



Dissemination and Communication Plan

D7.2

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1. INTRODUCTION

The purpose of the ITELab Knowledge Alliance dissemination plan is to provide the overall communication strategy and dissemination activities of the ITELab Knowledge Alliance project and ensure that these remain consistent and reinforce the project's objectives and key messages. This dissemination plan has been produced by European Schoolnet (coordinator of the ITELab project and work package leader for all dissemination activities) in consultation with project partners. The plan aims to outline how European Schoolnet (as coordinator) and each partner will leverage existing communications channels to target ITE providers, enterprises and policy makers at both national and pan-European level.

All of the tasks and objectives of ITELab dissemination rely on the active and ongoing engagement of all project partners: European Schoolnet, University College Dublin, University of Newcastle, Poly Institute of Santarem, University of Agder, University of Perugia, Steelcase, Iris Connect, SMART Technologies, Microsoft and University of Würzburg.

The general structure of the document follows the typical communications workflow: from setting up objectives and defining target audiences, to specific communication tools, timeline and evaluation:

- Objectives
- Audience
- Key messages
- Communication tools and activities
- Promotion through other existing channels
- Action plan
- Success indicators
- Conclusion

2. ITELAB OBJECTIVES

ITELab aims to build a more sustained initiative involving Initial Teacher Education (ITE) institutions, and ICT suppliers linked to the teacher professional development programmes of education ministries. Building on work carried out in iTEC¹ and the Future Classroom Lab².

ITELab aims to:

- Establish a framework for collaboration on ITE that boosts innovation between universities and K-12 ICT suppliers in cooperation with Ministries of Education.
- Stimulate exchange of knowledge between universities and ICT suppliers in order to ensure that student teachers receive training on the pedagogical use of ICT that is aligned with current innovative practice in schools involving new technologies and future classroom scenarios.
- Establish a sustainable mechanism that ensures a better alignment and integration between the development of ITE curricula and pedagogy in universities with Continuous Professional Development (CPD) programmes for teachers developed by both ICT suppliers and policy makers within education ministries at national and regional level.

¹ iTEC: iTEC (Innovative Technologies for Engaging Classrooms, 2010-2014) was a large-scale European Schoolnet project where education ministries, technology providers and research organisations worked together to transform the way that technology is used in schools. Link: <http://itec.eun.org>

² Future Classroom Lab: Created by European Schoolnet, the Future Classroom Lab (FCL) is an inspirational learning environment funded by EUN and 35 industry partners in Brussels, challenging visitors to rethink the role of pedagogy, technology and design in their classrooms. Link: <http://fcl.eun.org>

3. AUDIENCE

The key target audiences of the ITELab project are:

- ITE HE institutions
- ICT companies
- Policy makers at regional, national and European level
- Student teachers

To address each of the audience groups above, different messages, communication channels and tools will be used in relation to the specific activities and services offered by ITELab.

4. KEY MESSAGES

The vision of the project can be summed up in the project's tagline: 'Innovating ITE curricula'.

The key messages will be adjusted as necessary in the course of the project depending on how project activities evolve. The project's key messages, some common to all, others specific to certain target groups are as follows:

4.1 KEY MESSAGES FOR ALL TARGET GROUPS

ITELab promotes innovation in ITE curricula.

ITELab provides new opportunities for collaboration between student teachers, initial teacher education institutions and ICT industries.

ITELab supports networking and knowledge exchange between ICT industry, teacher educators and policy makers.

By working together the ICT industry and universities can help integrate the use of technology in initial teacher education curricula.

ITELab promotes the pedagogical use of ICT in initial teacher education.

ICT training is an essential component in all teacher education programmes.

ITELab promotes collaboration among education stakeholders and ICT industries.

4.2 ITE HE INSTITUTIONS

Training in the pedagogical use of ICT must be an essential component in all initial teacher education programmes.

The ICT industry and universities can work together for integrating the use of technology in initial teacher education curricula.

Become an Associate Partner and join our online ITELab Forum community and share your ideas on the innovative use of ICT in initial teacher education.

4.3 ICT COMPANIES

ITELab helps ICT companies to showcase their current educational solutions and prepare student teachers to work in C21st classrooms.

ITELab provides opportunities for companies to adapt their existing training resources for use by student teachers within initial teacher education institutions.

The ICT industry and universities can work together for integrating the use of technology in initial teacher education curricula.

Become an Associate Partner and join our online ITELab Forum community and share your ideas on the innovative use of ICT in initial teacher education.

4.4 POLICY MAKERS AT REGIONAL, NATIONAL AND EUROPEAN LEVEL

New forms of collaboration are needed between ITE institutions, ICT industry and educational policy makers to ensure that initial teacher education institutions prepare student teachers to work in technology-enabled classrooms.

ITELab will help policy makers to build better bridges between existing CPD programmes and ITE.

Become an Associate Partner and join our online ITELab Forum community and share your ideas on the innovative use of ICT in initial teacher education.

4.5 STUDENT TEACHERS

Participate in our MOOC and learn how to effectively integrate ICT in your classroom!

Get ready for the classroom of the future! Acquire digital competences through our MOOC!

How can you use technology in your classroom? Participate in our MOOC on digital-supported teaching methods!

Participate in the student community sharing your experiences and ideas, and networking with other student teachers across Europe.

5. ITELAB VISUAL IDENTITY

In order for the project to have its own visual identity and also to better convey the messages to the above target audiences, European Schoolnet's in-house graphic designer designed the ITELab logo. Due to the project's affiliation with European Schoolnet's Future Classroom Lab, the development of the logo started from the Future Classroom Lab's colours and set of graphic elements. On this basis four proposals were designed and, after a consultation phase, the final logo was selected. The logo's objective is to represent the focus of the project, starting from the key words 'initial teacher education'.

As you can see in Fig. 1 education has been represented with the coloured drops and circles that combined give shape to the logo. Inside the drops is a speech bubble which represents the idea of teachers talking while teaching, a stylized dart board indicating the project's focus to target initial teacher education curricula, and three arrows pointing forwards, which represents the essential skills teachers learn in their initial phase of education allowing them to move forward in their careers.

A second version of the logo with the tagline 'Innovating ITE curricula' has also been produced (Fig. 2). Following the graphic style and colours of the logo, Word and PowerPoint templates have also been created. European Schoolnet and the project partners will use this visual identity on all project promotional materials.



Fig. 1 ITELab logo



Fig. 2 ITELab logo with tagline

6. ERASMUS+ VISUAL IDENTITY

European Schoolnet as coordinator of the project, and all project partners are obliged to display the EU flag and to acknowledge the support received under Erasmus+ in all communication and promotional material.

Regarding the Erasmus+ logo, the European Union emblem (flag) must be used and the name of the European Union displayed in full. The name of the Erasmus+ programme can appear with the flag. The preferred option is to write "Co-funded by" or "With the support of", then "the Erasmus+ programme of the European Union" next to the EU flag, as show below.



More information can be found here: http://eacea.ec.europa.eu/about-eacea/visual-identity_en

7. COMMUNICATION TOOLS AND ACTIVITIES

7.1 OVERVIEW

Table 1 provides an overview of the main communication tools used in ITELab and their basic characteristics. Each tool is described in detail later on.

Activity	Channel	Characteristics
Website	http://itelab.eun.org/	Official Project information, news, Direct access to EUN's Facebook and Twitter accounts
Social Media	Facebook (EUN channel) Twitter hashtag (#ITELab) Twitter (EUN channel) YouTube (EUN channel)	Informal Interactive Engaging Visual Appealing
Press	Press releases	Official Informative Promotional
Promotional material	Promotional brochures Briefing papers	Official Informative Promotional Visual Appealing To be used during face-to-face events
Milestones	Course modules Capacity Development Workshops MOOC Webinars	Informative Interactive and engaging Visual Appealing

Activity	Channel	Characteristics
Videos	Video interviews Tutorial videos Animation	Informal Interactive Visual Appealing
ITE university-ICT industry Forum	Online forum	Official Informative Resourceful Interactive and engaging, enable connection between policy makers, industry partners and ITE providers
E+ Knowledge Alliances-Running projects' Community and University Business Cooperation Network	Two European Commission (EC) Knowledge Alliances (KA) Yammer communities	Official Formal Informative Interactive and engaging, enable connection between policy makers, industry partners and ITE providers
Student Online Learning Hub	Online platforms	Official Formal Informative Interactive and engaging

Table 1

7.2 WEBSITE

The website (<http://itelab.eun.org/>) will be available in English and will contain project and partner information as well as give access to project deliverables including the MOOC, the briefing papers etc. Throughout the project lifespan, the website will be used as the main communications channel in order to:

- establish consistent branding
- share information and developments relevant to the project
- share resources produced during the project (MOOC, briefing papers, brochures, recorded online webinars, videos, brochures etc).



- connect key stakeholders and partner organizations
- provide visibility to partner organizations

The main menu will contain the sections: Home, About, Partners, News and Research. In the course of the project, more sections will be added as project activities develop, such as the MOOC, Resources, Forum etc.

For sustainability reasons, following the completion of the project, the ITELab website will be integrated within the Future Classroom Lab website (<http://fcl.eun.org>).

7.3 SOCIAL MEDIA

ITELab will not establish its own social media communication channels, but will rather benefit from European Schoolnet's established channels as explained below. For this reason, European Schoolnet's social media (Facebook, Twitter and YouTube) will be used in order to promote activities and developments of the project.

In order to track information relevant to the project the hashtag #ITELab_eu will be used in every social media post related to the project.

7.3.1 Facebook

As of January 2017, Facebook had 1.86 billion monthly active users. Facebook is a platform suitable for engaging with young people/student teachers, and informing them about opportunities offered through the ITELab project such as the MOOC, webinars, and resources and about developments relevant to their interests, such as video interviews and tutorial videos.

ITELab will use European Schoolnet's Facebook page. The major advantage of this approach is that EUN has already a community of supporters and engaged audience who use the EUN Facebook as one of their information sources for professional development, learning opportunities and updates about education. The content posted on the EUN Facebook page, therefore, will reach a larger audience of student teachers, active users of social media, who may further promote the mission and activities of ITELab in their own respective networks. In February 2017, European Schoolnet's Facebook page has 14,477 likes.

Later on there is the possibility of developing a Facebook group where the participants of the Capacity Development Workshops will be brought together. This group will be closed and addressed to partner organizations and other key stakeholders.

7.3.2 Twitter

As of January 2017, Twitter had 317 million monthly active users. It works as a microblogging service, enabling its users to post and read text-based messages (tweets) of up to 140 characters. Despite full support of multimedia content (direct

upload of videos and images), Twitter is still driven mostly by text and links. Twitter is used by young people and student teachers but also by ICT industry partners, universities and Ministries of Education.

ITELab will use European Schoolnet's Twitter page. In February 2017 European Schoolnet's Twitter page has 14,717 followers. The major advantage of this approach is that EUN has already a community of supporters and engaged audience who use the EUN Twitter as one of their information sources for professional development, learning opportunities, news and developments in education. Twitter will also be used to promote updates on the activities of ITELab project and new publications like the briefing papers and the MOOC.

7.3.3 YouTube

As of January 2017, YouTube had 1.3 billion active users and, in February 2017, European Schoolnet's YouTube page has 1718 subscribers. As the dominant video-sharing website YouTube will be used in order to create, maintain and share a library of videos produced during the course of the ITELab project (video interviews, tutorial videos and an animation). The videos will then be shared through European Schoolnet's Facebook and Twitter channels and they will be posted on the ITELab website.

7.4 PRESS

Three press releases will be produced during the course ITELab aiming to maintain the high visibility of the project and share annual outcomes to the press. The press release will be sent in M13, M25 and M36 following the annual Capacity Development Workshops (to take place at the EMINENT conference, European Schoolnet's annual Expert Meeting in Education Networking) and the publication of the Briefing Papers. The press releases will be delivered to the press list of European Schoolnet, including educational press contacts from across all European countries and also Brussels-based journalists. The press release list contains 549 contacts.

7.5 UNIVERSITY BUSINESS COOPERATION NETWORK

University Business Cooperation Network (UBCN) is an Erasmus+ community on Yammer for current Knowledge Alliance projects' that allows stakeholders and policy makers to cooperate and exchange experiences and ideas on topics related to university-business cooperation. The community will be used in order to share announcements of events, resources and outputs of ITELab.

7.6 PROMOTIONAL MATERIALS

7.6.1 Brochures

Two brochures will be produced: a brochure in M4 (*recommendation to move the brochure to M6 to include the agreement on the overall design framework for ITELab; in the interim to have the ITELab presentation, Charter for Associate Partners and summary overview*) that will promote the identity and the objectives of the project and, in M36, a brochure containing the Final ITE Monitoring Report. ITELab brochures will be shared at three annual EMINENT conferences (2018 -2020), European Schoolnet's annual Expert Meeting in Education Networking, that will occur during project's lifetime and where the Annual Capacity Development Workshops will also take place. Additionally, both brochures will be shared with partners and all partners will be encouraged to share the brochures with their networks and distribute them at relevant international and national events and conferences related to teacher training and the ICT industry.

7.6.2 Briefing Papers

During the project, three ITELab printed briefing papers will be published in M13, M25 and M36 on the conclusions and recommendations from the three annual Capacity Development Workshops. The printed papers will be shared during two annual EMINENT conferences, European Schoolnet's annual Expert Meeting in Education Networking that will occur during the project following the publication of the 1st briefing paper (M25, M36).

7.7 MILESTONES

7.7.1 Course modules

Open source ITE course modules for teachers will be developed and tested in five universities during the project. The course modules will focus on preparing the student teachers as new entrants to the profession to make innovative pedagogical use of ICT and on including existing continuing professional development (CPD) resources from companies. All these modules for student teachers, together with related guidance materials for their teacher educators, will be made available as open educational resources under Creative Commons Licences and be promoted through the online forum and the website as materials that can boost innovation within higher education ITE institutions.

7.7.2 Capacity Development Workshops

At the end of each year, three Capacity Development Workshops will be organized for existing and potential Associated Partners, including higher education ITE

providers, suppliers of educational solutions and policy makers working at both national and regional level. The workshops will be part of EMINENT, European Schoolnet's annual Expert Meeting in Education Networking. The forum, the website and the social media channels will be used to give visibility to the workshops and distribute outcomes of the workshops, encouraging the growth in Associate Partners joining the ITELab University-Industry Forum programme, Universities to adopt the ITELab modules in their curricula and encourage students to take the ITELab student MOOC.

7.7.3 MOOC

During the project, a MOOC on the innovative pedagogical use of ICT for teaching and learning will be produced and will run twice through the EUN Academy platform. The MOOC will target student teachers. The website, the European Schoolnet Teachers' newsletter and European Schoolnet's social media accounts (Facebook and Twitter) will be used to promote the MOOC and attract participants. Partner organizations and especially university partners will also promote the MOOC through their channels of communication. To help partners do this, European Schoolnet will provide a promotional pack, providing 'ready-to-publish' material which partners can translate into their own languages should they wish to.

7.7.4 Webinars

Following the first Capacity Development Workshop in M12 and the launch of the ITE University-ICT industry Forum, partners will organise a programme of 12 recorded webinars and online discussions (at least six per year) for all partners, ICT industry, MoE, Associate Partners related to:

- rethinking how ITE curricula can be improved so that they provide student teachers with the competences they need for technology-enhanced teaching and learning and the design of future classroom scenarios involving ICT;
- how ICT companies can help improve the ICT knowledge and competence of teacher educators;
- what policy-level initiatives need to be taken by national and regional education ministries in order to build better bridges between existing CPD programmes and ITE;
- how EC research programmes related to technology-enhanced learning can support innovation within ITE.

Each partner will be invited to lead at least one webinar. Recorded webinars will be published on European Schoolnet's YouTube channel and promoted through Facebook, Twitter and the ITELab website.

7.8 VIDEOS

Three types of videos will be produced: video interviews, tutorial videos and an animation, each with a distinct purpose. During the three annual Capacity Development Workshops, video interviews will be recorded with project partners and Associate Partners in order to highlight the importance of the ITELab project, inform about the outcomes of the workshops and provide visibility to partners.

Video interviews will also be carried out with student teachers attending the evaluation focus group workshop in the FCL linked to the Voice of Student Teachers activity. The video interviews will promote the activities of the project with student teachers and provide partners and associate partners with useful reflections and recommendations from student teachers in order to promote the project. All video interviews will be short, catchy and informative. They will be published on the YouTube channel of European Schoolnet and promoted via the ITELab website, the Future Classroom Lab website, European Schoolnet's social media (Facebook and Twitter) and both European Schoolnet's Newsletters.

Student teachers will be encouraged during workshops to produce tutorial videos; these will include the description in 3-4 minutes of any tip they have learned through the project that can be useful for their peers. Tutorial videos will aim at promoting the project to student teachers that are not involved in the project. Student teachers will be encouraged to publish the tutorials on YouTube and share the links. A selection of the best ones will be published on the project website, on the Future Classroom Lab website and will be shared via European Schoolnet's social media.

Finally, during the second year of the project, a short animation video will be produced that will promote the work and activities of ITELab. The animation will be uploaded on European Schoolnet's YouTube channel, published on the homepage of the ITELab website and will be promoted via European Schoolnet's social media channels.

7.9 ITE UNIVERSITY – ICT INDUSTRY FORUM

During the first year, ITELab will open a public community for all partners such as universities, ICT companies, policy makers and other stakeholders expressing an interest in joining the project as Associate Partners. As well as providing an open forum and a common space for interaction and information sharing, the community will host resources produced during the project and a series of recorded webinars and online meetings of project partners. The forum will be accessible through the ITELab website and the Future Classroom Lab website. European Schoolnet will coordinate and animate the discussion on the forum

8. PROMOTION THROUGH OTHER EXISTING CHANNELS

8.1 FUTURE CLASSROOM LAB CHANNELS

Opened in January 2012, the Future Classroom Lab (<http://fcl.eun.org>) is a fully equipped, reconfigurable teaching and learning space that has been designed to demonstrate and showcase scenarios for teaching and learning in the future classroom. This initiative, which is independently funded by EUN and its industry partners, currently provides workshops, briefings, online webinars and continuing professional development courses for teachers, school leaders, ICT advisers and policy makers.

The work of the ITELab project is intertwined with the existing function of European Schoolnet's Future Classroom Lab (FCL) initiative. The FCL website will provide direct access to the ITE University-ICT industry Forum. It is foreseen that, after the completion of the ITELab project, the Forum will remain under the Future Classroom Lab umbrella as a network for ICT industry, ITE universities, policy makers and existing partners of the FCL.

Additionally, the FCL website will regularly publish and promote updates and new resources produced by the ITELab project. ITELab will also be presented to all FCL Industry Partners at their annual meeting held in June. Finally, the FCL Newsletter which produces 4 issues per year will also host articles related to ITELab project developments (such as the launch of the MOOC and module courses, publication of briefing papers etc.).

8.2 EUROPEAN SCHOOLNET CHANNELS

ITELab will be featured on European Schoolnet's main website (<http://www.eun.org>). In 2016 the European Schoolnet website attracted 77,080 unique visitors and had 250,553 page views and 106,767 sessions. ITELab will be promoted through European Schoolnet's website via featuring the ITELab logo on the homepage, providing a dedicated project description page, and promoting ITELab's major developments as they occur through the website's news section (e.g. concerning project milestones such as the MOOC and briefing papers).

Other EUN communication channels such as two monthly newsletters and the organization's social media channels (Facebook, Twitter, YouTube, and LinkedIn) will also be used to promote ITELab activities and news. As of February 2017, EUN Facebook had 14,477 likes, Twitter: 14, 717 followers, YouTube: 1,718 subscribers, LinkedIn: 2,193 followers, EUN Teachers' Newsletter: 6,035 subscribers and EUN Newsletter: 1,294 subscribers.

Finally, during EMINENT (European Schoolnet's annual conference gathering over 150 high-level policymakers and industry actors in education), the activities of the ITELab project will be promoted thanks to the three Capacity Development Workshops which will be integrated into the conference's main programme. Printed brochures and briefing papers will be distributed to all participants during the conference

8.3 PARTNER CHANNELS

While European Schoolnet has overall responsibility for the communication and dissemination of ITELab, all partners (University College Dublin, University of Newcastle, Poly Institute of Santarem, University of Agder, University of Perugia, Steelcase, Iris Connect, SMART Technologies, Microsoft, University of Würzburg) are responsible for using their own communication channels (to be found in this [ITELab Partners' Communications Channels Google Document](#)) to boost the project's communication efforts at national and local level.

The Google Doc. asks each partner to specify their organization's communications channels, so that EUN can follow partners' dissemination efforts and support them through our European channels as appropriate (see Annex 1). Moreover, a separate page in the Google Doc. has been created for each partner requiring them to specify for each dissemination activity certain information (see Annex 2). This will help European Schoolnet as coordinator track dissemination efforts at national and local level.

European Schoolnet will propose news items and actions in accordance with project milestones to facilitate partners' timely dissemination. In addition, all products and tools produced during the lifetime of the project will be available to support their dissemination efforts.

Finally, several online working spaces will be created to facilitate communications between partners and with project participants such as an on-line 'learning hub' that will allow student teachers who are testing course modules to link up. The Voice of Student Teachers activity in WP2 will also provide partners and Associate Partners with reflections and recommendations from student teachers that will be useful in promoting the project.

8.4 E+ KNOWLEDGE ALLIANCES-RUNNING PROJECTS' COMMUNITY AND UNIVERSITY BUSINESS COOPERATION NETWORK

E+ Knowledge Alliances-Running projects' Community and University Business Cooperation Network (UBCN) are two Yammer Communities that allows stakeholders, policy makers and universities to cooperate and exchange experiences and ideas on topics related to university-business cooperation. The communities are open only to Knowledge Alliances partners from higher education

institutions and businesses and will be used in order to share announcements of events, resources and outputs of ITELab with experts on the field.

8.5 OTHER STAKEHOLDERS

Universities, companies, Ministries of Education and regional authorities will be invited to join the ITELAB project as associate partners. The Associate Partner will be promoted on the ITELab website and the rest promotional materials.

Associate Partners will be invited to become members of the ITELab University- ICT Industry Forum and work together with ITELab project partners in order to:

- review and discuss online the initial recommendation for how ITE curricula can be improved to better reflect the needs of new entrants to the profession related to the pedagogical use of ICT.
- launch a programme of (recorded) webinars and online discussions for Associate Partners related to:
- leverage/adapt existing teacher professional development resources so that they can be incorporated in ITE courses;
- rethink how ITE curricula can be improved to provide student teachers with the competences they need for technology-enhanced teaching and learning and the design of the future classroom scenarios involving ICT;
- improve the ICT knowledge and competence of teacher educators;
- develop new policy-level initiatives to build better bridges between existing CPD programmes and ITE;
- make recommendations for how EC research programmes can support innovation within ITE.

Special attention will be given to: the channels of the Ministries of Education which can reach ITE higher education and teaching schools; the communications channels of FCL industry partners as multipliers towards educators; pan-European and national teacher education associations, including, the Association for Teacher Educators in Europe (ATEE), ANÁRKÉPZŐK SZÖVETÉSGE (Hungary), VELOV (Flanders), VELON (Netherlands).

As requested in the call, the project will also participate where possible in thematic clusters with other Knowledge Alliance projects and will present the results of ITELab at the University-Business Forum and/or other relevant events.

9. ACTION PLAN

Table 2 on the next page, outlines the action plan for the ITELab communications and dissemination activities.

Activity	Channel	Target audience	Timeline
Enable website	http://itelab.eun.org/	ITE HE institutions/universities, ICT companies, policy makers, student teachers	M2 – M36
Social Media	Facebook (EUN channel) Twitter hashtag (#ITELab) Twitter (EUN channel) YouTube (EUN channel)	Student teachers, Policy makers, ITE HE institutions/universities, ICT companies	M2 – M36
Produce and distribute among partners promotional brochure	Promotional brochures	ITE HE institutions/universities, ICT companies, policy makers, Student teachers	M4 –M6
Produce and maintain ITE University-ICT industry Forum	Website Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers, Associate partners	M6 – M36
Promote 1st Capacity Development Workshop	Website Forum Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers	M12



Activity	Channel	Target audience	Timeline
Produce and disseminate video interviews during annual Capacity Development Workshop	Forum Social media (Facebook, Twitter and YouTube) Website	ITE HE institutions/universities, ICT companies, policy makers	M12 – M13
Produce and disseminate briefing paper 1	Website Forum Social media (Facebook and Twitter) EUN Newsletter Press release	ITE HE institutions/universities, ICT companies, policy makers	M13
Produce and disseminate animation video	Website Social media (YouTube, Facebook, Twitter) EUN Newsletter	Student teachers, ITE HE institutions/universities, ICT companies	M15
Produce and disseminate MOOC	EUN Academy platform Website Social media (Facebook and Twitter) EUN and Teachers Newsletter	Student teachers, ITE HE institutions/universities	M15-M18
Disseminate ITELab Exploitation and Sustainability Plan	Forum Website Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers	M20
Publish course modules as open educational resources	Forum Website	ITE HE institutions/universities, ICT companies, policy makers, student teachers	M24
Promote 2nd Capacity Development Workshop	Website Forum Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers	M24



Activity	Channel	Target audience	Timeline
Produce and disseminate briefing paper 2	Website Forum Social media (Facebook and Twitter) EUN Newsletter Press release	ITE HE institutions/universities, ICT companies, policy makers	M25
Disseminate MOOC for the 2nd time	EUN Academy platform Website Social media (Facebook and Twitter) EUN and Teachers' Newsletters	Student teachers, ITE HE institutions	M25-M28
Publish course modules as open educational resources	Forum Website Social media (Facebook, Twitter) EUN and Teachers' Newsletters	ITE HE institutions/universities, ICT companies, policy makers, student teachers	M36
Promote 3rd Capacity Development Workshop	Website Forum Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers	M36
Produce and disseminate briefing paper 3	Website Forum Social media (Facebook and Twitter) EUN Newsletter Press release	ITE HE institutions/universities, ICT companies, policy makers	M36
Produce and disseminate video interviews during annual Capacity Development Workshops	Forum Social media (Facebook, Twitter and YouTube) Website	ITE HE institutions/universities, ICT companies, policy makers	M36

Activity	Channel	Target audience	Timeline
Disseminate ITELab final Exploitation and Sustainability Plan	Forum Website Social media (Facebook and Twitter) EUN Newsletter	ITE HE institutions/universities, ICT companies, policy makers	M36
Produce and disseminate video interviews with student teachers attending the evaluation focus group workshop linked to the Voice of Student Teachers activity	Social media (Facebook, Twitter and YouTube) Website	Student teachers, ITE HE institutions/universities	16 - 36
Disseminate tutorial videos produced by teacher students	Social media (Facebook, Twitter and YouTube)	Student teachers, ITE HE institutions/universities, ICT companies	6 - 36
Promote webinars (at least 12)	Forum Website Social media (Facebook, Twitter and YouTube)	ITE HE institutions/universities, ICT companies	M13 – M36

Table 2

10. SUCCESS INDICATORS

The evaluation of the ITELab communications plan will be carried out on a yearly basis by EUN Communication team. It will summarise and analyse the impact of each communication action carried out in a given reporting period and – if necessary – propose adjustments to the communication strategy and the specific actions planned. The measures to evaluate the effectiveness of the ITELab communications include:

- ITELab web traffic metrics/Google analytics (number of sessions, number of visitors, average session duration)
- Number of articles published per year about ITELab in the Teachers and EUN monthly newsletters, and number of subscribers to these newsletters
- Social media metrics (likes, followers, engagement rate, average reach; more specifically how many posts are published using the ITELab hashtag and what is the exact reach of European Schoolnet's posts concerning the ITELab project)
- Number of resource downloads from the ITELab website
- Articles / links to ITELab on third party websites, articles on ITELab in print and broadcast media
- Number of participants to the course modules (minimum of 50 for the first pilot)
- Number of participants in the Capacity Development Workshops (minimum of 30 per workshop)
- Number of registered participants to the MOOC (minimum of 1,500 participants per MOOC)
- Number of actual participants in the webinars (minimum of 50 participants) and number of views of the recorded webinars (minimum of 100 per video)
- Number of participants in the Forum (minimum of 60 ITE + 20 companies + 15 MoE + 3 regional authorities).

The communication strategy in general will be evaluated, analysing longer-term trends for each of the measures.

The impact of each communications activity will be determined by the level of increase (or decrease) of particular metrics: the higher and steeper the increase, the greater impact of the particular activity.

Table 3 below indicates the specific set of metrics to be used for each particular activity, according to the tools and channels used.

Tools and Activities	Web traffic/ Google analytics	Number of subscribers/ participants	Resource downloads	Social media metrics
Website	X		X	
Social Media		X		X
Press		X		X
Promotional material	X		X	X
Events (course modules, Capacity Development Workshops, MOOC and webinars)	X	X		X
Videos	X			X
ITE university-ICT industry Forum	X	X	X	

Table 3



11. CONCLUSION

Effective, well-managed and organized communication is essential to the success of ITELab project. This document addresses the key aspects of dissemination and communication activities, specifies target audiences and messages, describes tools and channels and defines key performance indicators for its evaluation.

As already mentioned, the objective is to use this communications plan to carefully plan all dissemination activities, while remaining flexible enough to be able to adapt as necessary in accordance with how the project evolves.

12. ANNEXES

12.1 ANNEX 1: ITELAB PARTNERS' COMMUNICATIONS CHANNELS GOOGLE DOCUMENT (COMMUNICATIONS CHANNELS SHEET)

Partners	Website	Newsletter	Twitter handle	Hashtag	Facebook page	Other
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12.2 ANNEX 2: ITELAB PARTNERS' COMMUNICATIONS CHANNELS GOOGLE DOCUMENT (SHEET PER INDIVIDUAL INDUSTRY PARTNER)

Type of activity	Type	Place	Type of audience	Size of audience	Countries addressed	Additional info
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The types of activity are:

- Publication
- Conference
- Workshop
- Web article
- Press release
- Flyer
- Interview
- Twitter posts
- Facebook posts
- Forum post
- Video
- Other

The types of audience are:

- ITE institutions
- Industry
- Policy makers
- Student teachers
- Press
- Other: (free field)



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