Learn2Analyze (L2A)

An Academia-Industry Knowledge Alliance for enhancing Online Training Professionals' (Instructional Designers and e-Trainers) Competences in Educational Data Analytics

Erasmus+ Program
Knowledge Alliances (Key Action 2)
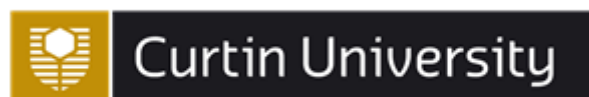AGREEMENT NUMBER: 2017 - 2733 / 001 – 001
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R16. Dissemination Plan

Disclaimer:

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Executive Summary

The scope of **Result 16** (**Dissemination Plan**) is to describe the consortium's dissemination strategy for raising awareness of the project, promoting the core outcomes of the project and facilitate connections with professional communities and policy making organisations. To this end, the document defines the objectives of the dissemination strategy, identifies the targeted audience, defines the key message of the project, describes the selected instruments and, finally, it summarises the WP6 project results, the timeline of implementation and the available resources.

The Dissemination Plan (and strategy) will be reviewed regularly to monitor its effectiveness and to consider possible corrective actions, as well as, new dissemination actions and instruments, suggested by project partners and involved stakeholders.

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1. Scope

The scope of **Result 16** (**Dissemination Plan**) is to describe the consortium's dissemination strategy for raising awareness of the project, promoting the core outcomes of the project and facilitate connections with professional communities and policy making organisations. To this end, the document defines the objectives of the dissemination strategy, identifies the targeted audience, defines the key message of the project, describes the selected instruments and, finally, it summarises the WP6 project results, the timeline of implementation and the available resources.

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2. Dissemination Strategy

2.1 Introduction

According to relevant guidelines produced by the European Commission[1,2], in order to ensure a successful **Dissemination Strategy**, the following actions need to be considered:

- Define the objectives of the dissemination strategy

- Target the audience

- Define the message(s)

- Select the appropriate tools

- Plan the program

2.2 Dissemination Objectives

The **objectives** of the project's dissemination strategy are:

- **raise awareness** about the core concept of the Learn2Analyze project, namely, (i) the need for *Educational Data Literacy* for e-learning professionals (mainly, Instructional Designers and Trainers) engaged in the design, the implementation, the delivery and the evaluation of Online and/or Blended Learning Courses, as well as, (ii) the project activities;

- **promote** the core outcomes of the Learn2Analyze project, namely, (i) the L2A Educational Data Literacy Competence Profile proposal for Instructional Designers and Trainers of Online and/or

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[1] European Commission, "European Research: A Guide to Successful Communications", European Communities, ISBN 92-894-7882-9, 2004

[2] European Commission, DG for Research and Innovation, "Communicating EU Research and Innovation: A Guide for Project Participants", European Communities, ISBN 978-92-79-2563964, 2012

Blended Learning Courses, and (ii) the L2A MOOC on Educational Data Literacy;

- **attract enrolments** to the Learn2Analyze MOOC;

- facilitate **community building** of in-service e-learning professionals, academics and researchers, university students, managers and administrators, policy makers and leaders, interested and/or engaged in Educational Data Literacy;

- **establish contacts** with relevant international organisations and policy makers, i.e. the International Board of Standards for Training, Performance and Instruction (ibstpi) and IEEE Industry Connections Consortium on 'Learning Engineering' (IEEE ICCLE).

2.3 Identify the Targeted Audience

The main **targeted audience** of the Learn2Analyze dissemination strategy is presented below:

A. Experts with Experience in Educational Data Literacy

- Academics involved in teaching Higher Education Courses specifically for Educational Data Literacy

- Researchers in Digital Learning and/or Learning Technologies and/or Educational Data Literacy

- Professionals involved in supporting Educational Data analysis in Higher Education and/or Professional Development

B. Practitioners in Instructional Design and/or Online Education/Training

- Professional Instructional Designers and/or (e-) Tutors of Online and/or Blended Courses

- Professionals involved in supporting Teaching & Learning in Higher Education and/or Professionals involved in supporting Professional Development

C. Managers in (Online) Education/Training

- Senior Managers in a Higher Education Institute

- Senior Managers in a Professional Development Service Provider

- Senior Managers in an e-Learning Service Provider

- Senior Managers in a Governmental Education Policy Making Institute

D. Academics/Researchers in Instructional Design and/or Online Education/Training

- Academics involved in teaching Higher Education Courses on Digital Learning and/or Learning Technologies and/or Instructional Design and/or Online Education

- Researchers in Digital Learning and/or Learning Technologies and/or Instructional Design and/or Online Education

E. Higher Education Students (undergraduate and/or postgraduates)

- Educational Technologies

- Education, Teachers Training, Instructional Design, Online Education

2.4 Define the Key Dissemination Message

According to relevant guidelines produced by the European Commission[3,4], for the definition of the *key message* it is important to:

- Demonstrate the importance of the message so as to increase its value to the recipient;

- Minimize the effort required on the part of the recipient to understand and accept the message.

Furthermore, according to international literature[5], communicating messages in a dissemination strategy needs to:

- Be *relevant*, that is, connect to the targeted recipient's reality;

- Be *understood*, that is, formulate and organize the message in a clear and simple manner;

- Be *persuasive*, that is, highlight actions and concrete outcomes.

The benefits of a suitably framed message are vital for the effectiveness of the dissemination strategy. The main message already created is the slogan of the project, which is:

<div align="center">

Learn2Analyze

Learn to Analyze Educational Data and Improve your Online Teaching

</div>

It is a clear and powerful message, aiming to connect the two main concepts of the project namely, the analysis of educational data and its effect to teaching and learning.

2.5 Selection of Instruments

The main **instruments** of the Learn2Analyze dissemination strategies are summarised below:

2.5.1 Project Logo

The **project logo** is related to the key project message.

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[3] European Commission, "European Research: A Guide to Successful Communications", European Communities, ISBN 92-894-7882-9, 2004

[4] European Commission, DG for Research and Innovation, "Communicating EU Research and Innovation: A Guide for Project Participants", European Communities, ISBN 978-92-79-2563964, 2012

[5] Communication Canada, "Successful Communication ToolKit", Communication Canada, ISBN 978-92-79-2563964, 2003

2.5.2 Project Web Site

The **project website** is the core dissemination instrument. It will be intensively published and promoted in all other dissemination instruments. The following urls are purchased and reserved:

http://www.learn2analyze.eu/ and **http://www.learn2analyse.eu/**

2.5.3 Promotional Videos

The project will produce 3 different **short promotional videos** for promoting:
- the project's concept, value proposition and facts;

- the Learn2Analyze MOOC;

- the project's Educational Data Literacy Competence Profile.

The promotional videos will be available in the project web site and in the **project's channel @YouTube**.

2.5.4 e-Brochures & e-Posters

The project will produce 3 different **e-brochures** (2 A4 pages) and **e-posters** (1 A3 page) for promoting:
- the project's concept, value proposition and facts;

- the Learn2Analyze MOOC;

- the project's Educational Data Literacy Competence Profile.

The brochures and the posters will be available in electronic form through the project web site and printed on demand for distribution to exhibitions, conferences and public meetings.

2.5.5 Media Releases and Campaigns

The project will produce 3 different **media releases** for promoting:
- the project's concept, value proposition and facts;

- the Learn2Analyze MOOC;

- the project's Educational Data Literacy Competence Profile;

and distribute then through appropriate dissemination channels, including:

- focused mailing lists;

- social media, mainly, Facebook and LinkedIn groups;

- institutional dissemination channels;

- the mailing list of the EDU1x MOOC (Analytics for the Classroom Teacher) including 12000+ enrolled participants.

2.5.6 Presentations to National, European and International Conferences and Exhibitions

The key outcomes of the project will be **presented** in selected National, European and International Conferences and Exhibition, so as to advance the objectives of the dissemination strategy (as described in section 2.1 of this document). Emphasis will be given to keynote and invited plenary

presentation to major international and national events, so as to maximize the dissemination effect of this instrument.

2.5.7 Academic Publications

The academic partners will prepare and submit **academic publications** as follows:

- a **book** to be published by an international publisher on the project's proposed Educational Data Literacy Competence Profile (related to the work of WP2) which will be the major reference publication of the project to the wide audience;

- an **edited special issue** on Educational Data Literacy in a major international journal that will be a reference volume on the topic with papers authored by the most influential researchers in the field;

- at least **2 journal papers or book chapters** from the work conducted in WP2 (literature review on Educational Data Literacy Competence Profiles and the Validation of the projects EDL-CP proposal through the expert survey);

- at least **2 journal papers or book chapters** related with the design and the evaluation of the L2A MOOC (WP3, WP5).

2.5.8 Erasmus+ Dissemination Platform

Finally, at all stages, the project will be exploiting the Erasmus+ Dissemination Platform (http://ec.europa.eu/programmes/erasmus-plus/projects/) to advance the objectives of the dissemination strategy (as described in section 2.1 of this document).

2.5 Project Results (WP6), Timeplan & Resources

The tables in Appendix I present the timeplan and the resource allocation per partner for the implementation of the dissemination strategy with a direct link to the project results (described in Annex 1 (Description of Action) of Grant Agreement).