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Dissemination plan

“Promoting internationalization of research through establishment and operationalization of Cycle 3 Quality Assurance System in line with the European Integration” (C3QA) project

1. Overall communication objectives

The objective is to contribute to the wider dissemination of information on C3QA project in Armenia, Kazakhstan, Mongolia and Ukraine as well as to the increased awareness and understanding of the cycle 3 programme quality assurance among all the relevant Higher Education internal (students, academic and administrative staff) and external (government authorities, international partners, QA agencies) stakeholders.

2. Target groups

- Public Authorities,
- Teaching and administrative staff of universities/research institutions, especially those involved in cycle 3 programme delivery,
- Students of universities/research institutions,
- Higher education expert community,
- General public.

3. Specific objectives for each target group, related to the project’s objectives

- ✓ Ensure that the teaching and administrative staff as well as student of universities and research institutions are aware of the objectives of project and activities,
- ✓ Ensure overall dissemination of project outcomes (especially cycle 3 programme quality assurance manual, guidelines and standards) among universities and research institutions, as well as general public and expert community,
- ✓ Raise awareness and understanding of the cycle 3 programme quality assurance among the Armenian students, teaching and administrative staff of universities/research institutions, as well public authorities,

- ✓ Ensure that the general public is aware of the objectives, activities and outcomes of project.

4. Main activities that will take place covered by the dissemination plan

- Kick-off meeting of project in Yerevan,
- Creation and regular updating of project web site,
- Trainings with involvement of representatives of target groups,
- Publication of training kit in English and national languages (both hard copies and on-line),
- Development and dissemination of newsletters in English and national languages,
- Publication of brochures on project activities in English and national languages,
- Dissemination via national media,
- Organization of national round tables to discuss the project outcomes with the representatives of target groups,
- Organization of dissemination conferences in partner countries,
- Daily communication with educational community and interested parties.

5. Indicators of achievement of the communication objectives

The following indicators will allow to measure achievements:

- ✓ Number and type of dissemination materials/tools,
- ✓ Number of people receiving the communication materials,
- ✓ Number of visitors of the web site of the project,
- ✓ Feedbacks from trainings and meetings,
- ✓ Number of the media coverage per each project activity.

6. Human and financial resources

The main responsible entity for dissemination is the project coordinator. All project partners will be actively involved in the activities towards wide communication on project and its visibility. In particular, subcontracting budget foreseen to implement the communication activities is 45 500 euros (5,12 of total budget).