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## Advancing Higher Education in Maldives Through E-learning Development

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### 6.1. AMED Dissemination Plan

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# AMED

## Dissemination Plan

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<b>Abstract:</b>	This document, as part of WP6, presents the AMED Dissemination plan. It describes the dissemination activities, target groups, dissemination channels, responsible project partners key messages and implementation period that will be carried out to promote the goals and outcomes of the project.
<b>Key words</b>	Dissemination, indicators

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## Summary

This document is the deliverable “D 6.1 – Dissemination Plan” of the project AMED – Advancing higher Education in the Maldives through E-learning Development (hereinafter also referred to as “AMED”).

AMED project is targeted to addresses two main challenges observed in the Maldives in delivering quality higher education programs to the disadvantaged communities and expanding higher education access across the Maldives. The challenges are; (1) a need for e-learning system to solve distance and transportation problems and (2) need to improve teacher education. The main aims of the project is to support the modernization, accessibility and internationalization of higher education in the Maldives, by improving the level of competencies and skills of university Teachers by developing new and innovative education programme in the field of e-learning.

The specific objectives of the project are; co-creation and piloting of a new study programme for professional development focusing on the use of ICT in Education, establishing infrastructure framework for e-learning at The Maldives National University by training of staff, improving IT infrastructure and (re) organization of departments to provide suport to e-learning, promotion of new forms of teaching and learning in the Maldives, notably strategic use of open and flexible learning, lifelong learning, virtual mobility, open educational resources and better exploitation of the ICT potential by raising awareness , supporting leadership and engaging early adopters and developing a community of practice.

This plan aims to present the dissemination strategy for the project AMED and is intended to be a guideline for dissemination activities planned within the project period. The aim of dissemination and exploitation strategy is to ensure the visibility and communication of its actions and results vis-à-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the project results. The document will highlight how the project progress, results and benefits will be shared with the relevant target groups.

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# 1. INTRODUCTION

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## 1.1 Description of the Project

This document is the deliverable “D 6.1 – Dissemination Plan” of the project AMED – Advancing higher Education in the Maldives through E-learning Development (hereinafter also referred to as “AMED”).

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The specific objectives of the project are; co-creation and piloting of a new study programme for professional development focusing on the use of ICT in Education, establishing infrastructure framework for e-learning at The Maldives National University by training of staff, improving IT infrastructure and (re) organization of departments to provide support to e-learning, promotion of new forms of teaching and learning in the Maldives, notably strategic use of open and flexible learning, lifelong learning, virtual mobility, open educational resources and better exploitation of the ICT potential by raising awareness , supporting leadership and engaging early adopters and developing a community of practice.

## 1.2 Purpose of the Dissemination Plan

This Dissemination plan aims to present the dissemination strategy for the project AMED and is intended to be a guideline for dissemination activities planned within the project period.

The aim of dissemination and exploitation strategy is to ensure the visibility and communication of the project actions and results vis-a-vis the main target groups as well as towards all those stakeholders who can be positively impacted by the project results. The document will highlight how the project progress, results and benefits will be shared with the relevant target groups.

## 1.3 Scope of the Dissemination Plan

Within the project Dissemination will be focused on two main target groups identified within the project: (1) *primary target group* (MNU and project partner institution staff) and (2) *secondary target group* (external stakeholders related to higher education provision and e-learning)

This plan encompasses all the dissemination activities, target groups, dissemination channels, responsible project partners, key messages and implementation period.

The project dissemination will follow seven main strategies/channels to communicate project related content to the different target groups.

- The main dissemination channel will be **project website** where all project events and results will be published. It will be updated regularly.



- **Project flyer** will inform general public about the project goals.
- **Project Banners** will be used to increase the visibility of the project.
- **Project newsletters** will inform all project stakeholders on recent developments on a 4-month basis
- At the end of the project, a **project booklet** will be published. The booklet will consist of project results and suggestions for further improvements.
- **Dissemination events** (focus groups, round tables, conferences) will be sought to receive valuable feedback from key stakeholders and general public and vice versa-to share recommendations for policy makers and make influence.
- **Facebook page** will be used to inform the general public about the project events.

The document is separated in 5 chapters. The first 2 chapters introduce the reader to the aims of the project and the project goals. Chapter 4 describes the monitoring and evaluation methods that will be followed to monitor dissemination progress. Bibliography and annexes are reported at the end of the document.

This document serves as a management tool to define the dissemination and communication guidelines for the project consortium, as well as project partners. It will be used as a reference document to refer to during the project duration, including for regular monitoring and evaluation. Depending on project progress and external factors, the dissemination plan will be updated and adapted to fit the needs and to deliver the best possible dissemination for AMED.

## Key terms defined

### *Dissemination*

Dissemination is defined as “the means through which research results are presented to the public (internal and external)”. This is the term generally used for communication of specific information to a targeted audience or general public, by means of press, TV, radio, and other large-scale media. It can also be associated with the dissemination process and means, and the communication activities at events, such as demonstration events, posters, and procurement lettering and mailing.

### *Target audience*

The term is used to describe the groups of stakeholders interested at some level to the project activities and results. These include the scientific and medical community, lay public, press and media and politicians.

### *Stakeholder*

Any organization or individual being interested in the project or having an interest in the progress and/or outcomes of the project.



## 2. DISSEMINATION STRATEGY

The dissemination strategy for the AMED project is designed to ensure timely communication of the project progress and results to all the stakeholders and during the project lifetime. Dissemination will be the joint responsibility of all project partners at all levels. The key objective of the AMED dissemination and communication activities thus, is to ensure that the all partners appropriately present and sufficiently communicate project progress and achieved results with the aim of optimizing their impact and value. Each partner is therefore, committed to fully maximize their networks, contacts and capabilities for the effective dissemination of project progress and results through awareness raising, creating interest and diffusing the results.

### 2.1 Dissemination Objectives

The main objective of the AMED Dissemination plan is to:

1. Define internal (project members) and external (within institution, key stakeholders and general public) communication strategies and activities.
2. Define, the dissemination activities, target groups, dissemination channels, responsible project partners, key messages and implementation period.
3. Define specific dissemination policy and action for each stakeholder.

### 2.2 communication

Successful communication is the key to the successful dissemination. The Communication pathways for this project will be divided into two main actions: Internal and External.

- Internal: Internal to the project, which is aimed at the project management team and internal stakeholders. This will include operational functions and related activities.
- External: targeting various types of external stakeholders.

The internal communication will ensure successful communication related to the project. These will include communicating with project team, highlighting issues, using project management tools, providing directions to project team, highlighting, scheduled tasks and day by day team communication. In external communication attention is going to be given to external stakeholders' engagement and will be done in close relation with dissemination activities aligned to WP6 deliverables. Communication is mainly intended to keep the target audience updated about project progress and achievement.

### 2.3 Attraction

Attracting interest and participation in AMED for specific stakeholder categories is one of the most challenging objectives of the project dissemination. All the promotional materials (Flyers, Banners, Newsletter, Website, Dissemination Events, Facebook page,) will be used to attract the target audience and to increase participation of both the primary and secondary target groups and to maximize the benefit from the involvement of stakeholders.



## 2.4 Target Audience

The dissemination process is considered a horizontal activity focusing on the dissemination of the progress and results of the AMED project to a wide range of stakeholders. To achieve this goals, various focused groups will be selected and information sharing events will be organised. All project partners will be engaged in dissemination activities and will proactively seek opportunities for dissemination within the different target groups/stakeholders and exploit the communication channels to reach a wider audience. The main focus of the AMED project is advancing higher education in the Maldives through e-Learning development. Hence, the dissemination activities will focus on conducting awareness raising events related to the project goals and outcomes involving the different stakeholders. The Dissemination plan identifies the following as key target groups and intends to reach as wide an audience as possible, both among partners and within their institutions and outside the consortium.

### 2.4.1 Primary Target Groups

As highlighted in Table 1, the primary target group (from The Maldives National University) consists of eight target audiences; (1) Teaching staff, (2) Students, (3) Trainees, (4) Administrative staff, (5) Technical staff, (6) Librarians, (7) Decision makers and key stakeholders of the project.

### 2.4.2 Secondary Target Groups

The secondary target groups of the dissemination are as follows; (1) Policy makers, (2) Public authorities and (3) Research community. Local public authorities & policy makers, such as Ministries and councils are fundamental for the project sustainability due to their influence on national policies. Policy makers who make decisions about defining e-Learning strategies will be engaged to offer recommendations on how to create the conditions to promote e-learning in higher education and foster the adoption and impact of the AMED project results.

### 2.4.3 Dissemination Level

During the project lifetime and within each work package, dissemination will be done at four levels aligned to the deliverables and requirements within each work package. The four levels include; Department/Faculty level, Institution level, Local level, Regional level, National level, and International level.

TARGET AUDIENCE	Work Packages						
	WP 1	WP 2	WP 3	WP 4	WP 5	WP 6	WP 7
<b>Primary Target Groups</b>							

1. Teaching staff	X	X	X	X	X	X	X
2. Students	X		X			X	
3. Trainees		X	X	X	X	X	X
4. Administrative Staff	X		X	X		X	X
5. Technical Staff	X		X	X	X	X	X
6. Librarians			X	X	X	X	
7. Decision makers and key stakeholders of the project	X		X				
<b>Secondary Target Groups</b>							
8. Policy makers						X	
9. Public Authorities (Maldives Qualification Authority- MQA)						X	
10. Research community							
<b>DISSEMINATION LEVEL</b>							
1. Department /Faculty	X	X	X	X	X	X	X
2. Institution	X	X	X	X	X	X	X
3. Local			X		X	X	
4. Regional						X	
5. National			X		X	X	
6. International						X	X

Table 1: Dissemination Target groups and level within each work package

## 2.5 Communication Channels

AMED project progress and results will be disseminated through different communication channels (Table 2) at different phases of the project. The primary target and the beneficiary of the project is The Maldives National University, and the different groups at MNU will be informed about the project using the AMED website, flyers, banners and awareness raising sessions. General public will be mainly targeted using the project bilingual website and Facebook page which will be updated on a regular basis.

In order to facilitate the development of relationships with stakeholders a selection of interactions done within the project will be translated in the local language of Maldives, *Dhivehi* and forwarded to the main website and also included in the flyer to give a wider visibility to what is going on during the project period. In addition, the academic community will have access to the project results, which will be presented in national and international conferences, and papers on peer-reviewed scientific journals.

Dissemination Channel	Description	KPI
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<b>2.5.1 AMED Website.</b>	The AMED website is the main dissemination channel for the project and where all the project events and results will be published. Accessing the website can take place either through search engines or through other partnering websites. The website will be kept available after the end of the project, at least for three years, managed by the FOI in the Consortium.	Website created and updated regularly
<b>2.5.2 AMED Flyer</b>	The project flyer will have general project information such as project goals, specific objectives and benefits. The aim is to inform the general public about the project.	Flyers designed, printed and distributed
<b>2.5.3 AMED Banner</b>	Project banner will be displayed in all the stakeholders/ target group meetings to increase the visibility of the project.	Project banner visible in all the main events of the project
<b>2.5.4.AMED Newsletter</b>	Project Newsletter will inform all the project stakeholders on the developments of the project on a 6-month basis. An e-mail newsletter will be created and distributed at four-month intervals to identified stakeholders. It is planned that the newsletter will be sent every 4 months through <i>MailChimp</i> . Newsletter will also be placed on Facebook page as well as on the AMED website, where a user can access it easily under the section “newsletter”.	Newsletter designed, and delivered at a 6-month basis.  Newsletter available on Facebook and Website
<b>2.5.5 AMED Project Booklet</b>	At the end of the project a booklet encompassing project results will be published.	Booklet published
<b>2.5.6 AMED Facebook Page</b>	To build a network, that will create followers willing to benefit from the results of AMED. The social networks will be up and running from Month 2. Depending on the phase of the project, updates may be monthly, weekly or even daily.	Facebook page updated with project events
<b>2.5.7 Publications</b>	The results of the project will be presented at national and international conferences and papers will be published in journals.	Papers presented at conferences and published in journals
<b>2.5.8 Dissemination and</b>	To get valuable feedback from key stakeholders and vice-versa and to share recommendations for	Focus group meetings with relevant policy

<b>policy Dialogue events</b>	policymakers and make influence, focus group meetings will be organized	makers and key stakeholders held
<b>2.5.9 Mass media</b>	<p>The goal is to involve people who do not use social networks and gain visibility at National levels.</p> <p>It is suggested that one press release and TV appearance should be arranged for key selected events of the AMED project.</p>	<p>Press releases and TV appearances related to the key project events</p>

Table 2: Dissemination Channels

## 2.6 THE BRAND

Effective communication strategy is vital to successful dissemination of the project. AMED's communication goal is to contact various targeted audiences and stakeholders with a recognizable, clear and effective message that is able to communicate the project vision and results as well as to develop interest in the project's progress and objectives. To reach such a goal, the following actions have been identified.

### 2.6.1 AMED brand and dissemination material definition.

An effective communication strategy requires the identification of a strong, appealing project identity easily recognizable and able to convey the main concepts and intentions of the project in an effective and attractive way. For this purpose, a project "logo", and a common graphical layout for website, presentations and dissemination material (flyers, posters) targeting different audiences was developed

### 2.6.2. AMED website development and maintenance.

A clear presentation of the project aims, including vision, consortium members, work plan, deliverables, etc. is provided through the website. The project website will be kept updated with news, links to the social networks, public deliverables, articles and material from participation at events. In order to allow adequate information on project vision, objectives, and achievements, AMED results will be made public via the project booklet, and the official project website as well as via partner websites in accordance with project policies.

## 3. DISSEMINATION ACTIVITIES

Throughout the project lifecycle, the consortium will run a solid dissemination activity plan whereby, planned activities targeting the primary and secondary target groups will be scheduled. The first phase – preparation phase of the dissemination plan will involve organizing awareness raising events among the key target groups. During these events, the audiences will be informed about the project goals and general information through the different channels. As such, during this phase focus group interview, and policy dialogue events will be held to disseminate information about the project and to encourage buy-in. As a fundamental part of the dissemination strategy of the project, the consortium has planned a series of activities such as training workshops, study visits to partner countries, conferences during the second and third stages of the plan. The training workshops will involve key e-learning experts from within the partner university community, who will play an active role in developing and perfecting the design and development of the deliverables within each work package before the implementation of the project.

### 3.1 Dissemination Plan Activity Schedule -MNU

AMED Dissemination Plan Activity Schedule will be planned for each phase of the project. All the partners will update the dissemination related activities in the 'Dissemination Plan Activity Schedule' template given in the Annex. This template will be shared as a google doc. This document will be updated throughout the project lifetime.

Activities	Responsible Partner	Activity Details	Due date	Target group
AMED website and Facebook	All Partners	AMED website link shared with MNU staff on Viber groups and AMED Facebook page link shared	Project lifetime	MNU staff and general public
Dissemination Event 1. Unofficial first meeting of the project team at Hulhumale' Maldives	All Partners	Photos from the meeting shared on Facebook and AMED webpage	25 <sup>th</sup> -28 <sup>th</sup> March 2019	General Public
Dissemination Event 2. Official project inauguration Event held at MNU	All Partners	Display AMED banner Invite the project team and SMT Invite Local Media (NAME) invited Prepare and Deliver Project brief in Dhivehi and English	26 <sup>th</sup> March 2019	MNU project team, SMT General public

Dissemination Event 3. Interview with the quality controller	All Partners	Invite the required person and arrange the meeting for -UOC	25 <sup>th</sup> March 2019	Quality Controller
Dissemination Event 4. Interview with the Dean Faculty of Education	All Partners	Invite the required person and arrange the meeting -UOC	25 <sup>th</sup> March 2019	Dean of faculty of Education
Dissemination Event 5. Interview with the Registrar	All Partners	Invite the required person and arrange the meeting -UOC	25 <sup>th</sup> March 2019	Registrar
Dissemination Event 5. Interview with Dean of students	All Partners	Invite the required person and arrange the meeting -UOC	25 <sup>th</sup> March 2019	Dean of students
Dissemination Event 6. Focus Group Interview 1 (lecturers)	All Partners	Invite and coordinate the focus group interviews of lecturers - UOC	25 <sup>th</sup> March 2019	Lecturers from different faculties
Dissemination Event 7. Focus Group Interview 2 (lecturers) (CARNET)	All Partners	Invite and coordinate the focus group interviews of lecturers - CARNET	27 <sup>th</sup> March,2019	Lecturers from different faculties

Dissemination Event 8. Focus Group Interview 3 (Deans)	All Partners	Invite and coordinate the focus group interviews of the Deans-CARNET	28 <sup>th</sup> March, 2019	Three deans (SN, FEST,)
Dissemination Event 9. Focus group interview with CETE	All Partners	Invite and coordinate the focus group interviews of the Deans-UOC		CETE members
Dissemination Event 10. Mass Media live event	All Partners  MNU & FOI	Get an interview slot from a local popular Media Channel – Villa TV  Head of Centre for Educational Technology and Excellence (CETE) and Professor Igor Balaban from FOI to be interviewed by Villa TV	27 <sup>th</sup> March 2019	General Public
Dissemination Event 11. AMED information session for Top SMT	MNU	Invite the SMT  Provide a briefing of the project (details of all the work packages etc..)	4 <sup>th</sup> April, 2019	MNU VC and DVC
<b>Project Newsletter</b>	ALL Project Partners	Publish the first Project Newsletter on website and make it available through Facebook, MNU Viber groups and mailing list.  All activities done in the first 6 months are to be included	May, 2019 August, 2019 December, 2019	MNU community, General Public
<b>Project Flyers</b>	All Partners	Print Project flyers	June, 2019	MNU Community

<b>Project Banner</b>	All Partners	Print Project Banners	June,2019	MNU Community
Dissemination Event 11.  Visit to MNU four campus	MNU	CETE staff will travel to the campus for CETE training purposes and share AMED project information with the campus staff	July,2019	MNU staff in S, L, GDh, HDh campus
<b>Policy Dialogue Events</b>	MNU	Meet Minister of Higher Education	March, 2020	Minister of Higher Education  Policy makers
	MNU	Meet Maldives Qualification Authority (MQA) regarding E- learning Framework	August, 2020	MQA
	MNU	Meet Minister of Education regarding AMED Project	August, 2020	Minister of Education  Policy makers
Update AMED website	All partners	Regular update with project events	Throughout the project lifetime	General public
Update AMED Facebook	All partners	Regular update project events	Throughout the project lifetime	General public
<b>Project Booklet</b>	All partners	Design the Booklet Template and publish results of the project  <b>Content</b>		Research community

		<ul style="list-style-type: none"> <li>• Project summary</li> <li>• Description of the project</li> <li>• Partners of the project</li> <li>• Implementation                             <ul style="list-style-type: none"> <li>- <i>Inception phase</i></li> <li>- <i>Development phase</i></li> <li>- <i>Piloting phase</i></li> <li>- <i>Close up phase</i></li> </ul> </li> </ul>		General public
<b>Dissemination event 12</b>	<b>Conferences</b>	Present papers in conference	To be decided	Research community

**Table 3: Dissemination Plan Activities**

## 4. MONITORING & EVALUATION

The consortium will follow a multi-level approach in evaluating the measures proposed and delivered in the dissemination plan. If needed, the dissemination strategy will be redefined in agreement with the consortium members. the *Dissemination Plan Activity Schedule Template* will be the main tool used to facilitate dissemination monitoring. In this excel sheet Each partner will report/register the activities done.

The dissemination leader is able to check and activate any needed corrective action in due time. The team will be using metrics like visits to AMED project website, interaction rates on social media and number of subscribers to the newsletter, presentations in conferences and number of people reached through awareness raising sessions to evaluate the success of the dissemination measures.

## 5. Conclusion

This document highlights the dissemination plan for the AMED project. It highlights the objects to be achieved, defined the target groups, communication channels, project branding, dissemination activities and how the dissemination objects will be achieved and monitored throughout the project lifetime. All the project partners are committed to allocate the necessary resources promote the project goals and increase its impact through successful dissemination activities.

# ANNEXES

## 1. DISSEMINATION TIME FRAME

Activities	Deliverables	Month																									
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26
		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D	J	F
6.1 Dissemination Plan developed	D 6.1 Dissemination Plan				X																						
6.2 Project webpage development	D 6.2 Webpage developed				X																						
6.3 Policy dialog and recommendations (focus groups, round tables, conferences, recommendations for policy makers)	D 6.3 Policy dialogue events held				X					X			X						X							X	
6.4 Project Communication (via webpage, social networks, mailing lists press conferences, newspaper articles, flyers, newsletters, booklet, banners)		X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X



## 2. Dissemination Plan Activity Schedule Template

Partners can use the activity Schedule template to schedule and record Dissemination Activities.

Activities	Responsible Partner	Activity Details	Due date	Target group
AMED website and Facebook	All Partners	AMED website link shared with MNU staff on Viber groups and AMED Facebook page link shared		MNU staff and general public