



Pan-European policy experimentations with tablets
<http://creative.eun.org>

D6.3 DISSEMINATION PLAN, v02

WP6

December 2014

Creative Classrooms Lab | <http://creative.eun.org>

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INTRODUCTION

PURPOSE OF THE DOCUMENT

The Dissemination and Communication Plan is a public deliverable (D6.3) describing the target groups, and production of information and communication tools and promotional activities to various stakeholders including the CCL school network to be carried out during the project.

This one is the updated plan, v02, following the first version on that was published in June 2013. Some information is not repeated in this document as it can be retrieved in the previous version. The aim of this document is to describe the dissemination activities to promote the project and its outputs during the last months of the project.

DISSEMINATION ACTIVITIES

WEBSITE

The project's website was launched in April 2013 (M1). The first version of the website provides basic information on the project. The website is online at: <http://creative.eun.org>

The website has been used during the whole project to provide news items, videos, and events around the project activities. The website is also the place of the Teachers' Blog, where the project teachers write their project updates; and the Observation Blog by Diana Bannister who posts insights from her visits in the project schools in eight countries.

Website until the end of the project:

- Continue publishing news items (disseminated through social media and newsletters)
- The Teachers' Blog remains open for further posts; some of the posts can be highlighted in news
- The Observation Blog remains open for readers; some posts/topics can be highlighted in news
- Update About section to highlight the project results
- Promotion of the MOOC
- Publication of the project results:
 - Videos: classroom practice videos by the partners and interview videos with the policy-makers
 - Reports: Final evaluation report on the Observation Visits; Summary report (translated)

DISSEMINATION MATERIALS Y2

The following dissemination material will be produced until the end of the project:

Material	Target group	Details	Channels
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Publication: Final evaluation report on the Observation Visits	Policy-makers, school leaders, industry	<ul style="list-style-type: none"> – Based on the observation visits, including case studies – English only – About 40-50 pages long – Printed and digital 	<ul style="list-style-type: none"> – Website – Social media – Newsletters – Distribution of printed copies
Publication: Summary report	Policy-makers, school leaders, industry	<ul style="list-style-type: none"> – 8 pages long – Printed and digital – Translated into 8 languages (digital) 	<ul style="list-style-type: none"> – Website – Social media – Newsletters – Distribution of printed copies
Publication: Scenarios brochure	Final conference audience	<ul style="list-style-type: none"> – 8 pages long – English only – Featuring 4 main scenario topics 	<ul style="list-style-type: none"> – Website – Social media – Newsletters – Distribution of printed copies
Videos: interview videos with the policy-makers (WP7)	Policy-makers, industry	<ul style="list-style-type: none"> – 3-5 interviews with experts and/or policy-makers 	<ul style="list-style-type: none"> – Website – Youtube promotion – Social media – News, Newsletter
Videos: Video case studies of classroom practice	School leaders, teachers, policy-makers	<ul style="list-style-type: none"> – At least one video from each partner (9) – In English OR with English subtitles 	<ul style="list-style-type: none"> – Website – Youtube promotion – Social media – News, Newsletter
Presentation	All	<ul style="list-style-type: none"> – A PPT presentation giving the final status of the project 	<ul style="list-style-type: none"> – Website
Leaflet to promote the MOOC	Teachers	<ul style="list-style-type: none"> – A digital flyer to promote the CCL online course 	<ul style="list-style-type: none"> – Website – Social media – Newsletter
Newsletter	All	<ul style="list-style-type: none"> – The news on Creative Classrooms Lab are included in the Future Classroom Lab newsletter 	<ul style="list-style-type: none"> – Upcoming issues: January 2015 and April 2015
Press release	Press	<ul style="list-style-type: none"> – To disseminate the final publications and results of the project 	<ul style="list-style-type: none"> - EUN press mailing lists + partners own channels

SOCIAL MEDIA

The social media strategy until the end of the project:

- Using the European Schoolnet's Facebook, YouTube and Twitter accounts actively to disseminate information about CCL (videos, publications, conference...).
- The CCL Facebook group is used actively (currently over 250 members)
- The partners are asked to promote CCL also through their channels.

- A hashtag (#CCLproject) is being used on Twitter to refer to the project.

FUTURE CLASSROOM LAB

Results from the CCL project will be promoted during and after the project via FCL seminars and workshops, thereby contributing in a significant way to the exploitation and mainstreaming strategy of the CCL project. Information on the CCL project is featured in the FCL newsletter that is sent to over 2.000 subscribers including political stakeholders and 30 FCL industry partners.

SPECIAL ITEMS

CCL MOOC COURSE

The promotion of the CCL MOOC course will take place through social media, websites, newsletters, partners channels, etc. The previous EUN Academy courses have had a good welcome in terms of participation but also retention and completion rates. The MOOC will be promoted actively in Feb until the start of the course in mid-March.

Using Tablets in Schools (February 2015)

The course aims to inspire teachers to use tablets to foster innovative teaching and learning. It also aims to help head teachers and policy makers to make more informed policy decisions related to tablet and 1:1 computing strategies. The course will consist of 4-5 modules. The first modules will focus on classroom practice: e.g. How to foster personalized learning/ collaborative learning with tablets? The last 1 or 2 modules will reflect on success factors for developing 1:1 computing strategies (e.g. parental involvement).

CCL FINAL CONFERENCE

The CCL final conference will take place on 25 March 2015 in Brussels at the premises of the Flemish Ministry of Education. The conference has limited seats, but it's necessary to create as much visibility as possible. The conference is aimed at senior policy-makers on all levels. All the EUN member MoEs will be invited to send a representative to the conference, and we expect about 20 MoE to be represented in total. Also researchers are welcome. The selection of participants will be made based on the pre-registrations, which is open at: <http://bit.ly/CCL-workshop>. The dissemination activities are therefore focusing mainly on academics and policy-makers.

TEACHER-LED WEBINARS

Some practice-oriented teacher-led webinars were organised in spring 2014. More webinars were planned for autumn 2014, however, despite of several attempts it was very difficult to find available teachers willing to present: it was a very busy time. We will try to schedule new teacher-led webinars for Feb-March 2015, depending on their response and availability. The proposed topics are linked with the scenarios topics.

ASSOCIATE PARTNERS

The number of project's Associate Partners has increased in the past year. The APs will be invited to the final conference as well as they will be offered all dissemination materials for wider distribution e.g. through their teacher communities and newsletters. The following companies are confirmed APs: Adobe, Corinth, IRIS Connect, NEC, Promethean, Samsung, and SMART.

OTHER WEBSITES AND NEWSLETTERS

The key results from the project will be offered for publication on other websites, including EUN website and some of its project websites. Also, some external webpages will be targeted, e.g. Microsoft Educator Network <http://www.educatornetwork.com/HotTopics/1to1learning>.

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