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Dissemination plan for VTC Project

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

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The University of Jordan

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Contents

OVERVIEW	2
AIMS	2
Target Groups and Stakeholders	2
Dissemination Channels and Tools (Dissemination Actions)	3
Appendix A	6



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OVERVIEW

The objective of the present document is to define the structure of the dissemination of the VTC project and the internal mechanisms to enable the good development of concrete dissemination actions.

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.

AIMS

1. To ensure **internal communication** during the development of VTC inside each partner institution in order to foster the spread of the actions as described by the project.
2. To assure the **internal communication between** the different project partners.
3. Make the project **visible externally**, beyond consortium members, including its development and final results.
4. Find new **ways to sustain** project findings and outputs.

Target Groups and Stakeholders

VTC project shall be disseminated to strategic target groups:

1. **Fresh graduate and senior graduates and community of students.** As main users of the final products of VTC it is essential to get their input and feedback on the new proposals.
2. **Educational institutes responsible for institutions development**, by involving this target audience in the project activities (i.e. participation in workshops and job fairs will be a crucial factor for success).
3. **Local communities and municipalities**, such as community members active in the field of sustainability.
4. **Decision-makers**, responsible for curriculum design, support for implementation, employment such as Ministry of Higher Education and Scientific Research, ministry of

Page | 2

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industry and commerce and ministry of labour. The results will be directly targeted to the ministries involved.

5. **Teaching, technical & administrative staff** within each partner by involving this target audience in the project activities (i.e. participation in the train-the-trainers sessions at the very beginning will be a crucial factor for success).
6. **University management** involvement is crucial for sustainable development of the project and financial support. Regular contributions within academic scientific boards, common interuniversity meetings involving the participation of university management units will strengthen the competitiveness of universities through e-learning/e-teaching.
7. **International educational community.** The visibility of the project at European level and beyond is a very useful way to disseminate our ideas and through this, enable and foster future and interesting relationships for future collaboration.

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 to be used are the following:

- Project logo to present a uniform image of the project. All the partners' logos will appear on all communications. Visibility of the EU funding will be clear and explicit in every visual published document produced during the project life cycle.
- Format guidelines must be respected for all kinds of project documents. See Appendix A.
- Project website: The website will be the key means for communicating project results; it will be managed and updated continuously throughout the project. The proposed website name is <http://vtc.just.edu.jo/>.

The project's website will be the focal point for informing on activities as well as the main channel where results will be published. The website will be adapted to different levels of communication (general information and technical documentation) and different types of content (text and presentations). The website will be in English.



- Partners' websites: All partners will introduce the project description on their own websites. Project partners will refer to the website when disseminating VTC Project contents. The website should be kept up-to-date with at least: a description of the action, the contact details of the coordinating organization, the list of the partner organizations, mention of Erasmus+ financial support with relevant logo and access to the principal results, as and when they become available.
- Establish an online career information system: Designed to allow stakeholders to post job vacancies. Also; it will offer employer reviews, career and job-search advice, and describe different job descriptions or employers. Through a job website a prospective employee can locate and fill out a job application or submit resumes over the Internet for the advertised positions.
- Internal specific workshops and presentations in each partners' institution will be organised in order to involve as many members as possible. At least one action should be in 2016, 2017 as well as 2018. The workshop types include:
 - Workshops and trainings in career planning and career start up
 - Workshop on broader strategic options as follow-up project activities
 - Workshop with career centers at leading colleges
- Events: Presentation of the project products at events and conferences. Minimum one event per project year:
 - Participation in annual Erasmus project representatives meeting and job fairs.
 - Prepare and conduct internal/external information events, mid-term/final conferences
- Performing an annual conference under the umbrella of vocational training for students during their university studies and rehabilitation of those who support it; periodically between participating universities.
- Organize an annual job fair: for all possible kinds of industries and specialties.
- Promotional material such as folders, posters, flyers, rollups, etc. All partners will distribute them through their regional/national communication channels. Production of a project flyer which provides a definition for the VTC Project: In these texts clear information on the Project features and aims will be explained and developed in comprehensible formats for all targeted public.
- Newsletters: one issue yearly.



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- Social networks: Establishing close links to projects active in the area of e-teaching/e-learning in neighbour countries.
 1. Each partner will use his/her own channels, Facebook, Twitter and LinkedIn in order to promote Project outcomes and share them with targeted and general public.
 2. All partners will upload the project page at Facebook with interesting and relevant information
- Press dissemination: Press releases in different media (print, television spots, social media for announcing the beginning of the project, its progress and end).
- Final event



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Appendix A

FORMATTING GUIDELINES FOR (VTC) PUBLICATIONS

The following guidelines apply to reports that are produced for " Vocational training center for undergraduate university students and teachers in Jordan (VTC)" project. Following these guidelines will help ensure quality and consistency in the presentation of research results.

Disclaimer:

Any publication should mention the following sentence:

"This project has been funded with support from the European Commission. This publication [communication] 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"

Erasmus+ logo:

All material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union"

VTC logo:

All material produced for project activities, training material, projects websites, special events, posters, leaflets, press releases, CD ROMs, etc. must carry VTC logo.

Formatting:

Font

Use the Times New Roman, as the report font; select 12-point as the recommended size.

Report and other types of documents pages

- Allow one-inch margins on all sides



- Use 1.15- for spacing the report body
- Justify the text
- Begin each chapter on its own page; include the chapter's title at the top of the Page
- Start page numbering with the introduction; leave the acknowledgements, table of contents, list of tables, list of figures, and executive summary unnumbered
- place page numbers at the right-bottom of the page

Graphics

- Place graphics either immediately after they appear in the text or in the appendix section
- When using color, keep in mind that users may be printing the report in black and white; if you choose color in graphs or photos, check to make sure the photos and graphics are legible when printed in black and white (if applicable)
- Include brief captions to describe the graphic. Keep the type size to 10-points or larger to ensure legibility of the figure or table description
- Number tables and figures separately and consecutively as they appear and use a two-number format to indicate the chapter number (for example, Figure 1.1 is the first figure in Chapter One)

Abbreviations

Define abbreviations, acronyms, and symbols the first time they appear, and then use the abbreviation in additional uses.

Contents of reports:

Title Page

Use the sample title page as provided and type over the appropriate information. For consistency, the sample includes the logos, project information and disclaimer statements.

Acknowledgments (optional)

The acknowledgment page recognizes the individuals who and organizations that significantly contributed to the research project. Keep acknowledgments to one page. The acknowledgment page comes before the table of contents and the executive summary. You can add the logo of contributors.



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Table of contents

List titles of chapters in the table of contents as they appear in the report body.

List of tables and list of figures, if the report includes tables and figures

Sequentially list each table/figure number and title, as well as the page number on which the table/figure appears. The list of tables and/or list of figures follow the table of contents on a separate page.

Executive summary

The executive summary provides a concise synopsis of the report, the main findings or results, conclusions, the significance of the research, and recommendations. Limit the length of the executive summary to no more than four pages. The executive summary will be used as a stand-alone summary of the report. This section should be set up with a brief description of the problem that was addressed, the objectives of the project, a description of the effort and a summary of the outcome and findings with an emphasis on the research impact.

Introduction

The introduction serves as the report's first chapter and should be no more than one page. The introduction addresses the report issue, the background of the report, report goals, the basic approach to the project, and the report organization. Unlike the executive summary, it does not include research results, conclusions, or recommendations.

Report body

The report body's organization and content vary depending on the nature of the research project, but usually follow the direction that the work plan outlines. Most reports include the background of the research problem, the research approach and methods, an analysis of research results, conclusions, and recommendations for implementation and further testing. Organize the report body in chapters; each chapter starts on its own page, with the introduction as the report's first chapter.



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References

- Include only those references in the reference section that you cite in the report; include other references as part of a bibliography
- Attribute unpublished material, telephone conversations, and other personal communication in the body of the report and not in the reference section
- You may use any acceptable style recommended by your discipline, as long as it is followed consistently throughout the report

Appendices (if needed)

- Appendices consist of material that supports the report but isn't critical in understanding project results. Appendices follow the report body.
- When writing original material for an appendix, use the typeface Times, or a variation of Times, as the font; select at least 11-point type for body copy, with 12- point as the recommended size
- Label appendices by letter (Appendix A, Appendix B, Appendix C. etc.)