Learn2Analyze (L2A)

An Academia-Industry Knowledge Alliance for enhancing Online Training Professionals' (Instructional Designers and e-Trainers) Competences in Educational Data Analytics
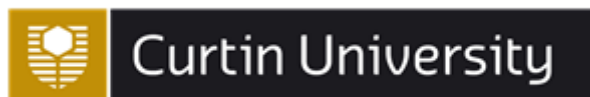
Result 17: Report of dissemination and exploitation activities (M1-12)

Result 18a: Report of dissemination and exploitation activities (M13-18)

Disclaimer:

The Learn2Analyze project results are developed with co-funding by the European Commission through the Erasmus+ Program of the European Union (Cooperation for innovation and the exchange of good practices - Knowledge Alliances, Agreement n. 2017-2733 / 001-001, Project No 588067-EPP-1-2017-1-EL-EPPKA2-KA). The European Commission's support for the production of this publication does not constitute an endorsement of the contents, which reflects the views only of the authors, and the Commission will not be held responsible for any use which may be made of the information contained therein.

Learn2Analyse Consortium

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Executive Summary

The scope of **Result 17** and **Result 18a** is to present the dissemination and exploitation activities of the Learn2Analyse project during the period M1-12 (R17) and M13-18 (R18a) following the activities planned in **Result 16** (Dissemination Plan).

Table of Content

1. Scope

The scope of **Result 17** and **Result 18a** is to present the dissemination and exploitation activities of the Learn2Analyse project during the period M1-12 (R17) and M13-18 (R18a) following the activities planned in **Result 16** (Dissemination Plan).

2. Dissemination Strategy

2.1 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 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).

2.2 Targeted Audience

The main **targeted audience** of the Learn2Analyze dissemination strategy are:

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

- School Teacher in K-12 Education

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

3. Dissemination and Exploitation Activities

Project Web Site	The project **web site** was published **14.8.2018** *http://www.learn2analyze.eu/ and http://www.learn2analyse.eu/*
Promotional Video & e-Flyer & e-Poster	Learn2Analyse **YouTube Channel** created **3.6.2019**. It has **14 subscribers**. *https://www.youtube.com/channel/UCNmNirCOspLrVl0TOJ73oPA* Learn2Analyse **Promotional Video** released **3.6.2019** to promote both the project's concept and its value-proposition, and the Learn2Analyse MOOC. *https://youtu.be/hWm533GpMKg* Learn2Analyse **e-Flyer** & **e-Poster** released **3.6.2019** at the Learn2Analyse Web Site. *http://learn2analyze.eu/proj/dissemination/*
Media Releases and Campaigns	A Media Release and a 2-month Promotion Campaign is planned to promote MOOC enrolment during the period **1.9 - 1.11.2019** with enrolment opening *15.9. 2019* and the MOOC running *24.10-15.12.2019*.
Presentations to National, European and International	Participation to **EACEA Thematic Workshop** (1-2 Feb2018) - by invitation Invited presentations to **International Conferences & Postgraduate**

Conferences and Exhibitions	**Programs** (at no travel cost to L2A): **Demetrios Sampson (UPRC):** 1. "*Educational Data Analytics for Online Teaching and Learning* ", *8th International Workshop on Learning Technology for Educational Challenges (LTEC'19)*, University of Salamanca, Zamora, Spain 15-18 July 2019 [Keynote Speaker] - 150 participants 2. "*Learn2Analyze: An Academia-Industry Knowledge Alliance for Enhancing Online Training Professionals' Competences in Educational Data Analytics*" International Conference on E-Learning in the Workplace (ICELW) 2019, Columbia University, New York, USA 12-14 June 2019 [Regular Presentation] - 100 participants 3. "*Educational Data Literacy in Online Education*", 9th IEEE International Conference on Technology for Education (T4E 2018), Chennai, India, 12-14 December 2018 [Keynote Speaker] - 250 participants 4. "*Educational Data Analytics for Personalised Learning in Online Education*", 21th International Conference on Interactive Collaborative Learning and 47th IGIP International Conference on Engineering Pedagogy (ICL2018), Kos International Convention Centre, Kos Island, Greece, 25-28 September 2018 [Keynote Speaker] - 150 participants 5. "*Educational Data Analytics for Supporting Teaching and Learning in Online Education*", International Conference on Open and Innovative Education (ICOIE 2018), Open University of Hong Kong (OUHK), 4-6 July 2018 [Keynote Speaker] - 250 participants 6. "*Learn2Analyse: an Industry and Academia Knowledge Alliance on Educational Data Analytics*", MoodleMoot Greece, Athens, Greece, 1-2 December 2017 [Invited Speaker] - 100 participants 7. "*Educational Data Analytics for Personalised Learning in Online Education*", International Online Course Series for "The Frontiers of Learning Technologies in Global Context", Beijing Normal University, 1 November 2017 [Invited Lecture] - 100 online participants P5 (LL) is engaged with the eXact learning solutions team, the provider of the tool presented as one of the Educational Data Analytics tools in the project. This has resulted into a partnership which allowed to present L2A at Learning Technologies, London (https://www.learningtechnologies.co.uk/welcome), a Europe's leading showcase of organisational learning and the technology used to support learning at work. With more than 8,500 visitors, over 200 free L&D seminars, 200+ exhibitors, an exhibition hall packed with the latest learning technologies, innovation and best practice and the industry's leading L&D conference, it provides a unique and exciting environment for all those involved in workplace learning. The project was presented at Learning Technologies, 13th-14th February 2019 and LL also prepared for presentation to Learning Technologies Summer forum, 11th July 2019.
Academic Publications	**Book** - To Be Published *Demetrios Sampson, Zacharoula Papamitsiou, Dirk Ifenthaler, Michail Giannakos*

Educational Data Analytics Literacy

A *SpringerBrief Monograph* for the Series, Educational Communications and Technology: Issues and Innovations Series.

Table of Content

- Introduction
- State of the Art in Educational Data Literacy (brief environment scan - related to Result 2)
- Towards an Educational Data Literacy Competence Model (the Learn2Analyse proposal related to Result 2 & 3)
- Educational Data Literacy Competence Model: From theory to practice (exemplify how the EDL-CP can be put into practice related to Result 4)
- Conclusions and Future Direction

Journal Papers - Under Preparation

Zacharoula Papamitsiou, Demetrios Sampson, Michail Giannakos, Dirk Ifenthaler

Systematic Literature Review of Educational Data Literacy Research

To be submitted to ***Technology, Knowledge and Learning Journal***

Zacharoula Papamitsiou, Maria-Eleni Poulou, Michail Filippakis, Demetrios Sampson, Michail Giannakos, Dirk Ifenthaler

Designing a Conceptual Framework for Educational Data Literacy: Validation

To be submitted to ***Educational Technology Research & Development Journal*** - *Special Issue on Educational Data Literacy for the Digital Age*