



Dissemination Plan

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Agenda

10:30 - 11:30	Presentation of WP4: Dissemination and exploitation Dissemination plan draft proposal Dissemination strategy: Synergies with UNESCO project and activities (projects, school campaigns, videos...) Discussion	TUD and UTB ALL PARTNERS
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Work Package 4.1

A4.1. Dissemination & Exploitation plan definition. The dissemination plan will be prepared to unambiguously define the policies for licensing all the products with an open access license and the dissemination channels (sources and targets), responsibilities, types of media, schedules and other details. This plan must be ready on M4 and its associated deliverable is the Dissemination and exploitation plan (D4.1). The coordinators of this task are P5 (DIT) and P11 (UTB), the same that coordinate the whole work package.

Deliverable 4.1

Expected Deliverable/Results/Outcomes	Work Package and Outcome ref.nr	D4.1	
	Title	Dissemination & Exploitation Plan	
	Type	<input type="checkbox"/> Teaching material <input type="checkbox"/> Learning material <input type="checkbox"/> Training material	<input type="checkbox"/> Event <input checked="" type="checkbox"/> Report <input type="checkbox"/> Service/Product
	Description	This plan explains the dissemination and exploitation strategy of this project. It should involve all the partners, defining the dissemination channels (sources and targets), the responsibilities, types of media, schedules, and other details. In this plan, one the most outstanding part is to define the UNESCO participation in the dissemination activities.	
	Due date	28-05-2019	
	Languages	English	
Target groups	<input checked="" type="checkbox"/> Teaching staff <input checked="" type="checkbox"/> Students <input checked="" type="checkbox"/> Trainees <input type="checkbox"/> Administrative staff <input type="checkbox"/> Technical staff <input type="checkbox"/> Librarians <input checked="" type="checkbox"/> Other		
	<i>If you selected 'Other', please identify these target groups. (Max. 250 characters)</i> Project Partners & Agency		
Dissemination level	<input checked="" type="checkbox"/> Department / Faculty <input checked="" type="checkbox"/> Institution	<input type="checkbox"/> Local <input type="checkbox"/> Regional	<input type="checkbox"/> National <input type="checkbox"/> International

Dissemination and Exploitation Strategy (Pages 87-88 of Project Description) [1/4]

Dissemination and exploitation work in tandem throughout the project, with the main objective to make known the achievements and outputs of W-STEM, and to generate interest in participation in W-STEM activities that reach external stakeholders

At the beginning of the project a dissemination and exploitation plan will be prepared, with a particular focus on the target groups involved in the W-STEM. This will be articulated to analyse the stakeholders' needs and to identify the best communication strategies for reaching them

- High schools*
- Students with a special focus on girls*
- Students' families for the attraction campaigns*
- Young women at the university*
- STEM companies and Women role models taking part in senior positions*
- UNESCO, as associated partner*

Dissemination and Exploitation Strategy (Pages 87-88 of Project Description) [2/4]

In parallel with the development of the dissemination plan, the leaders of the Dissemination WP will coordinate the set up of

- The dissemination infrastructure: the project graphic image, the dissemination website and the setting-up of an open community in EU Zenodo repository*
- The dissemination activities: online (e.g. blogging and participation in relevant communities) and offline (e.g. press, contact with stakeholders, dissemination seminars, participation in conferences, scientific papers). They will build on the contact networks and communication capabilities of partnership*
- Contact management. A record of interested parties will be maintained, both for contact by email bulletins, and also for feeding into the mainstreaming*

Dissemination and Exploitation Strategy (Pages 87-88 of Project Description) [3/4]

There will be an initial focus on STEM faculty, departments, teaching staff and young women from LA universities partners, and also in secondary schools to ensure that these institutions participate fully in project activities and they can attract a significant number of participants for activities

Specific dissemination activities will include

- Distribution of project information (promotional video, leaflets, email bulletins) among students both university and secondary*
- Organization of seminars at each university partner*

Dissemination and Exploitation Strategy (Pages 87-88 of Project Description) [4/4]

Beside this "short range" dissemination, it will be increasingly important to reach in a second step more universities, Educational Authorities, and secondary schools, to promote the project action plan

In this regard, partners will create a network, based on their own contacts, and through registration in the project website, that will be able to offer to new HEI, schools and institutions to be involved in the project

UNESCO has a significant role in the dissemination activity of the project, through the active participation in the preparation of the survey, the selection of role models to be recorded in the mobile-app, the invitation of role-models to support campaigns, etc. This participation, will allow to share the results in the Annual Event organised by 11th February that commemorates the participation of Women in Science, which take place in UNESCO house in Paris, to share advancements, progress and new ideas for increasing participation of Women in Science and enhance the selection of STEM careers in girls

Indicators of Success for Project

Short term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Improvement of Governance & management structures, strategies, mechanisms and processes for enhance access and democratisation to HE	HEIs	Number of new actions and changes implemented for improving governance, management and processes.	Effective actions taken to improve governance and management for attracting Women in STEM
Increase of enrolment rates, improvement of gender equality in programs	STEM Programs	Enrolment rates of Women in STEM programs compared to the initial state.	Women participation in Guidance and mentoring programs and actions implemented.
Better opportunities for students and cooperation with Universities	Secondary Schools	Number of campaigns developed with Secondary Schools and Number of students participating	
Increase of access opportunities to STEM studies (democratisation and access rates).	Female, girls, young Women	Number of Girls having decided to choose STEM careers after the participation in the campaigns.	Better informed choice aligned to skills. Opportunities offered by the HEI to ensure the admission and enrolment of girls in STEM programs.

Long term impact	Target groups/potential beneficiaries	Quantitative indicators	Qualitative indicators
Relevant Public policy linked to HE for improving women access to STEM	Higher Education Sector and National Authorities	Statistical report on Guidelines for building bridging between public policy and HEI.	Initiatives at national level with HEIs to introduce the issue of STEM in Agenda.
Better rates in STEM programs at NON partner Institutions	STEM programs at NON partner HEIs	Number of HEIs staff taking the on-line training modules	
Increase of access opportunities to STEM Studies in NON Associated Schools.	Secondary Schools	Number of secondary schools reached by HEIs to implement new campaigns (using the profiling tool, the Mobile App)	
Better informed choice of STEM programs	Broad number of girls in Latin-America	Mobile App usage report Number of subscribers	
Participation of professional women in business, academic and scientific associations in the STEM area	Professional women of STEM	Number of practitioners in the associations.	Role within the association.
Participation of women in postgraduate studies in the STEM area	Women aspiring to study	Number of women in postgraduate studies in the STEM area	

Four Clear Objectives

1. Set up the dissemination infrastructure
2. Define the policies for licensing all the products with an open access license
3. Define the dissemination channels (sources and targets), responsibilities, types of media, schedules and other details
4. Define the UNESCO participation in the dissemination activities

Objective 1

- Set up the dissemination infrastructure

Internal Management Platform (Moodle) - <https://polis.grial.eu/>
Project website - <http://wstemproject.eu/>
Outputs - <https://zenodo.org/communities/w-stem>
Instagram
Facebook

Objective 2

- Define the policies for licensing all the products with an open access license



“The Creative Commons copyright licenses and tools forge a balance inside the traditional “all rights reserved” setting that copyright law creates. Our tools give everyone from individual creators to large companies and institutions a simple, standardized way to grant copyright permissions to their creative work.”

<https://creativecommons.org/licenses/>

Objective 3 [1/2]

- Define the dissemination channels (sources and targets), responsibilities, types of media, schedules and other details

Engagement with...

- High schools
- Students with a special focus on girls
- Students' families for the attraction campaigns
- Young women at the university
- STEM companies and Women role models taking part in senior positions
- UNESCO, as associated partner

To contribute to Project Impact - Short Term

- Improvement of Governance & management structures, strategies, mechanisms and processes for enhance access and democratisation to HE
- Increase of enrolment rates, improvement of gender equality in programs
- Better opportunities for students and cooperation with Universities
- Increase of access opportunities to STEM studies (democratisation and access rates).

To contribute to Project Impact - Long Term

- Relevant Public policy linked to HE for improving women access to STEM
- Better rates in STEM programs at NON partner Institutions
- Increase of access opportunities to STEM Studies in NON Associated Schools.
- Better informed choice of STEM programs
- Participation of professional women in business, academic and scientific associations in STEM
- Participation of women in postgraduate studies in the STEM area

Objective 3 [2/2]

- Define the dissemination channels (sources and targets), responsibilities, types of media, schedules and other details

Engagement Channels identified in Project Description

- Online (e.g. blogging and participation in relevant communities)
- Offline (e.g. press, contact with stakeholders, dissemination seminars, participation in conferences, scientific papers).
- Contact management. A record of interested parties will be maintained, both for contact by email bulletins, and also for feeding into the mainstreaming.
- Distribution of project information (promotional video, leaflets, email bulletins) among students both university and secondary.
- Organization of seminars at each university partner.
- Through registration in the project website, new HEI, schools and institutions can be involved in the project.

Dissemination Plan

Priority Engagement Channels

- Internal engagement in own universities by W-STEM project members
- W-STEM Website and Social Media
- Columbus Website and Social Media
- UNESCO Website and Social Media
- University partners Websites and Social Media
- Events with secondary schools and school visits
- Conference and summer school

Objective 4

- Define the UNESCO participation in the dissemination activities

UNESCO has a significant role in the dissemination activity of the project, through the active participation in the preparation of the survey, the selection of role models to be recorded in the mobile-app, the invitation of role-models to support campaigns, etc. This participation, will allow to share the results in the Annual Event organised by 11th February that commemorates the participation of Women in Science, which take place in UNESCO house in Paris, to share advancements, progress and new ideas for increasing participation of Women in Science and enhance the selection of STEM careers in girls.

UNESCO

- Suggest news to the communication team and publish through the SAGA project E.g. International Council of Science – UNESCO distributed survey for specific activity through social media
- Include link on UNESCO website
- Talk about the project at all the relevant events UNESCO is involved in
- Include information in database of activities currently under development
- Publication is a challenge, it requires peer review and approval through the publication board
- 11th February – International Day of Women and Girls in Science – W-STEM and UNESCO can discuss doing something next year

Discussion

- 25th April – Day of the Girls in ICT – use this as an opportunity to promote the project

Team

- One representative per partner
- Polito – include whole team
- USAL – Alicia García-Holgado

Today

- Formation of Team
 - One representative per partner
 - One brief (30 minutes) online meeting per month (initially)
- Initial input into dissemination plan
 - What do we need to consider?
 - What are the responsibilities in each of the partners for dissemination?

What do we need to do to engage and disseminate information internally in the University?

- We need to make a distinction between
 1. Dissemination about the project: Use website etc. Who are the audiences that need to know about our project? What messages do we need to get to them? What's the most effective way to get the message out to them (e.g. email for specific people / organisations, meetings, events) and when do we need to send the message to them?
 2. The attraction campaigns: Need to choose appropriate channels. There may be other channels at institutional level or national level. Is this part of the dissemination project, or is this separate?

What do we need to do to engage and disseminate information internally in the University?

- We have two target groups
 1. Project itself
 2. Recruitment
- Use all the platforms and channels in the Institution to promote the project. Include the logo and all the activities
- All the partners prepare news about the kick off meeting and about new products when they're developed
- External engagement: Use fairs and activities that we're already involved in
- Get branded merchandise (e.g. t-shirts, stickers)
- Radio stations

What do we need to do to engage and disseminate information internally in the University?

- Important that people internally and externally know about the project
- Use all the internal channels available to use
- Information should be shared
- Attraction campaigns
 - Talk to women in Science
 - Enhance understanding of Science careers
- Important to highlight key dates

What do we need to do to engage and disseminate information internally in the University?

- Offices and initiatives in Universities
- Connect with informal networks in the University
- Connect with associations related to the University
- Involve stakeholders in all aspects of dissemination
- “Office for Knowledge Dissemination” – in USAL – very important to get this office or similar involved in all universities
- Involve offices / research groups related to gender studies / equality
- Involve ACM and professional bodies (STEM areas) for dissemination
- Involve research institutes in which we’re involved

What do we need to do to engage and disseminate information internally in the University?

- Awareness should be at the highest level, from top down
- All the supports are required
- Engage now with Admissions, etc.
- Policies need to be in place
- Gender strategy and centres in each of the universities – we need to make use of these - Common agenda items
- Summer camps etc. for secondary school students – we need to share knowledge about these within the project
- Use all of our media channels

Disclaimer

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