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**Bringing Opportunities and Organizational
Success to Small Local Universities in Ukraine
(101083203 — BOOST)**

DISSEMINATION PLAN

Deliverable 6.1

2024

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updated during Dissemination Board meeting, May 2024)*

The BOOST consortium

Name	Role	Country	Short Name
University of Tartu, Narva College	International Coordinator, Partner 1	Estonia	UT
University of Primorska	Partner 2	Slovenia	UP
The State University of Applied Sciences in Elbląg	Partner 3	Poland	ANS
Poltava V. G. Korolenko National Pedagogical University	Partner 4, National coordinator	Ukraine	PNPU
Donbas National Academy of Civil Engineering and Architecture	Partner 5	Ukraine	DonNACEA
Bogdan Khmelnytsky Melitopol State Pedagogical University	Partner 6	Ukraine	MSPU
Izmail State University of Humanities	Partner 7	Ukraine	ISUH
Kremenets Taras Shevchenko Regional Academy of Humanities and Pedagogy	Partner 8	Ukraine	KOGPA
Mukachevo State University	Partner 9	Ukraine	MSU
Ministry of Education and Science of Ukraine	Partner 10, Associated entity	Ukraine	MESU

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1. Introduction

Dissemination Plan of the Project “Bringing Opportunities and Organizational Success to Small Local Universities in Ukraine” (hereinafter referred to as "the Project" or “BOOST project”) deals with disseminating the Project's outcomes, is aimed at their proper implementation for the long-term period, and ensures the project results sustainability after the end of the Project. Dissemination Plan correlates with the actions described in Work Package (WP) 6, which promote the Project's successful development and realization.

Dissemination is an ongoing process that accompanies the project from its very beginning and lasts even after the project finishes. Dissemination acts as a key element for project visibility and further sustainability, displays the project's events, activities and outcomes. Effective dissemination ensures that the knowledge generated from the project is accessible, understandable, and applicable to relevant stakeholders, so dissemination maximize project's impact and contributes to advancements in the field.

Dissemination activities, taking place throughout the project duration, are aimed at the promotion of project ideas and raise general public's awareness of the Project outcomes.

Disseminating the results of the Project is crucial for sharing insights and fostering collaboration, because effective and timely dissemination is vital for the long-term success. It has to be mentioned that the initial dissemination strategy is discussed by the partners and constantly revised and updated until the project's completion. Effective realization of the Dissemination Plan results in successful deliverables.

Moreover, the Dissemination Plan outlines a step-by-step strategy for raising stakeholders' awareness of the BOOST project. Dissemination Plan is equipped with various instruments which are tailored to the users' needs and expectations.

Disseminating information about the BOOST project is critical to successfully sharing examples of digital and blended learning formats practiced at the EU partner universities, increasing the technical and IT capacities of the

Ukrainian first-timers, deepening the introduction of student-centred learning, promoting the professional development of the teaching and administrative staff, and expanding international communication and internationalization of the Ukrainian HEIs involved.

Dissemination strategies are used to ensure widespread distribution of the project within the academic community and the public, promoting effective implementation. Project's dissemination efforts and achievements are extensively covered in the mass media at regional and national levels, which significantly boosts the spread of the information about the project.

The activities, held within the framework of the Project, such as press and post releases, posts in the project website and project pages of the official websites of the partner-universities, workshops, webinars, and conferences, depend on the stages of dissemination and project phases. Being the core of the Dissemination plan, these activities contribute to the effective promotion and distribution of the Project results among target groups.

This Dissemination Plan is developed by the dissemination team of the responsible Partner 6 (MSPU), namely Olga Goncharova, Alina Maslova, Hanna Varina.

1.1. The Purpose of the Plan

The Dissemination Plan represents a comprehensive and well-structured plan for highlighting the expected results of the Project and spreading the information about project outcomes among target groups. The main purpose of the Dissemination Plan is to plan the strategy of the Project dissemination activities, taking into account all possible factors of the dissemination; to give a detailed description of the activities and events, held by consortium partners during the project realization period.

Dissemination plan includes the following key elements:

- Dissemination materials (used to share information (e.g., leaflets, posters, etc);

- Dissemination channels (e.g., project website, pages on the partners' official websites, mass media sources, social networking sites, etc);
- Target audience (intended recipients of the information, e.g., students, university teachers, education policy-makers, local authorities, etc.);
- Dissemination locations (e.g., specific regions, online platforms);
- Dissemination timeframes (dissemination campaigns occur from the very beginning of the project and for 5 years period after its end);
- Dissemination format (online, offline, blended mode).

The purpose of the presented document is to define the Project results; list means of dissemination; determine target audience; identify the most effective ways how to reach them; provide relevant dissemination materials; guarantee timely systematic updating of the project information; carefully plan and carry out the events which meet Project objectives.

1.2. The Structure of the Plan

The Dissemination Plan consists of seven logically connected chapters of the dissemination campaign. Introductory part gives a brief overview of the Dissemination Plan, specifies its purpose and describes its structure. The main chapters of the document describe the process and means of the Project dissemination. Thus, chapter two deals with the basic issues of the dissemination process, namely: dissemination objectives, project results (outputs and outcomes), main features of Dissemination Board functioning.

Chapter three represents dissemination materials, lists events and activities, held during the project implementation period, acquaints the readers with Project Logo, characterises printed, photo and video materials, devoted to the project issues.

Chapter four deals with dissemination channels, describes in detail the Project website, Partner Universities' official websites pages devoted to the BOOST project, shows how the project is represented in the social media and news reports in local media. Chapter five presents the information about the target audience of

the Project. Chapter six describes key performance indicators as valuable management tool to monitor progress (and allow adjustments if needed) during the implementation and dissemination of the project activities, which help to evaluate the degree of success in achieving project objectives. Chapter seven brings final conclusions.

2. Dissemination Overview

The Dissemination of BOOST project aims to maximum spread of the results and outputs, WPs logical development, sufficient number and timing of dissemination events, thus it presupposes maximum spread of the results and outputs. Dissemination Plan ensures that the stakeholders and target audiences stay well-informed and regularly updated. Communication is mostly done at the regional level through the informing partners' communities about the project progress through various dissemination channels.

Partners take efforts to fully cover the Project in the media space. All the dissemination events always mention EACEA and Erasmus+ as the funding authority. The Erasmus+ logo is added to all project announcements, products, materials, intellectual outputs, curricula, and other tangibles to increase visibility.

BOOST project website presents the total project progress and offers all the project intellectual outputs in an open-source format, thus effectively spreading the project outputs and outcomes. Moreover, each partner launches a project webpage at the educational establishment's website, which presents the progress according to the partner's involvement. Partners launch and regularly update a social media project page (Facebook) with regular posts about the Project activities. To communicate the Project activities properly the posts are accompanied with such hashtags as #BOOST and #ErasmusPlus. The Project teams prepare necessary university reports and regularly update the faculty and university councils about the Project results. Dissemination implies keeping to the rules of visibility and visual presentation – the logos should be recognizable and available on the Project website or webpage. Information about the Project and its results is kept on the

HEIs' websites even after its completion. All the equipment procured carry the stickers with the Erasmus+ logo and official logo of the Project.

Face-to-face activities, held within the Project framework, promote the dissemination of the Project results and intellectual outputs at the regional level. While online conference and international week as well as the involvement of the Ministry of Education and Science of Ukraine, help outreach the national level. These logical and straightforward activities allow achieving the maximum level of communication and dissemination.

Dissemination activities cover 9 events for 370 people, planned within the framework of the Project and continue even after the official end of the project. Dissemination is done by the cooperation with local authorities, united territorial communities, youth groups, and other stakeholders and beneficiaries of the Project.

2.1 Dissemination Objectives

BOOST Consortium is represented by three European and six Ukrainian Universities, and the Ministry of Education and Science of Ukraine. Effective communication between the partners promotes effective planning of dissemination strategy taking into account the specific characteristics of each partner.

Objectives of the BOOST project dissemination are the following:

- To widely promote project ideas and outcomes through launching new courses on student-centeredness and updating the existing courses in the partner universities;
- To raise awareness of the target audiences (staff involved in the course design and its updating) of the specific character, objectives and outcomes of the Project courses;
- To disseminate the information about the Project (materials, products, events and reports, etc.) on the official websites of each partner university;
- To inform the general public of the essence of the Project in the Consortium universities;
- To design and regularly update a user friendly website of the BOOST

project in order to keep all types of stakeholders informed about the Project, its phases of implementation and results (WP6 – MSPU is responsible for it);

- To Announce Project events and activities on the Project website, Facebook page, Partner Universities websites, in mass media, and at public events;

Table 1

The Project Website	https://boost.mspu.edu.ua/
The Facebook page	https://www.facebook.com/boostUkraine?notif_id=1704288796609436&notif_t=profile_plus_admin_invite&ref=notif

- To disseminate educational materials developed during the Project (mass media, Partner Universities websites, public events, etc.), using hashtags #ErasmusPlus, #BOOST and disclaimer (if appropriate);
- To organize and hold dissemination events, planned in the Work Packages of the Project:

The Project has the following 9 dissemination events for 370 people:

Dissemination of WP2 results

- ✓ Q&A Webinar “University Digitalization Plan”, 3h (Target audience: university administration and representatives of departments of IT and tech support, 50 participants).

Dissemination of WP3 results

- ✓ Online conference “Digital Tools for Interactive Learning”, 8h (Target audience: in-service university teachers, 100 participants).

Dissemination of WP3 results

- ✓ Blended professional development course “Student-centred approaches for blended learning”, 5 weeks, 1 ICTS Location: every UA partner (Target audience: 20 in-service school/university teachers, 120 participants in total).

Dissemination of WP4 results

- ✓ International Week “University International Cooperation and Grant Activity”, 5 days. Location: Poltava (Target audience: university administration and representatives of Foreign Offices, representatives of departments of education, 100 people; participants: 18 people, 2 per university, 3 from Coordinator).

- To produce a dissemination report at the end of the project.

The Dissemination Strategy focuses on the involvement of various target groups into the Project, raising their awareness of the Project phases. The Dissemination campaign meets the needs of each target group and is based on four main dissemination approaches:

1. Dissemination for raising awareness (the academic community, and the public raise their awareness of the Project through the planned trainings and webinars).
2. Dissemination for understanding (involves the groups that need to have a deeper understanding of the Project realization and can benefit from the Project implementation).
3. Dissemination for action (include target groups which are able to become change agents in their institutions and promote the ideas of the Project).
4. Dissemination for development (include academic communities which promote European research excellence, foster growth and advancement in student-centred learning).

The choice of the Dissemination types is closely connected with the dissemination tools. Some of tools might be oriented for definite target groups.

2.2. Project Results (Outputs and outcomes)

Before designing the presented Dissemination Plan, we should consider the Project objectives, that enable better understanding of the Project aims, outcomes, and more precise definition of dissemination activities among target groups.

The Project objectives are:

- to improve partners' technical base, IT/Moodle tech-support, and establish the base for progressive university digital development after the Project lifetime (indicators: equipment procured and installed, Moodle platform fortified, webinars on Moodle and IT support provided, university report on digital capacity and development prepared);
- to increase teachers' digital competencies and develop their skills in designing Moodle/blended courses more interactively (62 courses updated and improved);
- to organize study trips to share EU partners' experience and work approaches (3 study trips for 54 participants);
- to train academic and teaching staff and improve their student-centred teaching skills for blended formats (6 virtual, F2F, and hybrid courses designed and delivered to 354 teachers, 354 certificates issued);
- to train administrative staff in grant management and project writing (3 courses for 54 people delivered, 5 certificates issued);
- to help the universities develop skills for the future international collaboration and design/update university internationalization strategy (6 strategies developed/updated);
- to launch one new and 62 updated courses and improve the graduates' employability and competitiveness at the job market (indicators: courses piloted; 2390 students attended them);
- to host virtual and face-to-face dissemination events in UA partner universities to share experience (one international week for 100 participants, 6 courses for 120 in-service teachers, one online conference for 100 participants, and a webinar for 50 people);
- to develop a Roadmap Plan for Local/Remote Universities to overcome typical challenges and move closer to the European educational space (1 roadmap prepared).

Different aspects of the Project, which can be disseminated, really depend on the above-mentioned Project objectives, which involve various target groups.

The dissemination includes announcing the Project objectives and outcomes, planned results and benefits aimed at main target groups: university students, academic staff, IT specialists, researchers and public administration. The target groups participate in boosting learner-centeredness in HEI, updating and creating courses.

Disseminated content include:

- Project Outcomes (target groups are acquainted with the specific outcomes and benefits of the Project, as dissemination of the Project results focuses on highlighting its achievements).
- Project Data (general information about the Project, its objectives, outcomes and planned tasks, which is openly accessible through different channels of dissemination).
- Course Syllabi (designed and updated courses which develop participants' professional competence through learner-centered techniques).
- Trainings and webinars for the teachers and academic staff (enhance international cooperation, continuing professional development and stimulate knowledge exchange and collaboration).
- Project deliverables (promote the Project's impact beyond the university setting, contribute to sharing results at national and international levels; Project deliverables are accessible on the websites of each Consortium partner as well as the project's website).
- Publications, press releases, scientific articles, and PPT presentations describing the BOOST project (they depend on the project stage and are addressed at different target groups; these materials serve to promote visibility and raise awareness of the project's objectives and outcomes).

2.3 Dissemination Board

- Dissemination Board ensures sustainable project dissemination and raises awareness about the project activities. Every partner appoints a person to Dissemination Board, which is led by MSPU, the WP 6 leader (BE 006).
- The Board meets biannually to set, discuss and update the strategies of the Project dissemination.
- Dissemination team (Partner 6) designs Dissemination Plan, presents it to the Consortium, discusses it with partners, makes necessary amendments according to the ideas and critical comments of the partners and finally Consortium approves it at the Kick-Off. The document identifies the dissemination level to be achieved by the Project partners.
- Dissemination Board provides the availability of project materials in the Internet (official website of the Project is an open-source repository of the Project intellectual outputs. It tracks the records of the Project progress and invites people to express their opinion openly by leaving comments).
- Dissemination Board promotes dissemination of the information about the Project on the project page of partner Universities' official websites, both partners and project's social media pages. Information about the Project dissemination events is announced by the Dissemination Board at least 2 weeks before the event.
- At the end of the Project the Dissemination Board produces a dissemination report.

Table 2

DISSEMINATION BOARD

Name, Surname	University	Email
Oleksandra Golovko	University of Tartu (Estonia)	Oleksandra.golovko@ut.ee
Andreja Klancar	University of Primorska (Slovenia)	andreja.klancar@pef.upr.si

Iwona Dwojacka	University of Applied Sciences in Elblag (Poland)	i.dwojacka@ans-elblag.pl
Maryna Zuyenko	Poltava V. G. Korolenko National Pedagogical University	international@gsuite.pnp.u.edu.ua marinazuenko1406@gmail.com
Olga Goncharova, Alina Maslova	Bogdan Khmelnytsky Melitopol State Pedagogical University (Ukraine)	goncharoo82@gmail.com mav2429@gmail.com
Nataliia Hertsovska	Mukachevo State University (Ukraine)	nataliyahertsovska@gmail.com
Yuriy Grytsuk	Donbas National Academy of Civil Engineering and Architecture (Ukraine)	ccit@donnaba.edu.ua
Mykola Syrotyuk	Kremenets Taras Shevchenko Regional Academy of Humanities and Pedagogy (Ukraine)	kremacademy@ukr.net
Olha Shykyrynska	Izmail State University of Humanities (Ukraine)	olyasikshik@ukr.net

3. Dissemination Materials

The integration of dissemination materials in the Project has a multi-vector component, which is based on the principles of accessibility, transparency, sustainability, ethics and honesty. Dissemination materials cover only the results of the BOOST project and their content is aimed at different specialized audiences. Dissemination materials popularize the results of the BOOST project implementation through strategic, consistent and effective dissemination of information among various target groups. The development of dissemination

materials under the BOOST project aims to maximize the impact and successful long-term use of research results as an indicator of synergy and cooperation of beneficiaries. It is advisable to divide the materials distribution into three groups with different time dimensions of implementation:

- ✓ Materials tracking the results of the Project events. These materials have a variable nature and are updated during the duration of the project, as a result of joint activity and cooperation of partners. Popularization of relevant materials takes place by highlighting the results of events and activities on the project's website, social networks, and the sites of partner HEIs. Information dissemination about the Project on other relevant educational portals (Electronic Information Bulletin on European integration issues of the Office of the Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine, European Integration Portal). As part of the implementation of the Project, it is also planned to develop and distribute advertising products dedicated to individual quantitative and qualitative results of the project (conference newsletter, programme and book of proceedings, events' press releases, presentation materials, etc.).
- ✓ Visual identity materials (logo, unique color palette, fonts, visual techniques). Identity is key to distinguishing the BOOST project from other projects that the target audience will encounter. Accordingly, in the social communication system, it is possible to immediately recognize the BOOST project by visual materials. Therefore, this visual identity must be clearly adhered to by all partners at different levels and communication channels. This makes it possible to perceive the Project as a whole. Visual identity materials (logo) will be developed at the initial stage of the Project implementation and its systematic use in social communication will be controlled.
- ✓ Materials aimed to promote the results of the Project's scientific and practically oriented achievements. The main aim here is to increase the interest of target audience in the latest results of methodological research on

the Project, participation in conferences, activation of scientific research and its presentation at scientific events within the framework of the Project.

The development of dissemination materials is focused on both the short-term goal of expanding the target group of interested parties, the popularization of the results in the process of the Project implementation, and the long-term goal of the prolonged implementation of the results in the Ukrainian education system and increasing the role of synergy in expanding the potential of higher educational institutions through the introduction of innovative practices and approaches to teaching and learning.

3.1. Events and activities

During the implementation of the Project, it is planned to prepare dissemination materials based on the results of the following events and activities:

- ✓ Webinar with questions and answers "University Digitalization Plan" (3 hours). Target audience: university management and representatives of IT and technical support departments (50 participants);
- ✓ Online conference "Digital tools for interactive learning", 8 hours. Target audience: full-time university teachers (100 participants);
- ✓ Blended professional development course "Student-centered approaches to blended learning", 5 weeks, 1 ICTS. Location: each UA partner. Target audience: 20 school/university teachers (120 participants in total);
- ✓ International week "International university cooperation and grant activity", 5 days Venue: Poltava. Target audience: university management and representatives of the Ministry of Foreign Affairs, representatives of education departments, 100 people.

The preparation of dissemination materials based on the results of the implementation of the planned events and activities will be carried out taking into account the recommendations of the "Guidance Social media guide for EU funded R&I projects".

Version	1.1	07	January	2020
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https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amg_a/soc-med-guide_en.pdf.

The presented materials will be produced in accordance with timeliness, meaningful component and target orientation.

While designing dissemination materials based on the results of the planned activities, the implementation of the following time vectors is planned:

- ✓ in 6 weeks: together with the project manager and partners, the responsible partner plans the event and discusses communication and dissemination channels, decides on hashtags and additional means of communication provided by the Commission or other EU online platforms;
- ✓ in 1 month: the responsible partner develops web content and advertising products, press releases, posters with the event hashtag, which will be posted on social networks and other Project platforms. The main goal is to activate the target audience and develop interest in the event;
- ✓ a few days before the event: the responsible partner prepares useful, relevant descriptors and available communication channels through which participants and interested persons can communicate during and after the event. A panel of social networks is also being prepared at this time;
- ✓ during the event: for the purpose of "live" broadcasting, the responsible partner publishes photos, video elements, and feedback from the participants live using hashtags. This will expand the target audience and briefly cover the most important points of the event for interested persons who could not join;
- ✓ after the event: during the following days after the event, the responsible partner further distributes the results through social networks, monitors the activities of participants and interested persons and uses appropriate hashtags.

Targeted, systematic coverage of the results of planned activities and events under the BOOST project is planned according to the corresponding algorithm. In the process of producing materials that will be distributed through social networks,

online platforms and mass media, the principles of academic integrity, ethics, relevance and objectivity will be taken into account.

3.2. Project Logo

The logo of the BOOST project is an element of identity, a visual clue for the interested community, which allows the corresponding project to be distinguished from others and clearly identified in the information environment, which increases the rating of popularization and dissemination of the results of Project activities. The logo of the BOOST project was developed at the initial stage of Project implementation after detailed discussion and agreement with all members of the Consortium.

The logo meets a number of requirements:

- uniqueness
- simplicity
- emotionality
- comprehensibility
- meaningfulness
- memorability
- versatility
- originality
- associativity
- expressiveness
- functionality
- brevity.



The logo combines both text and graphics. The color palette is taken into account (two colors are used). This kind of combination is best remembered and has an informative component. The Project logo design is based on the recommendations of the "Guidance

Social media guide for EU funded R&I projects". Version 1.1 07 January 2020
https://ec.europa.eu/research/participants/data/ref/h2020/other/grants_manual/amg_a/soc-med-guide_en.pdf.

The logo of the BOOST project reveals the main component and focus of the project – cooperation and unity for the purpose of strengthening IT and technical potential, promoting student-oriented and digital learning methods, as well as promoting international cooperation in the educational environment. The BOOST project logo is visually appealing and functional, easily adaptable to different formats and contexts. It is precisely such indicators that are enough to implement the system of dissemination of the results of the development of Project tasks.

The use of the corresponding logo fulfils the following functions:

- ✓ actual function (as an information channel and brand of the project, it is planned to be used in various documents, websites, social networks, printed materials);
- ✓ expressive function (visually reflects the main idea and content of the Project, which allows it to be perceived associatively in various information environments);
- ✓ reference function (information about the project: summarizes the characteristics of the project activity);
- ✓ impressive function (impression of what was seen – affects the target group);
- ✓ metalinguistic function (information code of the message: verbal and symbolic perception of the general context of the project).

3.3. Printed materials

Printed materials' design is crucial for the Project dissemination activities. These kinds of materials, including conference newsletter and programme, press release, collection of abstracts of conference reports, other scientific publications and conference reports, will be created based on the assessed needs of the Partner Consortium. The Project printed materials will be produced

- ✓ to facilitate the participants to highlight the results, scientific achievements and practically oriented outputs on the Project website and partner institutions webpages of the BOOST project in the process of implementation of WP2, WP3, WP4;
- ✓ to encourage participants to develop scientific publications and presentation materials based on the Project outcomes and present them at scientific conferences, seminars, and symposia of various levels both regional, national and international;
- ✓ to increase the activity of partners in the brand guide of the Project, presenting the strategic platform of the BOOST project in scientific publications and conferences, scientific associations and communities.

Project partners are encouraged to participate in the events that are pertinent and interesting to the Project. They are also invited to consistently update and share their participation and presentations of the BOOST project at regional, national and international conferences on the project website and FB page.

This form of results' dissemination is aimed at popularization of project activity and reaching a wide range of interested persons from various target groups. Accordingly, in the prolonged sense, it is oriented towards the expansion of national and international cooperation.

The visible representation (logos and disclaimer appropriately used) and verbal/written resorting to Erasmus+ during the reports within conference activities will ensure the EACEA as the EU funding institution is stressed.

3.4. Video and photo materials

All partners will regularly produce and publish photo and video materials in alignment with the Project key results and events. They are encouraged to share project updates within their network of contacts, on their university's website and on the BOOST project website and FB page.

Posts to the photos/videos should include:

- ✓ basic information about the Project;

- ✓ general information about the achieved results/project events and activities;
- ✓ appropriate logos.

4. Dissemination channels

Dissemination strategy of the BOOST project is based on spreading news, video and audio production using the following channels in order to provide open access to information, data, and training resources and offer a free platform for the experience and knowledge exchange:

- 1) the project website;
- 2) partner universities' official websites;
- 3) the project Facebook page;
- 4) news reports in local media.

The mentioned above dissemination channels will enable the consortium to reach different target groups effectively and timely.

4.1 The Project Website

Official website of the Project is an open-source repository of the Project intellectual outputs. It tracks the records of the Project progress and provides targeted information to multiple audiences in a strategic, coherent and effective manner acknowledging the EU support, displaying the EU flag (emblem) and funding statement and indicating the disclaimer:

“Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or [name of the granting authority]. Neither the European Union nor the granting authority can be held responsible for them.”

The website is mobile friendly to visitors, easy for navigation and contains interactive links to partner higher educational institutions' websites and partner BOOST webpages. The website concept structure includes basis, administration part, client pages “Home”, “About BOOST”, “Partners”, “Events”, “Contacts”. The content of the site webpages is written in English.

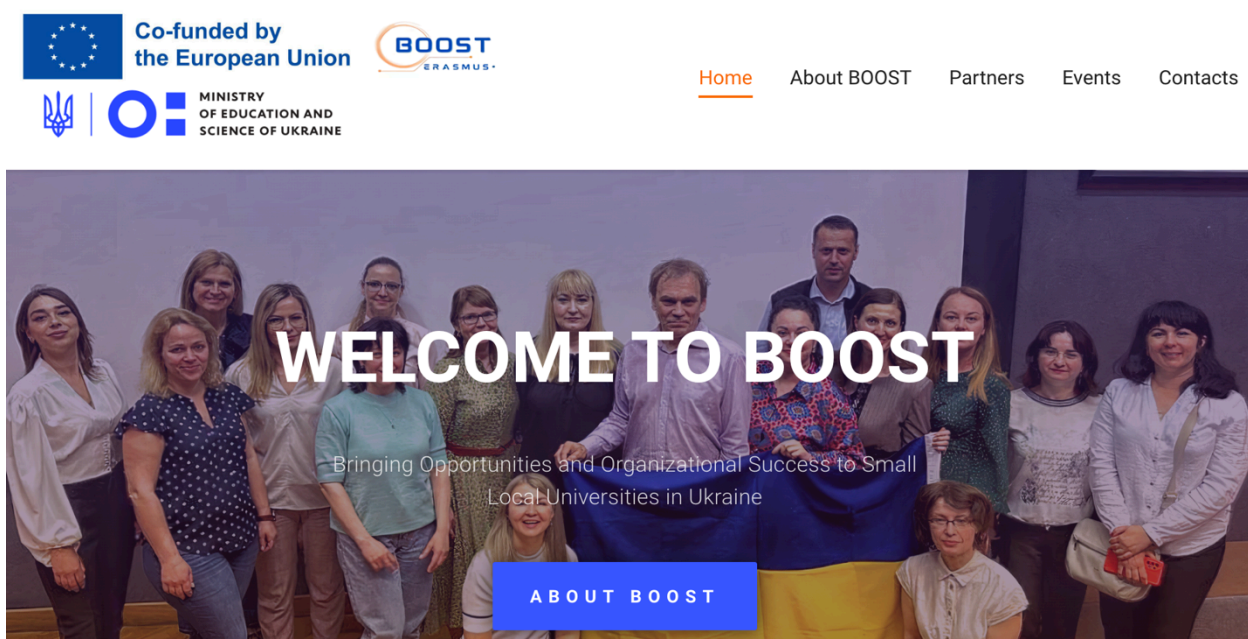
The Project website fulfills several purposes: provides a free access to general information about the Project and the Consortium, announces activities and events carried out during the project lifetime and describes tangible results. The Google Analytics service will be utilized to monitor website traffic and determine its dissemination value.

The Project team of the responsible partner (Partner 6)

- ✓ collects and details requirements for the functionality of the project website, defines the target audience and functionality of the website;
- ✓ develops the website concept structure (basis, number of pages, administration part);
- ✓ selects technologies and tools for website development and prepares them for work;
- ✓ adjusts MERN technology (MongoDB, Express.js, React and Node.js; selects and configures the development environment: installs and configures necessary tools and environment for the development of a web application based on MERN;
- ✓ creates REST API for client-server interaction, including processing requests and responses;
- ✓ develops the server part using Express.js and Node.js which interacts with the database, processes requests from the client and provides them with answers;
- ✓ creates a database scheme in MongoDB, creating models for events and user information;
- ✓ ensures application security, including data validation, protection against SQL-injections, CSRF-attacks, and other security threats;
- ✓ conducts deploy: after the development of the back-end part, the site is deployed on the Versel platform to ensure reliable and scalable hosting. The front-end part is hosted by Netlify for fast and reliable access to the web page;
- ✓ develops client pages at the project website;

- ✓ develops design concept of the website on basis of the target audience and functional needs;
- ✓ selects colour palette, fonts and develops design layouts for the website;
- ✓ designs illustrations, selects photo materials and project partners' logotypes in a good quality for client pages "Home", "About Us", "Partners", "Events";
- ✓ develops and implements the website design adaptability and optimization in order to be displayed on different devices and different screen sizes, including computers, tablets and smartphones;
- ✓ conducts the project website testing on different browsers and devices;
- ✓ supports and updates the project website, edits the information, correcting technical mistakes.

The domain name is <https://boost.mspu.edu.ua/>. The image below presents Home page and structure of the Project website:



The BOOST website will be regularly updated with new content, including news, public deliverables, and general reports on the project's progress. It will remain active for at least 3 years after the project lifetime. The sound Project development and exploitation of the Project results in the post-project time will

ensure its consequent sustainability. The partners have committed to the following measures to support sustainability in the long-term perspective.

4.2. BOOST in Partner Universities' official websites

Each partner launches BOOST project webpage at their university website. The links and images below present Partner Universities' official webpages of the project:

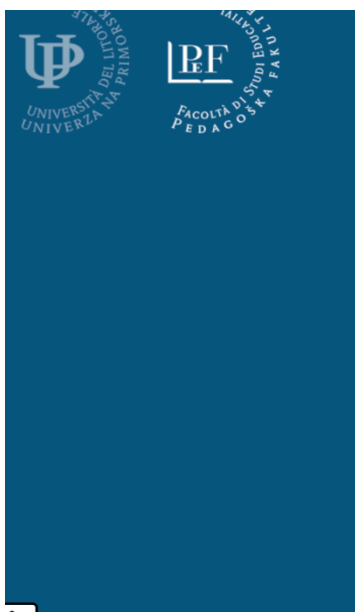
1) University of Tartu (Partner 1)

webpage: <https://narva.ut.ee/en/boost>



2) University of Primorska (Partner 2)

webpage: <https://www.pef.upr.si/sl/raziskovanje/mednarodni-projekti/2023082110014584/bringing-opportunities-and-organizational-success-to-small-local-universities-in-ukraine-boost>



Domov > Raziskovanje > Mednarodni projekti

Bringing Opportunities and Organizational Success To Small Local Universities in Ukraine (BOOST)

other

publications:

<https://www.upr.si/si/o-univerzi/novice-in-obvestila/22-gostov-iz-treh-drzav-na-sre-canju-projekta-boost>

<https://www.pef.upr.si/.../pedagoska-fakulteta-univerze...>

3) University of Applied Sciences in Elblag (Partner 3)

webpage: <https://ans-elblag.pl/projekty/>

publications in social media: <https://www.facebook.com/anselblag>



AKADEMIA
NAUK STOSOWANYCH
w ELBLĄGU

TERMINARZ ZAJĘĆ

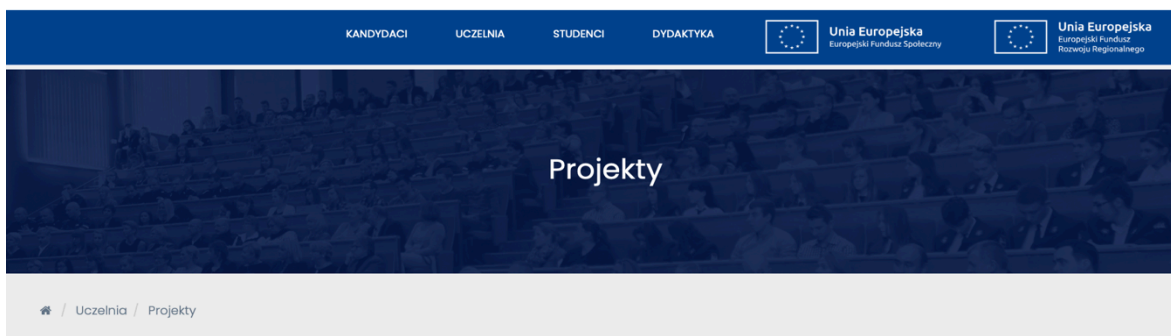
KONTRAST

- A A +

SOCIAL MEDIA

LANGUAGE

SZUKAJ

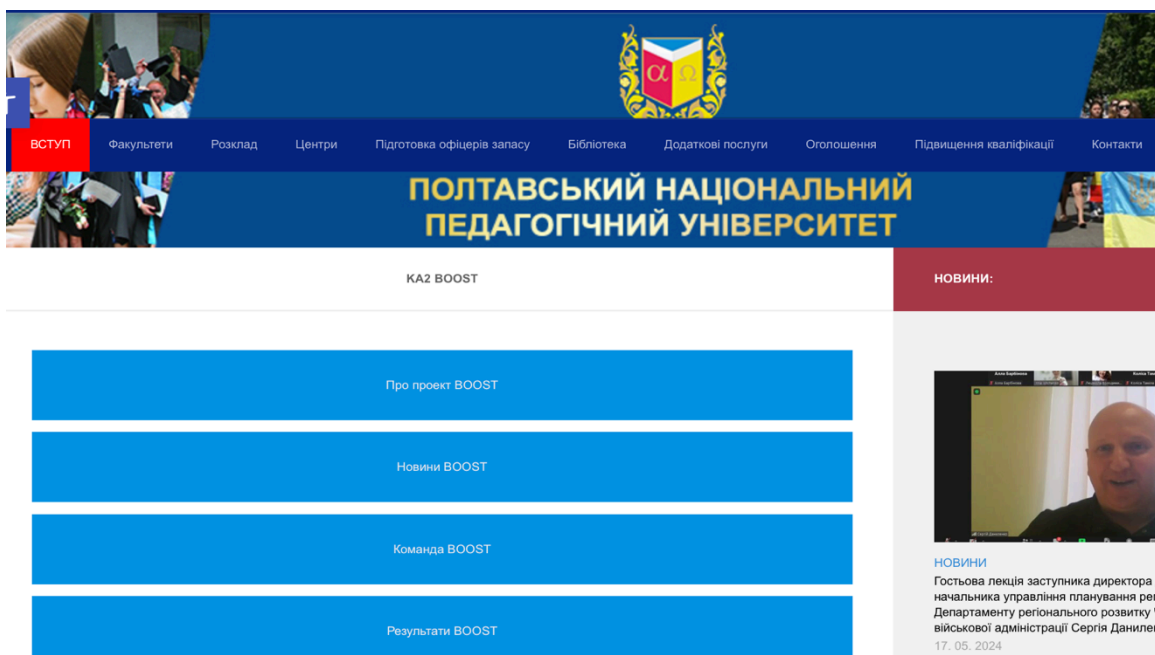


Projekty realizowane przez Akademię Nauk Stosowanych w Elblągu

Projekt "BOOST"

4) Poltava V. G. Korolenko National Pedagogical University (Partner 4)

webpage: <http://pnpu.edu.ua/ka2-boost>



5) Donbas National Academy of Civil Engineering and Architecture (Partner 5) webpage in Ukrainian:

<https://sites.google.com/it.donnaba.edu.ua/boostdonnacea/boost-ukr>

in English: <https://sites.google.com/it.donnaba.edu.ua/boostdonnacea/boost-engl>

publications in social

media: <https://www.facebook.com/profile.php?id=100089801395076>

telegram publication: <https://t.me/donnacea/4068>



<https://donnaba.edu.ua/academy/news/2512-donnaba-v-boost-erasmus-navchalnyi-vizyt-do-prymorskoho-universytetu>

6) Bogdan Khmelnytsky Melitopol State Pedagogical University (Partner 6)

webpage:

<https://mv.mdpu.org.ua/erasmus-bringing-opportunities-and-organizational-success-to-small-local-universities-in-ukraine-boost/>

ВІДДІЛ МІЖНАРОДНИХ ЗВ'ЯЗКІВ ТА ПРОЄКТНОЇ ДІЯЛЬНОСТІ

Мелітопольський державний педагогічний університет імені Богдана Хмельницького

Меню відділу

ПРО ВІДДІЛ

МІЖНАРОДНІ ПАРТНЕРИ

ПРОЄКТНА ДІЯЛЬНІСТЬ

НАВЧАННЯ ІНОЗЕМНИХ СТУДЕНТІВ

НАУКОВІ СТАЖУВАННЯ ДЛЯ УЧАСНИКІВ
ОСВІТНЬОГО ПРОЦЕСУ

ОСВІТА ЗА ПРОГРАМАМИ ПОДВІЙНИХ
ДИПЛОМІВ

МІЖНАРОДНІ ПРОГРАМИ ПРАКТИЧНОГО
НАВЧАННЯ

НОРМАТИВНО-ПРАВОВА БАЗА
СПІВРОБІТНИЦТВА

ERASMUS+ Bringing Opportunities and Organizational Success To Small Local Universities in Ukraine (BOOST)

- Загальна інформація про проєкт BOOST
- Навчальний візит до Державного університету в Ельблонзі, Польща (15-19.04.2024)
- Навчальний візит до Приморського університету (м. Копер, Словенія) 27.11.2023 – 01.11.2023



Co-funded by the
European Union

- Проект плану роботи
- Наказ BOOST
- Презентація Dissemination
- BOOST agenda November
- Загальна інформація про проєкт BOOST

publications in social media:

<https://www.facebook.com/share/p/3MiNMrztpk6Ay97b/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/wuvZGHSazUFas89A/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/Nhiv2YV8VQrz3CTn/?mibextid=WC7FNe>

<https://www.facebook.com/share/p/V5arEWD7t8WeHgUj/?mibextid=WC7FNe> /ht

[ps://www.instagram.com/p/C2jeU_nODNg/?igsh=YmhiMGp5eTdtZnA4](https://www.instagram.com/p/C2jeU_nODNg/?igsh=YmhiMGp5eTdtZnA4)


<https://www.instagram.com/p/CzngWK9O7Fx/?igsh=MWtya3Fnc3VwOG1kMQ=>

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<https://www.instagram.com/p/CsdQ6PLKkqq/?igsh=eDgyYml5aHp3NGFw>

7) Izmail State University of Humanities (Partner 7)

webpage: <http://idgu.edu.ua/erasmus-ka2>



ІЗМАЇЛЬСЬКИЙ ДЕРЖАВНИЙ
ГУМАНІТАРНИЙ УНІВЕРСИТЕТ

УНІВЕРСИТЕТ	ВСТУП ДО ІДГУ	НАВЧАННЯ В ІДГУ	НАУКА	НАУКОВИЙ ВІСНИК	БІБЛІОТЕКА
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Проект «Bringing Opportunities and Organizational Success To Small Local Universities in Ukraine» / Надання можливостей та організаційного успіху регіональним університетам в Україні» (BOOST) в межах програми ЄС Erasmus+ KA2

Erasmus+ Programme (ERASMUS)

Bringing Opportunities and Organizational Success To Small Local Universities in Ukraine (The BOOST project).

The BOOST concept can be described as know how sharing “from a local university to a local university”.

The project will **enrich** the participating universities with simple tools to increase their performance in different areas ranging from capacity to internationalization.

The partnership includes 3 EU universities and 6 UA universities.

The project's objectives and focuses

Focus 1: boosting hardware and software capacity

Focus 2: boosting student centered blended learning capacity

Focus 3: boosting international cooperation and grant capacity

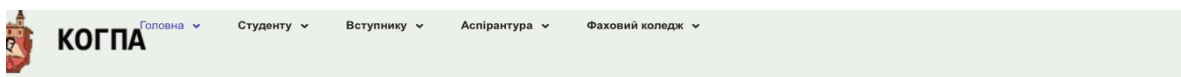
The project's **objectives** are:

- to improve technical base, IT/Moodle tech support, and establish the base for progressive university digital development after the project lifetime;
- to increase teachers' digital competencies and develop their skills in designing

Publications in social media: <https://www.facebook.com/international.office.isuh/>

8) Kremenets Taras Shevchenko Regional Academy of Humanities and Pedagogy (Partner 8)

webpage: <https://kogpa.edu.ua/uk/golovna/mizhnarodna-spivpratsia/2-uncategorised/1202-proiekt-boost>



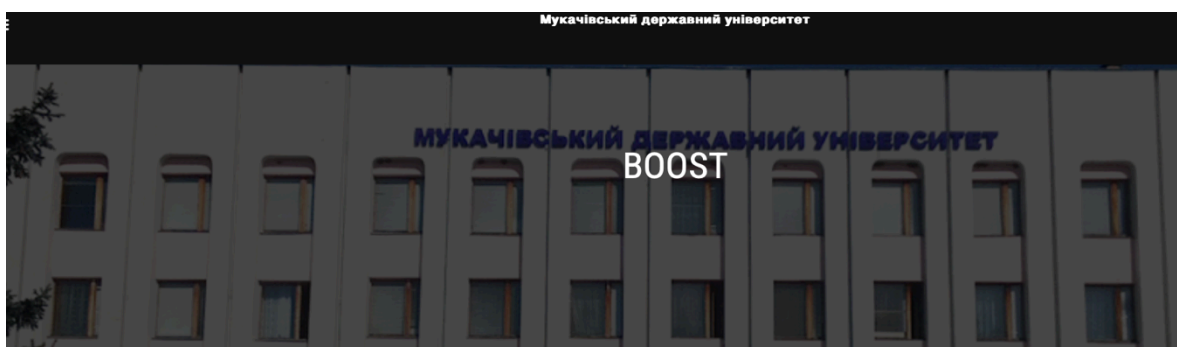
Проект BOOST



У рамках реалізації BOOST inUkraine-Erasmus+project науково-педагогічні працівники Академії здійснили навчальну поїздку в Akademia Nauk Stosowanych w Elbl University of Applied Sciences Elbl. Польща. Українські партнери сімнадцять днів учезу Erasmus+реабілітації. Роботничий заклад в 3D візуалізації. Близько

9) Mukachevo State University (Partner 9)

webpage: <https://msu.edu.ua/boost/>



Bringing Opportunities and Organizational Success To Small Local Universities in Ukraine

Ukrainian

КОРИСНІ ПОСИЛАННЯ

Розклади занять
Office 365
Студентський Будинок Моди
Наукова бібліотека
Наукові видання
Google академія
Інституційний репозитарій
Анкета для випускників
Анкета для студента

The Project webpages at Consortium Partner universities' websites will remain active with open access to all the project results even after the end of the Project.

4.3 BOOST in Social media

Social media is considered to be a universal tool in reaching out an extremely wide and targeted audience while communicating and disseminating the Project results. Publications in social media provide the Project visibility, showcase the Project results in an informal and accessible way, promote debates on the topic under discussion with a wider audience, and gain feedback from the Project partners and target groups. Facebook is one of the most popular social media. Creating **BOOST in Ukraine Erasmus+ project page on Facebook** is a convenient way to share the information about Project with a great number of people and invite visitors to express their opinion openly by leaving comments.

The aims of the BOOST project FB page are:

- ✓ to share the information about the Project concerning its progress, events and latest news through social media;
- ✓ to keep daily interest towards the Project's initiatives;

- ✓ to promote active discussion of the relevant Project issues with the Project participants and target groups;
- ✓ to gather response of target groups to the Project ideas;
- ✓ to receive feedback for further Project implementation and adjustment of the dissemination strategy;
- ✓ to provide continuous dissemination even after the official end of the Project.

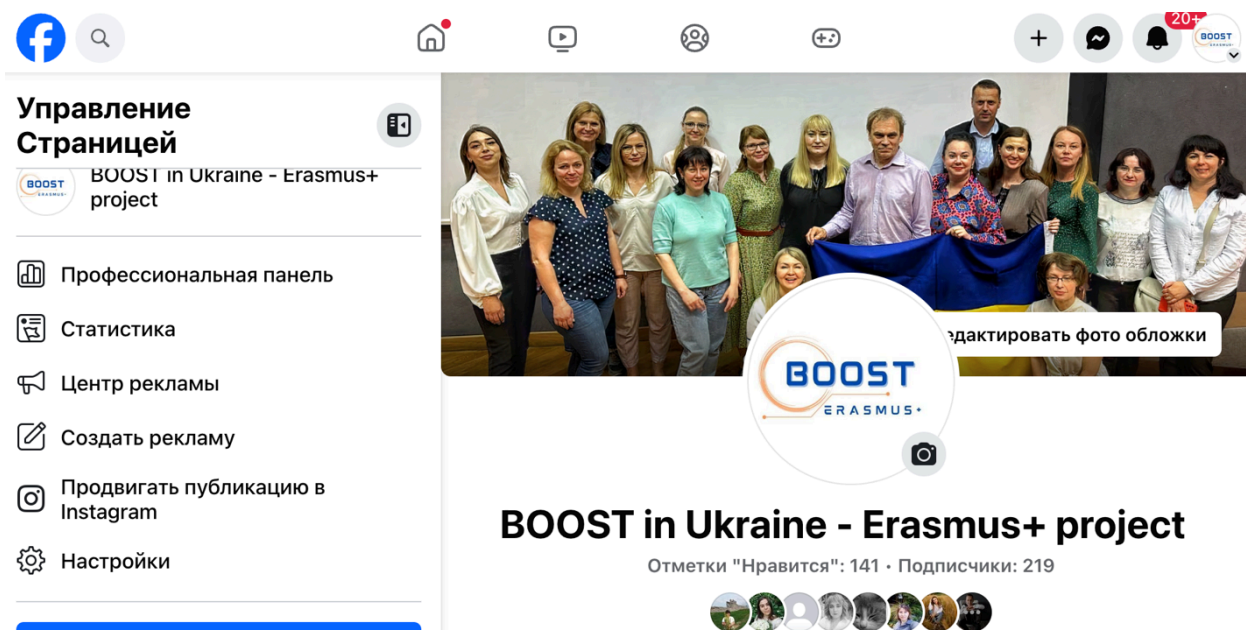
The Project team of the responsible partner (Partner 6)

- ✓ sets up an account on FB and launches FB project page in order to provide regular information about the project progress;
- ✓ defines target audience to be reached through the Project FB page;
- ✓ appoints team members responsible for writing posts on FB page in English and Ukrainian using hashtags #ErasmusPlus, #ErasmusUA, #BOOST;
- ✓ provides the visibility of the content and increases the number of people subscribed to the project FB page;
- ✓ follows the EU data protection policy and security rules;
- ✓ measures the project FB page impact using social media analysis tools (Facebook Insights)
- ✓ reports the project partners (during Dissemination Board meetings) and the EU (through the periodic reports) about dissemination activities in social media.

A FB page has been created for BOOST:

https://www.facebook.com/boostUkraine?notif_id=1704288796609436¬if_t=profile_plus_admin_invite&ref=notif

The image below presents FB page of the Project:



4.4 News Reports in Local Media

News reports in local media (television, radio, newspapers) intend to present photo, video and audio materials collected during the project activities, study visits, training sessions, conference. The produced content should contain the project name/acronym, official logo and logo of the European Union, disclaimer (if necessary).

News reports formatting and requirements:

- ✓ for TV broadcasting: 1080p full HD, ability to produce in 4K UHD is an advantage;
- ✓ for radio broadcasting: 44.1 kHz sample rate;
- ✓ for YouTube broadcasting: the video materials (in MPEG-2 and/or MPEG-4 formats) will be uploaded to YouTube and will adhere to YouTube's formatting specifications to ensure maximum quality;
- ✓ video/audio duration: 1-15 minutes depending on the needs of project dissemination
- ✓ for broadcasting in local newspapers: the lead and main points of the article (who, what, when, where, why and how the event was conducted) produced according to the newspaper format.

Examples of content formats will include, but are not limited to interviews, study visit videos, conference footage and more:

1) Poltava V. G. Korolenko National Pedagogical University TV news report: <https://irt.pl.ua/news/33252/>;

2) The State University of Applied Sciences in Elbląg YouTube video: <https://www.youtube.com/watch?v=pgGqwspQu0o> .

5. Target audience

To achieve maximum outreach and audience engagement, it is essential to identify the Project audience. Consequently, all communication efforts will be directed toward these stakeholders, who will become the target groups for the project communication and dissemination activities.

The target audience of the BOOST project includes:

- ✓ remote Ukrainian universities that have never had international project experience;
- ✓ university teaching staff and trainees;
- ✓ university administrative and technical staff;
- ✓ students;
- ✓ regional policymakers and officials responsible for education modernization;
- ✓ secondary school teachers and other educators;
- ✓ academic and scientific community;
- ✓ general public in the four partner countries.

These target groups will be reached and actively involved in the Project implementation due to the preliminary work done by partners in each region of a target country. Visual aids, awareness tools, new academic course and professional development course materials will be used to disseminate the knowledge and results obtained through the Project lifetime.

6. Key performance indicators

Key performance indicators (KPIs) are an essential management tool for monitoring the Project progress, making necessary adjustments during the implementation of communication and dissemination activities, and evaluating the success in achieving objectives. Dissemination indicators include the website, the Project webpages at Partner universities websites, Facebook page, news reports in local media, training courses and study visits to the EU Partner universities, online conference, international week, and professional development courses. The table below presents KPIs for measuring the impact on the main target audience of the Project:

Table 3

№	Indicator	Audience	Purpose	Method	Responsible partner	Timing
1	Project website	university teaching and administrative staff, students, regional policymakers and officials responsible for education modernization, secondary school teachers, educators, academic and scientific community, general public in the four partner countries	provide a free access to general information about the Project and the Consortium, announce activities and events carried out during the Project lifetime and describe tangible results	multiplier events	Partner 6	May-September 2023 and after the project end
2	Project webpages at Partner universities websites	university teaching and administrative staff, students, regional policymakers and officials responsible for	provide a free access to general information about the Project, announce activities and events carried out during the Project lifetime and	multiplier events	All partners	May-November 2023 and after the project end

		education modernization, secondary school teachers, educators, academic and scientific community, general public	describe tangible results			
3	Project page on Facebook	university teaching and administrative staff, students, regional policymakers and officials responsible for education modernization, secondary school teachers, educators, academic and scientific community, general public in the four partner countries (219 subscribers in total)	provide the Project visibility, showcase the results in an informal and accessible way, promote debates with a wider audience, gain feedback from the Project partners and target groups (more than 45 posts)	multiplier events	Partner 6	May-September 2023 and after the project end
4	News reports in local media	general public in the four partner countries	present photo, video and audio materials collected during the project activities, study visits, training sessions, conference	multiplier events	All partners	in progress
5	Kick-off meeting at Narva College of the University of Tartu	11 UA participants	review strategies for achieving the goals outlined in the BOOST work packages, agree on deadlines and approve project implementation, quality control, and dissemination plans	blended mode (online+face-to-face)	Partner 1	May 15-18, 2023
6	Training course	18 UA participants	share the EU know-how in	Online training	Partner 1	

	"International and Grant Office Duties in EU Universities"	(18 certificates of professional development)	international work, grant management, and internationalization strategy.			
7	Training course "Workshops on IT and Technical Support"	24 UA participants (24 certificates of professional development)	provide IT support, develop courses based on MOODLE, digital development strategies, as well as MOODLE administration and management	Online training	Partner 1	October 13 - November 27, 2023
8	Training course "Learner-Centered Methodologies and Techniques"	70 UA participants (70 certificates of professional development)	acquire practical skills in learner-centered teaching methods, expand theoretical knowledge in learner-centered teaching across various disciplines, discuss individualized program plans for students with special needs, and learn about student-oriented syllabus development	Online training	Partner 1, 2, 3	October 9 - November 26, 2023
9	Training course "Digital learning tools and platforms"	83 UA participants (83 certificates of professional development)	learn interactive approaches to teaching and learning,	Online training	Partner 1, 2, 3	October 16 - December 22, 2023
10	Study visit at the University of Primorska	18 UA participants (18 certificates of professional development)	become aware of student-centered blended learning and digital competencies of higher education teachers, learn to develop MOOC courses, create virtual environments, and organize virtual student mobility	Face-to-face	Partner 2	November 27-December 1, 2023

11	Training course on "Project Writing Course" at the V.G. Korolenko National Pedagogical University	20 UA participants (20 certificates, 4 Erasmus+ grant applications submitted to EACEA in February 2024)	train the participants in project idea development, needs analysis, call search, aim formulation, budget estimation	Face-to-face	Partner 4	December 18-22, 2023
12	Study visit at The State University of Applied Sciences in Elbląg	18 UA participants (18 certificates of professional development)	learn hardware and software in education used in Poland, study Partner 2 university learning and teaching approaches, international activity and cooperation, role in the community, cooperation with local educational establishments (e.g., kindergartens and schools)	Face-to-face	Partner 3	April 15-19, 2024
13	Study visit at The University of Tartu	18 UA participants (18 certificates of professional development)	share EU experience in internationalization at the state and university level (Office of international cooperation and Grant office), develop Internationalization plan of the Partner universities	Face-to-face	Partner 1	June 17-21, 2024
14	Q&A Webinar "University Digitalization Plan"	university administration and representatives of departments of IT and tech support, 50 participants	share EU experience in developing Digitalization Plan, provide answers to the most frequently asked questions	Online	Partner 2	planned within the 2 nd year of the project

			concerning HEI's digitalization			
15	Online conference "Digital Tools for Interactive Learning"	in-service university teachers (100 participants) (100 certificates of attendance)	Share the Partners' experience and Project results with a wide audience, gain feedback from the Project partners, participants and target groups	Online	every UA partner	planned within the 2 nd year of the project
16	International week "University International Cooperation and Grant Activity"	university administration and representatives of Foreign Offices, representatives of departments of education, 100 people participants: 18 people (2 per university, 3 from Coordinator)	Share the Partners' experience on international cooperation and grant activity and Project results with a wide audience, gain feedback from the Project partners, participants and target groups	Face-to-face	Partner 4	planned within the 2 nd year of the project (5 days)
17	Blended professional development course "Student-centered approaches for blended learning"	20 in-service school/university teachers (120 participants in total)	give theoretical knowledge in learner-centered learning and teaching, develop practical skills in learner-centered teaching methods	blended mode (online+face-to-face)	every UA partner	planned within the 2 nd year of the project

7. Conclusion

This Dissemination Plan presents the strategy for dissemination activities within the Project. It gives an outline of the dissemination overview (including dissemination objectives and Project results), dissemination materials, channels of dissemination, target audience and key performance indicators.

All Project partners are expected to keep record of the dissemination activities they conduct and inform Partner 6 (MSPU) team as WP leader

responsible for dissemination in order to provide sustainable, timely and ongoing dissemination. All suggested dissemination methods and activities will be broadened throughout the Project's implementation.