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Dissemination report for VTC Project

Vocational training center for undergraduate university students and
teachers in Jordan (VTC) project

Oct 15, 2015 to Oct 14, 2018

The University of Jordan

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Overview

The objective of the present document is to display of the conducted dissemination activities for the VTC project at The University of Jordan.

The dissemination strategy is proposed by the University of Jordan, the leader of the dissemination work package, who will also be in charge of the monitoring of the partial action plans.

The responsibility of each partner in VTC about dissemination will be to prepare specific and local dissemination plans in accordance to the policies described in the dissemination strategy, and the correct development of these actions.

Dissemination Channels and Tools (Dissemination Actions)

The most effective way to disseminate our project will be a good combination of different communication channels. It will be strategic to provide the VTC information to the different identified target groups through different channels, looking for the best match. This matching is something to be done at the moment of planning each action in the context of the dissemination plan.

The dissemination channels and tools that were achieved to this date:

Project logo: The project logo was designed in the very beginning of the project.

Format guidelines were published to all partners.

Project website: VTC project website was created and hosted on The University of Jordan at: <http://sites.ju.edu.jo/en/vtc/Home.aspx>

In addition; the official project website is available on: <http://vtc.just.edu.jo/>

Partners' websites: A brief about VTC project is published on the main website of The University of Jordan at: http://ju.edu.jo/Lists/EUProjects/Disp_form.aspx?ID=12

Establish an online career information system: It's available on <http://vtc.just.edu.jo/Pages/jobs.aspx>



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Dissemination activities

At the University of Jordan, VTC project was disseminated in the following events:

- **The International Conference of Sustainable Electricity Generation for the MENA-Region - Challenges & Opportunities**

Date: October 4-5 2016

Audience: Researchers from Jordan, Germany, Tunisia, and Libya, in addition to Engineering Students

Description: VTC was promoted in The International Conference of Sustainable Electricity Generation for the MENA-Region - Challenges & Opportunities. VTC brochures were distributed among the participants, and Prof. Ahmed Al-Salaymeh presented a brief about the project.

Photos:





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➤ **First Info Day for Erasmus+ Projects**

Date: December 22, 2016

Audience: Faculty members and graduate students and those interested in acquiring the needed skills that enable them to translate their ideas into proposals "projects" worthy to compete for.

Description: The Accreditation and Quality Assurance Centre at UJ held an info day on December 22, 2016 to introduce the European funded projects under Erasmus+ Program.

The Erasmus+ projects in which UJ is a grant holder or a partner have been publicized to faculty members, students and the administration staff at UJ and also for external guests.

Prof. Ahmed Al-Salaymeh delivered a lecture entitled "How to write and apply for Erasmus+ Project". The lecture also dealt with the financial management of these projects, and the typical distributions for the budget was displayed.

In addition; the VTC project model and its successful story was introduced to the audience, to encourage them to apply for such projects.

Moreover; Prof. Al-Salaymeh presented the different benefits that might be offered by the Erasmus+ projects for universities, academic staff and undergraduate or graduate students, such as offering a golden opportunity to build the capacities of the staff in these institutions and giving them new experiences to modernize the teaching methodologies by transferring the European experience.





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➤ **First International Conference on Mechanical Engineering and Its Applications**

Date: October 8, 2017

Location: Tafila Technical University

Audience: Faculty members and graduate students and stakeholders

Description: VTC project was promoted in First International Conference on "Mechanical Engineering and Its Applications in Tafila-Jordan. VTC brochures were distributed among the participants, and a brief about the project were presented.

Photos:





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➤ **Fourth Conference on Applied Electrical Engineering and Computing Technologies**

Date: October 11, 2017

Location: Amman-Jordan

Audience: Faculty members and graduate students and stakeholders

Description: VTC project was promoted in Fourth Conference on Applied Electrical Engineering and Computing Technologies in Amman-Jordan.

VTC brochures were distributed among the participants, and a brief about the project were presented.

Photos:





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➤ **Second Info Day for Erasmus+ Projects**

Date: November 19, 2017

Audience: Faculty members and graduate students and those interested in acquiring the needed skills that enable them to translate their ideas into proposals "projects" worthy to compete for.

Description: A training workshop for writing and management of European Funded projects (Erasmus+) was held on November 19th, 2017 at the conference room of Prince Hussein College for the International Studies, organized by the Accreditation and Quality Assurance Center in coordination with Prof Ahmad Al-salaymeh, Erasmus+ projects coordinator at the University of Jordan.

This workshop aimed to train and improve skills of writing and managing European projects (Erasmus+) for (40) participants from different faculties at UJ.

(VTC) Project was disseminated during this workshop, and it was discussed in detail to let the trainers know more about European (Erasmus+) Projects.

Photos:





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➤ **GCREEDER Conference 2018**

Date: April 4, 2018

Audience: Faculty members and international academic experts and graduate students

Description: Dissemination activities for VTC project were conducted during the 6th Global Conference on Renewable Energy and Energy Efficiency for Desert Regions (GCREEDER 2018) which was held at the university of Jordan during the period from April 3-5, 2018 under the patronage of HRH Prince Hamzeh Ibn ALHussein.

A booth for VTC project with Roll up and brochures was in the exhibition hall of the GCREEDER 2018. Dissemination workshop was held during the conference for Erasmus plus projects. The Dissemination workshop started with a presentation from the director of National Erasmus+ office Dr. Ahmad Abu El-Haija about the impact of EU funded projects on Higher Education in Jordan, and after that the workshop continued by presenting different EU funded projects where the University of Jordan is a partner or grant holder. A Dissemination and Implementation lecture for about VTC project was delivered by Dr. Ziad Abu El-Rub from The German Jordanian University.



Press release:

➤ http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNewsConf.aspx?ID=9114

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Workshops and trainings

At the University of Jordan, we conducted the following workshops and trainings:

➤ **Postgraduate Planning Training Workshop**

Date: November 30, 2016

Trainer: Dr. Khaled Khraisat from MONOJO Company

Target Group: Students

Description: A training workshop was conducted to train the students on different skills including the needed skills to write the curriculum vitae, skill for job interviews, and to choose the suitable job.





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➤ **Made in Jordan Workshop**

Date: March 26, 2017

Audience: Faculty members and graduate students, NGOs, Companies

Description: The event aims to introduce the status of the industry in Jordan, and the success stories of some industries. Moreover; the workshop was accompanied with an exhibition for many local companies that succeeded in manufacturing their products in a high quality. The VTC project was introduced to the participants during the workshop.





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➤ **Entrepreneurship Workshop**

Date: April 18, 2017

Audience: Faculty members and students

Description: The training was delivered by Oasis500, which is a leading seed investment company and business accelerator in the Tech and Creative Industry spaces based in Amman, Jordan. The training aimed at enabling great entrepreneurs to transform their viable ideas or creative talents into scalable businesses.





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➤ **Business and marketing Training Workshop Training workshop**

Date: October 26, 2017

Audience: Students

Trainer: Slovak University of Agriculture in Nitra

Description: A training workshop was conducted by Slovak University of Agriculture in Nitra at the University of Jordan to train the students on different skills including Sales and Marketing, project Management and problem solving. The training was conducted in three sessions:

First Session

Title: Sales and Marketing Skills - Contrast in International Marketing between Chosen European – Asian - African countries

Objectives of the training

- The goal of the training will be to understand the sales activities of companies, which act local, that's, mean to adapt their products and to show, how the firms actually place marketing tools for increasing of sale and satisfy of global customers who ask for local products.
- Understanding of global consumerism, the firms realize and used different sales and marketing skills.

Second Session

Title: Global citizenship education - Critical Thinking in Solving Problems and New Ideas

Objective of the training

The aim of this topic is to identify the place and importance of global citizenship in the system of global education and map its current state at the tertiary education. Then,

Focusing on development of this issue and its gradual implementation in the higher education and on defining the new ideas, which come with this phenomenon and the possible development towards improving the quality of education today.

Third session

Title: Basic Fundamentals in Project Management - Internationalization, Networking and Project Cooperation Opportunities in Higher Education

Objectives of the training:

The goal of the training is to present an insight to project management from the theoretical and practical point of view, with presenting some best practice ideas from the field from the experience of the SUA in Nitra and Slovak universities in general.



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➤ **Sales and Marketing Skills Training Workshop**

Date: November 16, 2017

Trainer: ISPAB – Instituto Superior de Paços de Brandão

Target Group: Students

Description: A training workshop was conducted to train the students on different skills including sales, marketing, customer management and heritage and development.

First Session:

Dr. Joaquim Marques

Title: Sales and Marketing skills

The objective of the training

Defining the strategy to follow in our companies and universities. Showing how to use communication to attracting new audiences/students. The correct use for communication allows a greater efficiency of the resources to use in order to attract a public more interested and suitable to the pursuit of the proposed objectives.

Second Session

Dr. Maria de Nascimento

Title: Customer Essential elements of a customer management

The objective of the training:

1. Achieve a professional customer service management on the organizations by developing, training and leading their employees to success. Each company's specific market position, competitive threats, capabilities, and personnel are different from even its closest competitors. It stands to reason, then, that every company needs its own customer management strategy. Our research and experience with customers demonstrate that developing your customer management strategy is the most important thing to start with because that's the foundation of how you run the organization. It's the foundation of what you do as a business. Defining these customer management strategies is a crucial task for every sales leader.
2. Make every sales person handle customer management according to their individual preferences.

Third Session

Dr. Mario Cunha

Title: History, Heritage, and Development. The Touristic Activity.

The objective of the training

To show how local, regional and national History and Heritage can be decisive on the promotion of personal and community identity and self-esteem, and so, education and citizenship. In addition, at the same time, how important they can be to social and economic development, namely through the creation of a good touristic activity, non-aggressive to local communities and the environment.



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➤ Use of digital platforms in teaching Training workshop

Date: April 3, 2018

Trainer: Mr. Eleutério Silva from Paulo & Beatriz - Associated Consultants (P&B)

Target Group: Faculty members

Description: This workshop was conducted by Mr. Eleutério Silva from Paulo & Beatriz - Associated Consultants (P&B) at The University of Jordan. The workshop aimed to Support the use of technology and digital platforms in the educational process.

The objective of this training workshop:

1. Make rational and efficient use of new technologies in their teaching activities / other activities;
2. Integrate the scientific, technical and pedagogical components in the preparation of lesson plans / other plans with digital resources;
3. Build and implement strategies that include the use of tablets, smartphones and PCs in the classroom / other educational / collaborative work environments; create or at least adapt digital resources for use in the classroom, or by students / trainees outside the classroom;
4. Become more proficient in the use of tablets, smartphones and PCs;
5. Collaborative use of digital platforms.

This training workshop included two parts:

Part one: Clarification of methodologies and forms of evaluation.

Part two: Discussion and accomplishment of practical tasks related to the following topics:

- The use of the tablet, smartphone, PC in the context of the transdisciplinary projects;
- The transdisciplinary projects and the working tools;
- The digital content in the transdisciplinary project;
- Research in the digital environment;
- Operationalizing different curricular areas in a single product;
- Approach of the STS (Science Technology and Society) in the perspective of science and technology education;
- Citizenship and the transmission of information in the global world;
- Development of the autonomous work of the trainees - experimentation of resources presented in the face-to-face sessions.



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Press Releases:

- www.facebook.com/ERASMUSVTC/?hc_ref=ARTIX1zkWjOfImAh6xvh0A6m8pOI0GB06a61tt46Xb26CBIRnNDaF9GShojVR2o_g8w
- http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNewsConf.aspx?ID=9114



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➤ **Arduino programming training course**

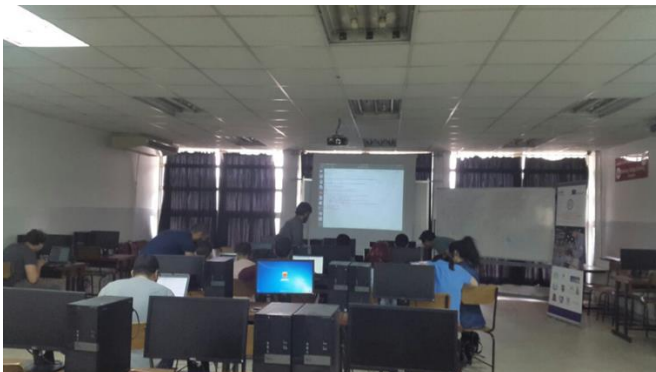
Date: July 19 and 21, 2018

Audience: Students

Description: This workshop helped the student to understand the basic procedures for working with Arduino. Arduino is a small computer that you can program to control things like lights or motors along with listening to components like motion detection sensors. It can give the project interactivity without needing an expensive and large circuit. Instead, you use a computer to program the Arduino, upload your code to the Arduino, and hook up your circuit.

The duration of this workshop was two days with four sessions each day, in a total of eight hours properly divided into theory and hand on practical sessions. At the end of this workshop, the participated students acquired the needed skill to design and control a mobile robot.

Certificates of participation were issued to all who attended the workshop.





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Organizing job fairs

Two job fairs were conducted during project life at the University of Jordan:

➤ **First Job Fair**

Date: April 29, 2018

Description: Under the patronage of the President of the University of Jordan, Prof. Azmi Mahafazah, a job fair day was organized in The University of Jordan on April 29, 2018 with participants from different esteemed organizations in Jordan that can offer decent vacancies for UJ graduates.

The job fair was organized by the Deanship of student's affairs with the cooperation of VTC project team members, a booth for VTC project was in the exhibition with rollup and brochures, a brief about the project and its objectives and services for the students were communicated to the attendees.

The exhibition, which is attended by 24 companies and institutions from both the public and private sectors, has varied from administrative, financial, medical, pharmaceutical, commercial and educational. It is expected to provide over 220 jobs for university students and graduates in various faculties and majors.

The annual Career Fair is a meeting point between university students and those who are about to graduate to learn about the real job opportunities available to them according to their specializations according to the director of the Career Guidance Office and the follow-up of the graduates. The career fair would bridge the gap between university education and the labor market and contribute to the definition of students through participating companies and institutions on the career paths required by the labor market at present.

The exhibition the creation of a special pavilion in its management of the career guidance and follow-up office, which is based on conducting personal training interviews for students applying for a job and evaluating their CV in order to prepare them for a personal interview.

At the end of the Career Fair, an assessment and feedback were conducted by the participating students and companies to identify the strengths and weaknesses of the implementation of this exhibition in order to adopt them and work on their development in the coming times.

During the opening of the exhibition, a number of senior staff at the university overviewed the companies and participating institutions, and listened briefly to the services it provides and the jobs it provides.

While the number of owners of companies and institutions stressed the keenness of their departments to participate in such job exhibitions that enable them to select the competencies of the graduates of the University of Jordan for their vacancies, according to the availability of



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university faculties of different disciplines to suit their professional needs in the sector of their work.



Press Releases:

http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNewsStudents.aspx?ID=9196

<http://studentaffairs.ju.edu.jo/JobFair.aspx>

[http://alrai.com/article/10434958/%D8%B4%D8%A8%D8%A7%D8%A8-%D9%88%D8%AC%D8%A7%D9%85%D8%B9%D8%A7%D8%AA/%D9%85%D8%B9%D8%B1%D8%B6-%D8%A8\(%D8%A7%D9%84%D8%A3%D8%B1%D8%AF%D9%86%D9%8A%D8%A9\)--%D9%8A%D9%88%D9%81%D8%B1-220-%D9%88%D8%B8%D9%8A%D9%81%D8%A9-%D9%84%D8%B7%D9%84%D8%A8%D8%AA%D9%87%D8%A7](http://alrai.com/article/10434958/%D8%B4%D8%A8%D8%A7%D8%A8-%D9%88%D8%AC%D8%A7%D9%85%D8%B9%D8%A7%D8%AA/%D9%85%D8%B9%D8%B1%D8%B6-%D8%A8(%D8%A7%D9%84%D8%A3%D8%B1%D8%AF%D9%86%D9%8A%D8%A9)--%D9%8A%D9%88%D9%81%D8%B1-220-%D9%88%D8%B8%D9%8A%D9%81%D8%A9-%D9%84%D8%B7%D9%84%D8%A8%D8%AA%D9%87%D8%A7)

[http://alrai.com/article/10434958/%D8%B4%D8%A8%D8%A7%D8%A8-%D9%88%D8%AC%D8%A7%D9%85%D8%B9%D8%A7%D8%AA/%D9%85%D8%B9%D8%B1%D8%B6-%D8%A8\(%D8%A7%D9%84%D8%A3%D8%B1%D8%AF%D9%86%D9%8A%D8%A9\)--%D9%8A%D9%88%D9%81%D8%B1-220-%D9%88%D8%B8%D9%8A%D9%81%D8%A9-%D9%84%D8%B7%D9%84%D8%A8%D8%AA%D9%87%D8%A7](http://alrai.com/article/10434958/%D8%B4%D8%A8%D8%A7%D8%A8-%D9%88%D8%AC%D8%A7%D9%85%D8%B9%D8%A7%D8%AA/%D9%85%D8%B9%D8%B1%D8%B6-%D8%A8(%D8%A7%D9%84%D8%A3%D8%B1%D8%AF%D9%86%D9%8A%D8%A9)--%D9%8A%D9%88%D9%81%D8%B1-220-%D9%88%D8%B8%D9%8A%D9%81%D8%A9-%D9%84%D8%B7%D9%84%D8%A8%D8%AA%D9%87%D8%A7)



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➤ **Second Job Fair**

Date: June 26, 2018

Description: Under the patronage of the Acting President of the University of Jordan, Prof. Imad Salah, a job fair day was held for the University Jordan students in June 26, 2018 with participants from different sectors, companies and training centers for undergraduate students. More than 15 companies and institutions from different sectors participated in the Job fair, they varied in specialties to form a line of communication with students expected to fit their Engineering specialty, and to access real jobs available in the labor market.

During the job fair day, we disseminated VTC project by a booth with a VTC roll up and brochures, presented the objective of this project and what can VTC project give for the under graduate students. The objective of this dissemination is to introduce VTC project and the objective of the project and the training where conduct during the period of the project until now.



Press release:

http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNewsConf.aspx?ID=9317

Official inauguration for the VTC center

Date: July 19, 2018

Description: On Thursday, 19/7/2018, the Faculty of Engineering inaugurated a vocational training center within the European Union-supported VTC project on the establishment of a vocational training center for undergraduate students

The opening ceremony was held in the presence of project partners from the Jordanian universities and the project coordinator from Leipzig University of Applied Sciences (HTWK).

The aim of this center, which is considered one of the most important activities of the project, is to provide Jordanian students with the needed practical skills required by a labor market in various sectors.

Dr. Ahmed Al-Salaymeh, project coordinator at the University of Jordan, said that training courses will be held within the framework of the project in the center for students.

The participants also praised the importance of such training centers, which support students with the skills needed by the labor market, which contribute in improving the professional and technical performance of students and graduates.



Press release:

http://ujnews2.ju.edu.jo/Lists/News/Disp_FormNews1.aspx?ID=9390



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Promotional material

The Brochures, rollup, and other materials were designed and printed





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Newsletters: The first issue of newsletter was designed and prepared by the University of Jordan.

NEWS LETTER

Vocational training center for undergraduate university students and teachers in Jordan

Issue # 1
April 15, 2017

WHAT IS VTC PROJECT

VTC is a three years project started on October 15, 2015, and funded by the European Union through Erasmus+ programme that concentrates on providing Jordanian students with competencies and skills needed by the market.

The project aims at institutionalizing vocational training within the Jordanian universities so that it becomes a main component of students' life at the university.

The EU experience is a major component in the success of the VTC project. The EU countries in this project including Germany, Spain, Portugal, and Slovakia have an excellent experience in the fields of vocational skills training.

Specific Objectives

- Construct a vocational training center for graduate and undergraduate students in partners universities.
- Apply a vocational training for the students to enhance and to develop their abilities and to build bridges between their theoretical study and vocational training skills
- Develop a vocational training program in order to create and publish common methodology and legal documentation for the lifelong Learning, E-learning and Distant Education, practical training for all universities in Jordan in accordance with European standard.
- Develop and enhance the staff abilities who will lead the vocational training.

CONTACT INFORMATION

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PROJECT TIMELINE

Work package	Title	Delivery Date
Preparation	Review, State of the art and Network between	Oct-Nov, 2015

Social networks: A page for Facebook were created on Facebook with interesting and relevant information

Press dissemination: Press releases in different media was published for the project.