Enhancing Quality of Technology-Enhanced Learning
at Jordanian Universities
eQTeL
Dissemination Plan

Summary
This plan outlines the different activities that will be carried out during the eQTeL project lifetime, giving detailed information about the project dissemination tools. In order to guarantee an effective promotion and exploitation of the project, multimedia tools, together with publication and events strategies, are identified. Detailed information on timing and deadlines for the issue of dissemination products and information on target groups are also included in the plan.

Introduction
The Dissemination Plan is the tool that can guide the partners in order to disseminate the eQTeL project's objectives and activities, ensure visibility on a wide scale and promote the exploitation of the project's results. A significant emphasis is always placed on the impact of EU co-financed projects and on the concrete plans for ensuring that what they produce will be widely known about and widely used. The results generated, the lessons learned and the experience gained by each project team should be made available to the widest possible audience. The primary means of making this happen are the twin activities of *dissemination* and *exploitation*. Their key objective is to maximise the impact of project results by optimising their value, strengthening their impact, transferring them to different contexts, integrating them in a sustainable way and using them actively in systems and practices at local, regional, national and European levels. Well-planned and well executed dissemination and exploitation ensure that project results have a reach beyond those directly involved in the consortium and an impact that is sustained beyond the project's lifetime.[1]

Key concepts
Dissemination and exploitation are closely related, yet they implies the implementation of distinct activities.

Dissemination can be defined as "a planned process of providing information to key parties on the quality, relevance and effectiveness of the results of programmes and initiatives. It occurs as and when the results become available."
Dissemination is related to making the results/products of a project visible to others, specially the end-users, the target groups and the key-actors that can implement its use.

Exploitation means "making use of and deriving benefit from (a result)". Exploitation is closely associated with the sustainability of the project after its conclusion, since exploitation activities should ensure that the results of the project are used by its target groups and possibly are transferred to other contexts (e.g. other countries; other pedagogical areas, other sectors). In the context of project results it primarily involves the two processes of 'mainstreaming' and 'multiplication', where:
∗ *Mainstreaming* is the planned process of transferring the successful results of programmes and initiatives to appropriate decision-makers in regulated local, regional, national or European systems; and
∗ *Multiplication* is the planned process of convincing individual end-users to adopt and/or apply the results of programmes and initiatives.

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[1] http://eacea.ec.europa.eu/llp/beneficiaries/2013/documents/multilateral/llp_handbook_2013_en.pdf

General Communication Strategy
Overall Communication Objectives
The aim of the Dissemination plan is to establish and run the visibility and communication infrastructure of the project, so that the results and all activities related are widely known in EU and Jordan and that the highest possible visibility is gained in the common educational arena. A special attention will be paid to make dissemination messages attractive enough to generate direct involvement in the project activities by new stakeholders. For the dissemination aspect, the project is already embedded in a strong partnership of all EU and Jordanian universities and relevant authorities that adopt a leadership role in the current "circuits of influence".

The objectives of the Dissemination package are to:
• Disseminate the eQTeL project results at national and international level throughout an efficient strategy and design;
• Increase the university network;
• Exchange Good practices and Quality Assurance

These objectives will be achieved by:
• providing useful information about project results and raising awareness about the existence of those results;
• actively engaging all partners in promoting project in their countries;
• incorporating the needs of the target group and other interested parties (including the EU Commission);
• directly involving the target groups and stakeholders during the different phases of the project's development.

In order to guarantee effective promotion and dissemination of the project, three strategies - Multimedia, Paper and Event - have been identified and different tools will be developed and delivered within the framework of each strategy. Information concerning timing and deadlines of dissemination products and the delivery of information to the target group are included in the dissemination plan. Università Marconi (USGM) coordinates the dissemination activities and all partners are actively involved in disseminating the project results.

Target Groups
The main target audiences and stakeholders to disseminate and exploit the eQTeL project results have been identified. Different groups of stakeholders are connected to the eQTeL project. Considering the characteristics and needs of the target audiences, the Dissemination Strategy will ensure that the appropriate and most effective methods of communication and dissemination will be used. The following audiences have been identified:

Primary Audience (Internal-Project Consortium and EC)
The primary audience is the project consortium that needs information about the project results and progress, as well as the European Commission that needs to establish on-going progress and achievement of results (or targets set). Since they supported the project bid, it is fundamental to keep them informed about what the Prime Contractor and the other Partners are doing. The main communication tools with the primary audience are the Project website and the Internal meetings (both virtual or in presence). The use of such tools not only guarantees the high profile of the project in terms of communication and knowledge sharing but also makes sure that the consortium is constantly engaged and motivated.

Secondary Audience (Target Group)
The secondary audience is the EQTeL project target group that is to say: Jordanian universities professors and students, accreditation authorities (staff and reviews of HEAC), higher education authorities. The project will not only bring together the separated communities of students and teachers

but it aims at creating a framework and a process for further cooperation of this type across other related communities and schools.

The main tools to address the project Target Group is the project Website.

Tertiary Audience (External stakeholders)
EQTeL observes other initiatives in order to identify common opportunities among potential stakeholders that is to say: local authorities, Education Institutions, accreditation authorities LLL professionals and any other actors who might be interested in the project.

Also part of the secondary audience, are the general public and the media who look for key messages, brief communication and contact information. External stakeholders can be easily reached through paper material, participation to key conferences, journal articles, e-newsletter, as well as links established with further Tel initiatives.

Communication Activities
Main Activities
The whole dissemination process will be split in three different but intertwined strategies:
1. Paper strategy;
2. Multimedia strategy;
3. Events strategy.

Multimedia Strategy
Project Portal
Public deliverables and results will be available on the public area of the portal and confidential ones will be shared in the Intranet. The project portal address is http://eQTeL.psut.edu.jo/Home.aspx.

The project portal also offers a specific section for Events and News to highlight relevant international and national conferences and events with stakeholders organised and or attended by the partnership in order to promote the project on a wide scale. Each partner will update news and PSUT will keep track of the feed done to the News section. In addition social media will be also used and combined with events, meeting and important milestones.
• Youtube channel
• Google plus
• Fb, twitter etc.

PAPER STRATEGY
Printed materials are essential for promotional purposes. Brochures and posters in particular can be produced reasonably cheaply and in large quantities, therefore readily lending themselves to large-scale communicative purposes.

1. Project Brochure
At the beginning of the project a multilingual project brochure (in English and Arabic) describing the objectives, activities to be carried out and the partnership set up will be designed and printed. Partners will distribute it on a wide scale targeting HEIs, stakeholders and policy makers at a national level.

At least 300 copies will be printed and they will be distributed at national and international conferences and events.

2. Course Brochure
In order to promote the Pilot Courses a few months before the pilot phase, a course brochure, detailing the contents and describing the training activities, will be designed. At least of 300 copies will be printed and will distribute it to a large target group of university teachers and via partner emailing-lists.

3. Scientific Papers

Scientific papers (at least 12) will be also written by partners and submitted to international thematic conferences. These papers will describe the EQTeL project, its objectives, methodologies and strategies adopted the course training activities and the foreseen project results to be achieved.

Target
- EQTeL Partners
- EU and Jordanian HEI educators and managers
- Stakeholders and Policy makers
- Educational local/national authorities
- Associations/network of universities
- All teachers interested in the course
- All actors interested in the project

4. Newsletters

6 newsletters will be designed and developed presenting the project and published on the eQTeL website. The partners will distribute them on a wide scale targeting university teachers and staff, higher education institutions, accreditation authorities etc. at a national level (at least 100 contacts per partner). An online newsletter is an effective way to keep interested parties informed about the project's progress, achieved results and relevant events at local and international level. Each newsletter will include:
- Information on the progress of the project activities;
- Information about relevant events (conferences, workshops, etc.);
- Articles and publications meaningful for the project.

eQTeL partners will contribute to the drafting of the newsletters by sending news and information to USGM who will compile and publish the final version.

The link to subscribe to the E-Newsletter will be available on the project website.

Main Target Group(s)
- EQTeL Partners
- EU Commission (including TEMPUS Contact points)
- EU and Jordanian HEI educators and managers
- Educational local/national authorities
- Accreditation local/national authorities
- Associations/network of universities
- All actors interested in the project

10 Press Releases
Event Strategy
I) Thematic Conferences

Each partner will identify national, EU and Jordanian conferences focusing on quality assurance in TEL, innovative training approaches, TEL practices and policies, etc. Each partner will be encouraged to submit scientific papers describing the eQTeL project. Participation in conferences and workshops represents an opportunity to promote the project and to learn about new technological and methodological developments in higher education. Almost all the partner are active in major e-learning conferences across the globe therefore opportunities for dissemination at no cost are expected.

The active participation of eQTeL partners may vary from poster-sessions where brochures can be distributed and networking can take place to official prepared presentations of the project to a target audience.

Project partners are encouraged to look for events that would be interesting and relevant for the project and, if possible, to attend them. Partners are also required to evaluate the impact of their participation

to events (feedbacks) and to fill out a brief report on the event and share it among the consortium (see Annex "Dissemination Activities report"). At least 5 conferences will be attended by the partnership and links will be created with at least 6 further TEL initiatives.

5. Final Project Conference

The final conference will be organized at the end of the project in Jordan at the premises of PSUT, with the purpose of publicly presenting the main results of the project and its future developments. Keynote speakers and stakeholders will be invited, with the purpose of developing local and regional capacities and expertise in this field. Decision makers will be also invited in order to promote their active involvement in the project sustainability after the project ends.

Recommendations

Partners must clearly acknowledge the European Union's contribution in all publications and products they realise.

I) Disclaimer

Any publication should mention the following sentence:

"This project has been funded with support from the European Commission. This publication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein." "This publication has been produced with the assistance of the European Union. The contents of this publication are the sole responsibility of <name of the author/contractor/implementing partner/international organisation> and can in no way be taken to reflect the views of the European Union."

II) TEMPUS IV Logo

Partners are required to use the official logo of the TENPUS IV programme when publishing dissemination materials for the project:

III) EQTeL Logo

Partners are invited to use consistently the image and all materials generated from outset. This reinforces the image of the project and the perception of a project that falls under professional quality standards. Partners are required to use the EQTeL Project logo when publishing dissemination materials for the project.

EQTeL Website
http://eQTeL.psut.edu.jo/conference/Home.aspx

EQTeL Consortium
EQTeL multi-actors include twelve Universities from Europe and Latin America:

1. Fundacio per a la Universitat Oberta de Catalunya (FUOC, Spain)
2. Ministry of Higher Education and Scientific Research (MoHE, Jordan)
3. Higher Education Accreditation Commission (HEAC, Jordan)
4. University of Jordan (UoJ, Jordan)
5. Yarmouk University (YU, Jordan)
6. Hashemite University (HU, Jordan)
7. Al-Hussein Bin Talal University (AHU, Jordan)
8. Princess Sumaya University of Technology (PSUT, Jordan)
9. Association of Arab Universities (AArU, Jordan)
10. Università degli Studi Guglielmo Marconi (USGM, Italy)
11. University of Turku (UTU, Finland)
12. European Association for Quality Assurance in Higher Education (ENQA, Belgium)
13. Agencia per la Qualitat del Sistema Universitari de Catalunya (AQU, Spain)

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