

#### Target group:

- Project team
- Teachers and students at the PC and EU partner institutions
- Professional public
- Stakeholders
- Wide public

#### Measurement of success:

The number of website visits is being monitored daily, weekly and monthly.

## Design, printing and publishing of promo material

*Task leader: P2 – University of Belgrade*

*On-going activity until the end of the project*

*Language: English (Serbian, Albanian)*

#### Description:

Within this activity the logo of the project was designed to symbolize the bridge over the river of knowledge, which connects Higher Institution staff across Europe and enables exchange of knowledge, expertise and competence among them. This logo is main symbol of the project (besides the acronym) and it will be presented in every part of dissemination material.

Promo material (leaflets, flyers) informing about the project activities and project outputs have been/are/will be developed and distributed whenever the opportunity arises: at the Kick-off meeting, Workshop, open days at each partner institution, during the organization of popularization lectures and some other events where members of the consortium will participate (conferences, seminars, workshops etc.) and at the Final conference.

Promotion of new/modernized bachelor and master study and CPD courses will be widespread, during the third year of the project life, to the various groups of project stakeholders and students via Project and/or official Faculty web sites.

#### Target group:

- Attendants of events organized within the project activities
- Attendants of popularization lectures
- Teaching staff and students of partner institutions
- Teaching staff and students of another PC HEIs

#### Measurement of success:

Number of distributed promo materials.

## **Workshop on innovative teaching and learning methodologies and pedagogical approaches at the UNI and a Rulebook on CPD of teaching staff**

*Task leader: P10 – University of Nis*

*Estimated start date: May 2020*

*Due date: May 2022*

*Language: English, Serbian*

### **Description:**

An important activity in project dissemination will be organization of a Workshop on innovative teaching and learning methodologies and pedagogical approaches, where prepared printed and electronic material in this area, as well as aims, objectives and planned activities of the project, will be promoted to the teaching staff from all partner institutions (including other Faculties from the universities).

A Rulebook on continuing professional development of teaching staff in the field of teaching (not in the scientific field) which will be submitted to the relevant bodies of the PC HEIs for adoption will establish the forms of professional development for teachers/assistants, priority areas for vocational training programs, and other issues important for continuing professional development to be enrooted in the system of higher education in order to strengthen personnel infrastructure.

### **Target group:**

- students, teachers, researchers and administrative staff from the institution
- other stakeholders

### **Measurement of success:**

Number of participants at the workshop.

## **Open days and organising popularisation lectures at each partner university, dissemination of annual joint reports**

*Estimated start date: May 2020*

*Due date: May 2022*

*Language: Serbian, Albanian, English*

### **Description:**

A numerous of popularization lectures and open days will be organized during the second and the third year of the project realization both in the PC and EU countries involved in the project, where the information about the project will be given to various groups of project stakeholders, other HEIs, the academic community, students, prospective students and to the general public. These gatherings will be organized at the institutional level and marketing activities will be undertaken at the local public level as well as the regional level.

Open Days will be regularly organized by most of the HEIs to provide an insight into studying at the University, to attract prospective students and to inform the wide public about research results and about other activities of the institution. The information about the regular program of continuing professional development of teaching staff offered at the Serbian and Albanian universities will be introduced.

#### Target group:

- students and prospective students
- prospective participants of CPD courses (Young university teachers and teaching assistants)
- project stakeholders
- academic community
- general public

#### Measurement of success:

Crowd size during the popularization lectures.

## Dissemination of annual joint reports

*Task leader: P7 –University of Belgrade*

*Due date: May 2022*

*Language: English, Serbian, Albanian*

#### Description:

For the purpose of disseminating information about the project achievements, annual joint reports will be prepared on the basis of the individual project reports from the PC HEIs. These annual reports will be presented to relevant bodies at partner institutions and information about them will be available on the project website.

#### Target group:

- project stakeholders
- academic community
- general public

#### Measurement of success:

Number of participants.

## Developing a Strategy for the support and on-going improvement of the quality of teaching and learning

*Task leader: P7 –University of Belgrade*

*Due date: May 2022*

*Language: English, Serbian, Albanian*

#### Description:

Each PC institution should develop and implement a strategy for the support and on-going improvement of the quality (shortly IQ) of teaching and learning, devoting the necessary level of human and financial



resources to the task, and integrating this priority in its overall mission, giving teaching due parity with research. The proposal for such a strategy at the institutional level will be made and submitted to the appropriate bodies of PC institutions for adoption. We will lead the campaign for raising awareness about the importance of this strategy and the need for its adoption.

#### Target group:

- academic community

#### Measurement of success:

Adoption of the Strategy for IQ in T&L .

### Information transfer

It is planned to organize the transfer of all the decisions made by the consortium through video recordings of meetings, reports, prepared informational and instructional material.

Immediately upon holding the Workshop on innovative teaching and learning methodologies and pedagogical approaches the project will be actively presented on TV, in magazines and on the websites of the institutions in and outside the project as well as at various gatherings. The starting point will be a presentation of the TeComp project and a short report from the Workshop at regional TV stations and on the UNI and Faculty websites.

To sum up, project activities and their results have been disseminated through quite a lot of dissemination channels both among the project partners themselves (primarily through the PAP and the various meetings of Consortium partners) and outside the project – i.e. they have been disseminated to larger beneficiary groups in addition to project partners (through the project web-site, the web-sites of partner institutions, open days and organising popularization lectures at each partner institution or promoting project results at some appropriate conferences. All of has come as a result of a clear definition of tasks that the UNI TeComp team set in the area, at the very beginning of the project (at the Kick-off Meeting), namely that all partners in the consortium must do their fair share of dissemination activities both inside and outside their institutions.

We will explore the interactive potential of video in higher education, but now by stressing its capabilities to support assessment of these competences.

The project team plans to go ahead with carrying out the dissemination-related activities to the end of the project (making various types of project-related information available on the project website and elsewhere, designing and distributing project promotional materials, giving information about the project given at various dissemination gatherings etc.) and currently envisages no major problems in doing so, just as there have been no major problems in doing this so far.

## Sustainability

From the very beginning of the project, emphasis has been placed on the dissemination of the information and acquired knowledge related to the activities and deliverables of the work packages, and it will continue during the project's realisation and after its completion. The project website is regularly updated, containing various types of project-related information including final reports, officially adopted procedures at all Serbian HEIs, as well as good practices recommended by EU partners. It is also linked at all partners' institutional websites. All the information therein may serve as a good point for improving local procedures, even after the completion of the project. This visibility will enable the exploitation of the project results, for five years after the completion of the project. We are hoping that several seminars for non-partner institutions for the multiplier effect will be organised after the Final project conference. Some of the project deliverables, which will become a part of regular practice, are considered to be the pillars of sustainability.

New/modernised courses that are planned to be installed during the TeComp project are some of the main project deliverables. At least five bachelor and master courses in psychology, pedagogy, methodology and usage of modern technologies are supposed to be modernised or approved at each Serbian and Albanian partner HEI institution. Some CPD courses in these fields will be developed at the same time. The BSc and MSc are supposed to continue as a part of newly accredited study programs at the partner country universities.

After the end of the project, CPD courses will still be on offer to professional stakeholders. One of the guarantees for their sustainability is a tendency for adoption of the rulebook that requires completion of some certified courses by everyone who aspires to be an assistant/teacher at a high educational institution.

A great number of adopted legal and procedural documents will also create the obligation for the maintenance and regular updating of formed networking structures, services and databases. Finally, since increased mobility and internationalisation of Serbian and Albanian HEIs is a prominent strategic goal of higher education in Western Europe, it is expected to increase in the future period. However, we believe that the project will raise awareness of partner, as well as non-partner HEIs, to recognize their interest in enhancement of their capacities, knowledge and skill sets and make use of some of the analytical, methodological, and technical results of this project.

Having in mind the specificity that the most of the Serbian universities consist of independent faculties, the main effort will be devoted to foster the overall procedural frame and capacity building at the faculty level and their networking both horizontally (towards related faculties) and vertically (towards universities' structures and nationwide).



# *University of Niš*

## *The TeComp Consortium*

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