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Development and Implementation of Social Dimension Strategies in Armenia & Bosnia and Herzegovina through Cross-regional Peer Learning/INCLUSION

**Work package 6:
Dissemination and Exploitation**



Erasmus+





Highlights from application

- **Dissemination for awareness:** *to build a profile within respective contexts in Armenia and BiH for wider society layers*
 - One year campaign with press releases, roadshows for **principals and high school teachers**
- **Dissemination for understanding:** *to convey the knowledge to specific target groups who are key in supporting and promoting the objectives*
 - Conferences, roundtables, newsletters, brochures for HE faculty members and administrators, respective Ministries, high school principals, teachers and students, **CSOs**
- **Dissemination for action:** *to equip the key stakeholders with right skills, knowledge to make changes happen*
 - Trainings, workshops, guidelines, master plans, reports to be delivered through **project**
web-site eventually



2016 December-2017 December Activities timeline



M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Kick-off meeting											
Press release											
					Two-day training for 40 HEI hosted by AUA						
					Coordinating meeting at AUA						
						Round tables in PCUs					
Website development		Website updates									



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2016 December-2017 December Activities



Aim: Discuss roles and responsibilities during the two-day event in Armenia

Activity: Kick-off meeting (M 1, December 1-2 of 2016)

WP8: Management

Dissemination tools

- Press release (post event article) developed for PCU web-site for their respective newsletters and social media outlets (FB, Twitter, LinkedIn, Instagram)



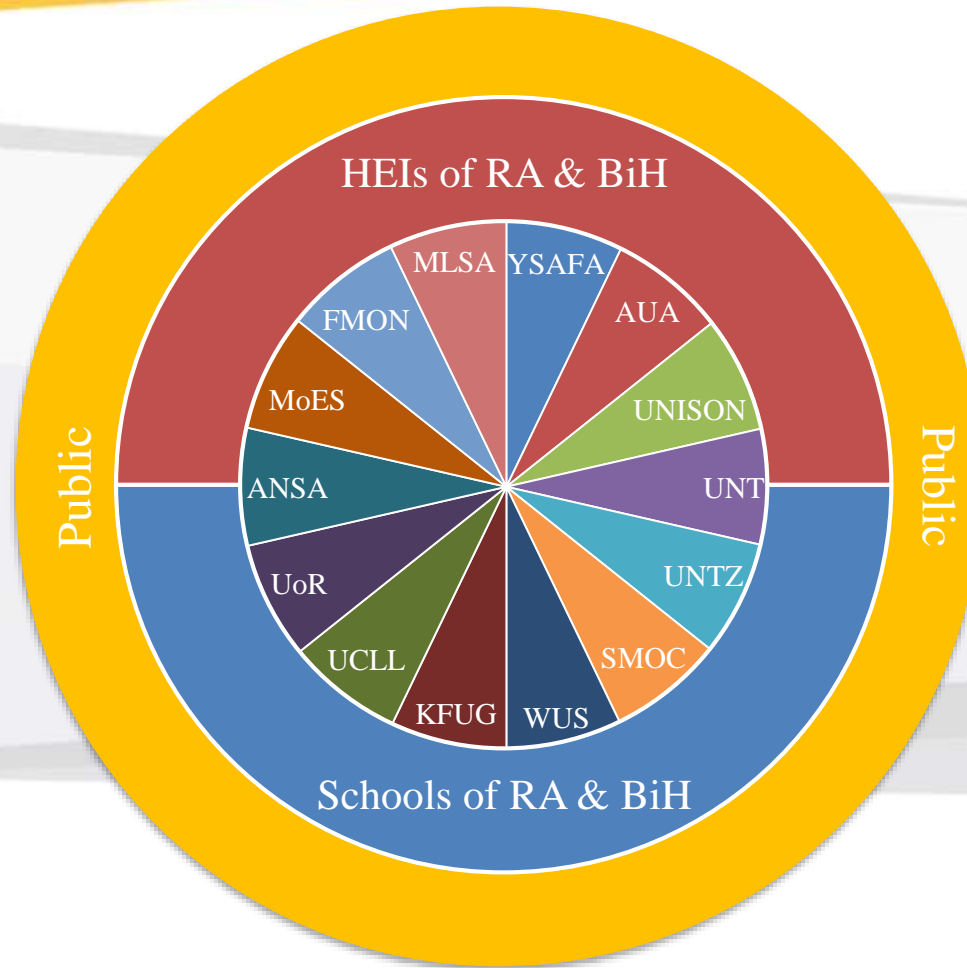
Aim: Development of the web-site as an overarching dissemination channel.

Activity: Operationalization of the project web-site (M1-M12)

WP6: Dissemination & Exploitation

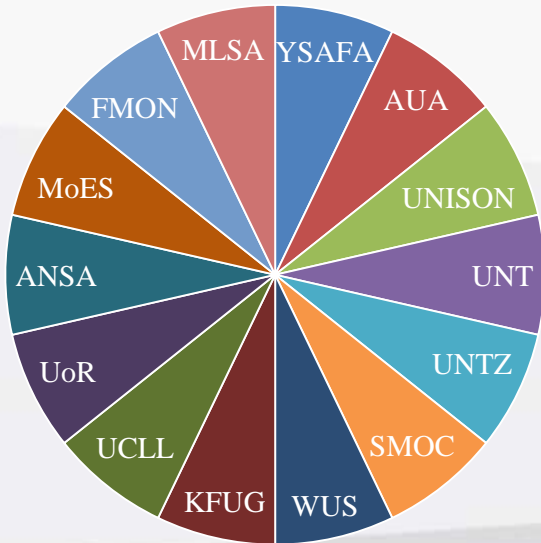
Target group: Administrative staff, Technical staff, Other (National, International)

- Discuss development of the project web-site with YSAFA, UNT and sub-contractor
- **Social advertisement/movie (funds for innovative ideas)**
- **UK experience: translates the articles**
- **reads outloud the highlighted one**





Internal dissemination tools for partners

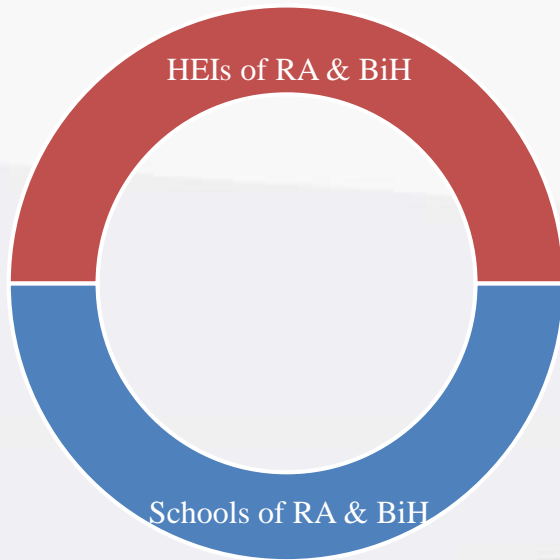


- E-mailing
- Moodle platform
- Interim and Annual Reports
- Update on project web-site



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Dissemination tools for HEIs and schools



- Communication through PCUs
- Workshops
- Conferences
- Round tables
- Post event articles on web-sites, newsletters and social media



Public

- Project and PCU's web-sites
- Social media
- Digital and printed media
- TV and Radio coverage
- Civil society organisations as target group



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Main Dissemination Tools and Outcomes

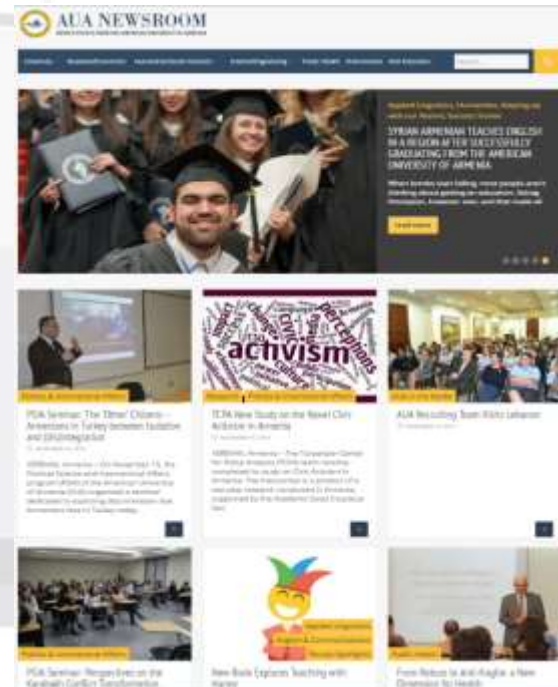


Posting information on PCU websites

unt.ba



newsroom.aua.am



- unt.ba - 27,000 visitors monthly
- eft.ba - 23,000 visitors monthly
- ets.ba - 20,000 visitor monthly

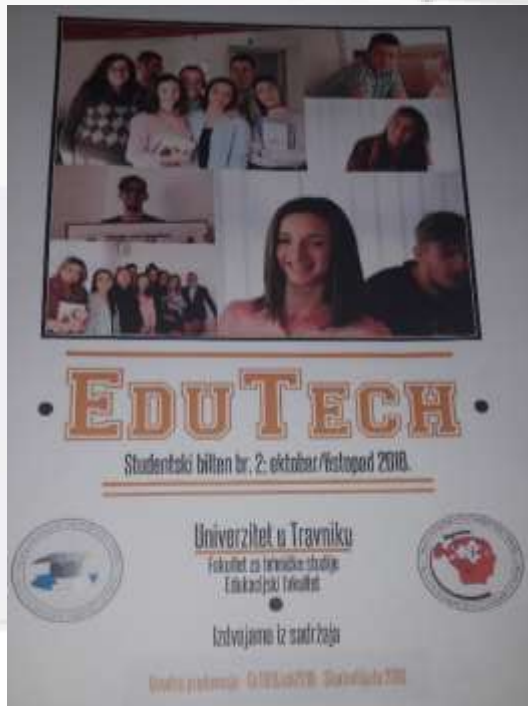
aua.am- 14,400 of viewers from around the world



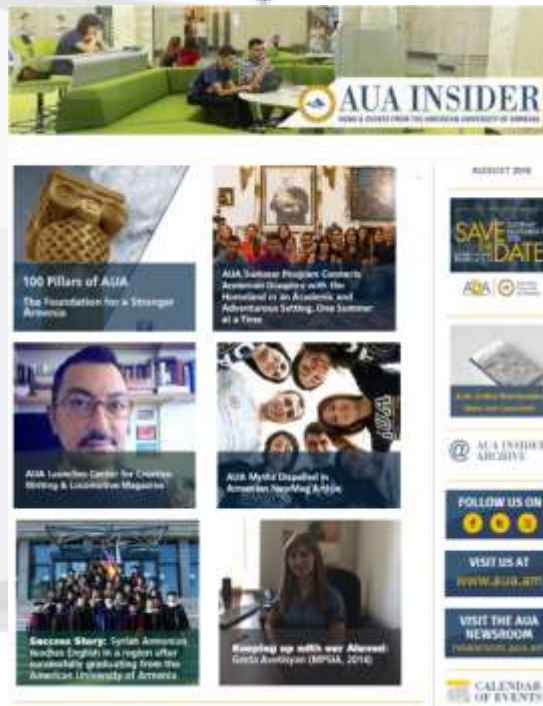
Main Dissemination Tools and Outcomes



Dissemination via newsletters of PCU



UNT newsletter
5,000 recipients



Newsletter AUA "Insider"
16,000 recipients



Newsletter AUA "Bridge"



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Main Dissemination Tools and Outcomes



UNT Social Media



AUA Social Media



[eft.ba](https://www.facebook.com/eft.ba) + [ets.ba](https://www.facebook.com/ets.ba) Facebook pages statistics:
 3,980 + 2,230 page likes
 15,200 + 7,500 avg. monthly post reach
 10,000 + 3,500 avg. monthly post engagement

AUA Facebook page statistics:
 35,000 page likes
 208,000 avg. monthly post reach
 107,000 avg. monthly post engagement



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Main Dissemination Tools and Outcomes



University student magazine
grafx.ba has over 30,625 visitors monthly
Electronic and printed



Local portals
travnik-grad.info
dan.ba: FB: 8, 287 likes, Twitter: 174 followers





Aim: Ensure dissemination of the project activities and progress on annual basis

Activity: Development and releasing the press releases (M1)

WP6: Dissemination & Exploitation

Target groups: Teaching staff, Administrative staff, Technical staff, Other (Department/faculty, Institution, Local, Regional, National, International)

Dissemination tools

- Develop press releases on project activities for the web-site with an access for PCU
- Utilize print and digital media, social media outlets, newsletters (e.g. AUA's "Insider", "Bridge, UNT newsletter, magazines of the respective countries)



Aim: Based on the fact-finding results and the specific training needs, a training kit for design and implementation of Social dimensions strategies developed.

Activity: A two-day training for 40 HEI staff members (hosted at AUA with involvement of all consortium members) (M6)

WP 1: Preparation

Target groups: Teaching staff, Administrative staff, Other (National, Institutional)

Dissemination tools

- Training announcement via email to HEI staff members
- Project banner designed and placed in the hall during the training (in cooperation with YSAFA and UNT)
- Development of post event article



Aim: Ensure the dissemination of information on annual basis to evaluate the needs and further improvements of developments.

Activity: Round tables in PCUs (M7)

WP6: Dissemination & Exploitation

Target groups: Teaching staff, Students, Trainees, Administrative staff, Librarians, Other (Department/faculty, Institution, Local, Regional, National, International)

Dissemination tools

- Round table announcement via email to the target groups
- Project banner designed and placed in the hall during the round table (in cooperation with YSAFA and UNT)
- Ensure coverage by local TV, Radio and media
- Develop event article on this activity



**2010: Armenia ratified the Convention on the Rights
of Persons with Disabilities**

**2015: Hearings on the adoption of the new national
disability legislation**

**2016: Armenia announced “The Year of Equal
Opportunities for People with Disabilities”**



Dissemination: Tasks

- LOGO
- Social media (FB, Twitter, Youtube channels, Instagram)
- Brochures, Newsletter, etc.
- TV and newspapers, press releases
- Marketing plan for stakeholders
- E-mail data base

Development
plan

- Inside and outside
- IDENTIFICATION
- Key stakeholders
- High schools

Branding
materials

Web site
development

- Events, articles, meetings, announcement, stories, expressions of target groups

Translation

- Materials in English, Bosnian and Armenian

No.	Activity	Target group	What (content, topic)	How	When
6.1.	Development of a basic project dissemination package	Administrative staff, Technical staff	Communication Data base List of plan together with partners	Meetings Brainstorming E mails	November to December
6.2.	Operationalization of the project website	Administrative staff, Technical staff, Other (National, International)	Post news, articles, and all project activities connected to social media and networks	Discussed with project Coordinator and lead partners	M1 –M12
6.3.	Realising the press releases	Teaching staff, Administrative staff, Technical staff, Other(Department/faculty, Institution, Local, Regional, National, International)	Organizing press releases Publish press releases	Faculty press room Published: Newsletters Official website of the project Web site (University and faculty) FB page Student newspapers „Grafx“	M1 (5 major press releases during project)
6.4.	Round tables in PCUs	Teaching staff, Students, Trainers, Administrative staff, Librarians, Other (Department/faculty, Institution, Local, Regional, National, International)	Communication tools article about project, banners (in order to coordinator), developing ideas with partners..	E mails , writing, communication with media, brainstorming	M7



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Thank you!