

WP 5

Workpackage type: Dissemination

Workpackage title: Dissemination

Description of workpackage:

The lead partner for the WP is Siegen University.

Effective communication is essential in collaborative working, and our partners are well versed in conducting consultation events, briefings, and conferences. The communications plan will ensure that all key stakeholders are fully engaged from project initiation and transition through to on-going delivery of the contract. Key dates and milestones will be reflected in a comprehensive Communications Plan.

UFAR will build a dedicated website as the key repository for information about the project's work and this will be supported by regular newsletters and press releases. News releases will also be aired through the local mass media. The website will have a special platform for the partners to initiate a dialogue on the issues regarding the project objectives. The links to the said web-site will be put on the web-sites of all the partners. RSSs will ensure the news is instantly delivered to the target audience.

Next, the dissemination strategy includes publications of two brochures on the project methodology and achievement and Guidelines on QA of Transnational Education for presentation purposes. The brochures and the Guidelines will be translated and published in

- Guidelines - 500 copies (200 – English; 150 Armenian; 150-Georgian) for presentation purposes.
- Two brochures – 600 copies in total (200 in English, 200 in Armenian and 200 in Georgian)

The brochures and Guidelines will be uploaded on the web-site for wider dissemination and multiplier effect.

Next, two annual conferences will be held: one in Armenia and the other in Georgia. The conferences will bring together about 150 HE stakeholders including international experts. Pre- and post-event press releases as well as participation of the mass media during the conferences will ensure broader outreach to the academic community and beyond.