

Moldova Higher Education Leadership and Management / MHELM

WP 4 Dissemination and Exploitation

Co-funded by the
Erasmus+ Programme
of the European Union





WP Leader: P1-TUM

AIM: to ensure efficient communication, dissemination, and exploitation of the project and its outputs across all Moldovan public and private universities, and HE bodies and universities across Europe.

OBJECTIVES:

- to develop and implement a communication and exploitation plan that will support the introduction, implementation and sustainability of the new LM DP at all universities in the Moldovan Higher Education Sector
- to provide universities across Europe and internationally with evidence of the benefits of increasing the availability of leadership and management development programmes in HEIs.



WP 4.1. Dissemination and Exploitation Plan

Description: A plan for the implementation of dissemination and exploitation aimed at the adoption of the new programme across all Moldavan HEIs.

Due date: 14-03-2020

- **Internal dissemination:**

According Dissemination Plan

- **Internet based activities:**

This includes website, Facebook, project and partners newsletters, posts on partners websites, etc.

- **Media based activities:**

Dissemination through media, journals, TV and radio, if applicable.

- **Face to face activities:**

These will include all foreseen dissemination events or focus group, Local Multiplier Events.

- **Outputs/Publications/Productions:**

These include all deliverables that will be published and/or printed, such as project brochure, reports, Outputs etc.



WP 4.1. Dissemination and Exploitation Plan

INTERNAL DISSEMINATION PLAN				
Activity	Description	Responsibility	Target Audience	Time frame
Dissemination templates	Providing templates for dissemination materials and documents	P1 TUM	Partners project managers	
Facebook Page	Creation of project's Facebook page	P1 TUM	Wide audience	
Website	Creation of project's website	P1 TUM	Wide audience	
Dissemination Report	First Dissemination Report	All Partners	Partners' project managers	
Internal meetings	Each partner will hold regular meetings to keep staff members informed and involved in the project development.	All Partners	Internal staff of each partner.	



Dissemination Plan

- Communicate the results contained in the integrated report on research on the training needs (WP2.1), preferred modes of delivery and best practices in EU HEIs (through an [infographic](#));
- Highlight the results of the development programme's implementation and the key benefits to university senior management teams, so as to ensure adoption of the programme (through [breakfast meetings](#) facilitated by the P12 RCM);
- Produce and communicate testimonials, and other [marketing material](#), that demonstrates the benefits to university leaders and managers of undertaking the programme, and encourages their participation;
- Establish dedicated [training facilities](#) to support and further exploit the programme in Moldovan partner universities;
- Establish a [cross-university programme network](#) (initially based on email) to provide ongoing support for staff in the universities who deliver the new programme;
- Create a [project website](#) to enable broader dissemination of the project's results, and the wider CBHE programme;
- Implement two [train the trainer workshops](#) targeting all non-partner Moldovan universities;
- Give presentations at [international conferences](#) and publish [research findings](#) in national and international publications.



WP 4.2. Senior University Management Teams' Breakfast Seminar

Description: Breakfast seminar to disseminate programme benefits to senior managers in non-partner Moldovan universities to ensure adoption of the programme in their institutions. The activity will be carried out with the support of the Council of Rectors.

Due date: 14-09-2022

Target groups: Senior Leadership of non-partner Moldovan universities.



WP 4.3. Testimonials and Marketing Materials

Description: The production of testimonials and marketing materials to encourage leaders and managers to participate in the new programme during and after the project has finished. Materials will be produced throughout implementation. The due date indicates the date for delivery of the first materials.

Due date: 14-10-2020

Target groups: Senior Leadership of non-partner Moldovan universities; Potential trainees (managers and leaders) at non-partner Moldovan universities; EU HE bodies and universities across Europe and internationally.



WP 4.4. Cross-University Delivery Staff Network

Description: An email based network through which trainers delivering the new programme will be able to support one another, exchange ideas and collaborate.

Due date: 14-12-2020

Target groups: Teaching staff.



WP 4.5. Project website

Description: Project website for dissemination of project material to include updates from social media streams.

Due date: 14-12-2020

Target groups: Teaching staff.



WP 4.6. Train the Trainer Seminars for non-project partner HEIs in Moldova

Description: Two train the trainer seminars for staff delivering the new programme in non-partner institutions in Moldova.

Due date: 14-10-2022

Target groups: Teaching staff.



WP 4.7. Presentations and publications (of project results)

Description: Presentations of project research findings to international conferences and articles in national and international HE publications. Due date reflects end of activity, but there will be materials generated throughout the project.

Due date: 14-11-2022

Target groups: Senior Leadership of non-partner Moldovan universities; Potential trainees (managers and leaders) at non-partner Moldovan universities; EU HE bodies and universities across Europe and the rest of the world.



Dissemination Report

Reporting dissemination activities											
Partner:			Country :								
Type of Activity	Please specify if necessary (short description, names, titles, web addresses, etc.)	Date(s) Duration Frequency	Venue	Level					Characteristic s of Target group (eg TG1)	Approximate number of organisations or people reached	Evidence reference number (apply to attachments)
				Local	Regional	National	EU level	Outside Europe			
A. Media based activities (Newspapers, Specialist magazines, News Agencies, Press releases, Online editorials, etc.)											
B. Internet based activities (Website, Newsletters, Social media, etc.)											
C. Face to face activities (Business and trade fairs, Training seminars, Promotion events, existing events, Meetings/roundtables)											
D. Other (Radio, Tv, Bluetooth, messaging, etc.)											

Co-funded by the
Erasmus+ Programme
of the European Union



THANK YOU FOR YOUR ATTENTION!