Enhancing Teaching Practice in Higher Education in RUSSIA and CHINA (ENTEP)

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DISSEMINATION AND SUSTAINABILITY
STRATEGY AND PLAN

Revision History

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Introduction

ENTEP is an EU funded project under Key Action 2 – 'Capacity-Building in the Field of Higher Education' of the Erasmus+ Programme, lasting 36 months, which aims at building capacity at universities in Russia and China in order to contribute higher education reform in these countries by establishing a system of sustainable professional development in higher education on the basis of the best EU teaching practices and equipped with contemporary innovative teaching methodologies and pedagogical approaches with the emphasis on quality and regulation.

The core objectives of the project are:

i) To **improve qualification of the teaching staff** of Partner country institutions in pedagogical approaches allowing educators to build on innovation strategies and up-dated contents.

ii) To establish a university-wide, cross-departmental network of **Centres for Teaching & Learning** in RU and CN institutions and to enable their staff to develop their own expertise and research as specialists in educational development.

iii) To develop a comprehensive set of **professional guidelines for teacher training** providers and to introduce learning and teaching tools, methodologies and pedagogical approaches.

iv) To design and deliver modern, **module-based pilot curriculum for HE teacher training**, based on contemporary education science and aimed at professional development of the academic staff.

v) To modernize the existing PhD and MA curricula through introducing **modules on Teaching Methodology, Pedagogy and Psychology**.

The project will have the following impacts:

- at the level of Partner country institutions personnel will have gained experience in the development of teachers' qualifications using the EU approach as well as experience of new teaching methods, pedagogical approaches and new ways of developing curricula and syllabi;

- at the local level project beneficiaries will be local educational authorities, educational associations and other educational institutions targeted by dissemination and networking events;

- at the regional level HEIs not directly involved in the project will benefit from training offered by the staff of the Centres, which will be replicated in the form of workshops to other HEIs in their regions.

ENTEP dissemination strategy aims to create awareness among various stakeholder groups of the project, its progress and results. It describes dissemination plan, dissemination means and materials, dissemination events, dissemination management roles, committees and tools.

The dissemination will be organized in three phases:

Early in the project, dissemination will ensure that the project addresses the needs of the target groups, or creates awareness or understanding of the project activities.

During the project implementation, dissemination is about identifying lessons from what has been learned, particularly in relation to processes, and passing them on to key stakeholder groups.

At the end of the project, dissemination is intended to publicize more generally the project's outputs (both products and processes), the lessons learnt, and the benefits gained, both tangible and intangible ones.

1. The scope and objectives of the dissemination strategy

The dissemination of the project will be differentiated according to the target groups to which the project is addressed and according to the result, which is disseminated.

The proposed dissemination strategy lies on four basic public relations principles:

Be visible: stay proactive. Promote your objectives through media and community involvement. Build positive relationships with opinion makers.

Be informed: keep abreast of community issues, read papers, watch news. Attend the national and community policy making events on the topic that you are concerned. Research the issue on the Internet.

Be consistent: stay on message. Right actions at the right place. Media can sometimes relish inconsistencies.

Be constructive: be part of the solution. Build personal relationships.

Dissemination must be an integral part of the project activities as it will enable the consortium to reach the target group, get them actively involved, interested and motivated in order to:

- get better and more precise results;
- get them interested to foster the project results;
- get the message out there.

2. Target groups

The main target groups of the dissemination of ENTEP can be distinguished into two main areas:

Direct beneficiaries:

1. Teaching staff/trainees – this is the main target group. The aim of this project is to improve their teaching practices. All the products will contribute to achieve this aim and thus a wide audience of teachers, in terms of geographic dispersion and subject specialty, will be reached.
2. Students/trainees – the ultimate aim is to improve students experience in higher education. That will happen in a later phase after improving teachers' practices. Nevertheless, in the short term, the project will train students that will probably follow the academic career, thus preparing future teachers with improved pedagogic competences.
3. Administrative staff – this group will support the teaching and learning centers.
4. Technical staff – this group will support the teaching and learning centers.

Ends users:

1. HEIs.
2. Employers.
3. Experts in the field of higher education.

4. Centres for HE teacher's professional development.
5. Non-governmental organizations, professional associations in the field of HE teaching and learning.
6. Municipal, regional and state authorities.
7. Policy makers.

Teachers will have access to new teaching materials, guidelines, and coaching in adequately prepared teaching and learning centres. These products will improve teachers' competences, improving later students' results.

With the support of the project on the development of teaching and learning centres, universities will be more focused on teaching competences, giving more importance to it at the new teachers' recruitment phase and continuous professional development of teachers, at every department in the university. Partner country institutions will also be on the spotlight compared to other HEIs due to this rare competence in HEIs. Other university teachers will resort to ENTEP institutions from partner countries for training in teaching and learning methods.

The project website, news to be sent to media, newsletters, content posted in social media, research publications, and oral presentations and reports at different events will provide the main tools and activities to capture new stakeholders.

3. Levels of dissemination

The ENTEP Consortium defined 4 main levels of dissemination: awareness, understanding, support and action.

Dissemination for awareness: All target groups will receive dissemination to be aware of the project, its aims, and activities. For those target audiences that do not require a detailed knowledge of the project, it is helpful to be aware of the activities and outcomes. Creating such an awareness of the project's work will help the 'word of mouth' type dissemination and help the consortium to build an identity and profile within an academic community of the project.

Dissemination for understanding: there are groups / audience listed above that the ENTEP needs to target directly with the dissemination. This will be because the Consortium knows that teaching and administrative staff, trainees and students can benefit from what the project has to offer and also because it realizes that their involvement in the project will improve significantly its results.

Dissemination for support: the project's success lies in the support the Consortium can get from the key audience and other stakeholders. Even if it delivers excellent results, if it does not get the support from participants of the academic process, professional community and/or authorities that can boost higher education reform, innovations in professional development of higher education teachers and excellence in higher education teaching and learning, then all of the efforts will fall into void.

Dissemination for action: 'actions' refer to a change of practice resulting from the adoption of results offered by the ENTEP project. Targeted audience for this type of dissemination are groups/audience that is in a position to 'influence' and 'bring about change' within their organisations. These are the groups/audience that will need to be

equipped with the right skills, knowledge and understanding of the work in order to achieve real change. This will be pursued in target groups of administrative and teaching staff. They will be invited for training, for reading the reports on teaching and learning and the modules to be prepared, and are supposed to bring new approaches for HE teachers' professional upskilling in Partner country institutions and new teaching methods into the classrooms respectively.

The dissemination will be differentiated according to the target groups to which the project is addressed.

Purpose	Activity	Target Groups / Audience	Methods
Awareness	Launching and regular updating of project website Project products development and implementation Preparation and distribution of professional guidelines and teaching tools PR campaigns aimed at promoting high quality teaching services and high level of the HE teacher's training courses Development and distribution of promotional materials	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	News Written case studies Open communication Online publications
Understanding	Regular announcements at workshops, seminars, and conferences PowerPoint presentations at appropriate round tables and conferences on national and European level News releases sent to journalists from the media	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations,	PowerPoint presentations Reports Articles Radio and TV interviews Networking Social media publications

	Links to other projects/initiatives on national and EU level Info days or bilateral meetings with representatives of ENTEP target groups Project news distributed through e-mail and regular mail Articles published in online portals and search engines Publications in specialised academic newsletters Regular postings in social media	professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	
Support	Interactive testing of project outputs Bilateral meetings with HE stakeholders and policy makers Focus groups and/or panel sessions with target group representatives and other potential beneficiaries Project's monitoring visits of NEOs (for RF HEIs)	Teaching staff/trainees Students Administrative staff Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	Open interviews Personal invitations Face to face communica-tion Joint dissemination events PowerPoint presentations Reports
Action	Promotion and exploitation of the ENTEP products among the PCIs and	Teaching staff/trainees Students Administrative staff	Liaison closely with key stakeholders E-mail shots

	involvement of non-participating HEIs Mainstreaming of ENTEP results among stakeholders	Technical staff Employers Experts in the field of higher education Centres for Teaching & Learning Non-governmental organizations, professional associations in the field of HE teaching and learning Municipal, regional and state authorities Policy makers	Networking New signed cooperation agreements

4. Products

The main products to be disseminated will be:

- Centres for Teaching & Learning in RU and CN Partner country institutions;
- Professional guidelines for teacher training providers and leaders;
- Training materials on learning and teaching tools, methodologies and pedagogical approaches including learning outcomes and ICT practices, blended courses and mobility strands between Program and Partner country Universities;
- Module-based pilot curriculum for HE teacher training, based on contemporary education science and aimed at professional development of the academic staff;
- Modules on Teaching Methodology, Pedagogy and Psychology;
- Conferences on teaching and learning in higher education.

The other deliverables produced will be the result of tasks needed to achieve these products or internal documents such as quality or management documents.

Each product and other deliverables are listed at the end with the indication of target, and language of publication.

5. Dissemination management roles, committees and tools

In order to implement dissemination activities successfully ENTEP has established the Dissemination and Sustainability Working group (DSWG), comprised of 1 representative from 5 universities (PSU - leader, LJMU – co-leader, USUE, IPC, HLU).

The main tasks of DSWG are:

- to encourage partners to disseminate information on their current activities on their own and provide assistance, if necessary;
- to collect information that will be communicated through dissemination tools (website, newsletter, etc.);
- to process, edit and publish this information.

The DSWG decides on relevant information for each channel (e.g. website, social media, press release, research article) and arranges further actions and publications.

ENTEP Partners are encouraged to introduce and promote the results of different work packages in relevant academic contexts, i.e. research activities, university teaching. The Consortium imposed on Partners responsibility to inform the DSWG about all current activities and available results.

DSWG is headed by Dissemination Manager (DM) of the project. This person will be responsible for the coordination of dissemination activities throughout the project in cooperation with the ENTEP Coordinator and the Consortium as a whole. DM will have to deal with the following aspects of the project:

- Coordinating the dissemination activities in the project;
- Drafting and updating the dissemination plan;
- Organizing and chairing dissemination events;
- Reporting on dissemination to the Consortium;
- Producing newsletters with contribution of all ENTEP Partners.

Each ENTEP Partner with its role set by each WP will support the dissemination activities by:

- Producing dissemination materials;
- Contributing to the newsletters, website and social media content;
- Managing the means / tools to support dissemination activities;
- Coordinating and managing the relevant activities that deal with its work or application field in the project;
- Managing its internal inter-organizational dissemination issues;
- Organizing events.

The main electronic means / tools to assist these activities are as follows:

- The project web site, which has a public area – dissemination platform for ENTEP project and the Cloudstore – a common file repository for the project partners;
- Mailing lists including all ENTEP Partners as appropriate;
- ENTEP Partners websites, where the project must be introduced, described and advertised; all links should be provided to the main project website;
- Channels of ENTEP Partners to ensure reaching local audiences and advertising the project in their local languages (traditional media, social media channels).

6. Dissemination plan

General guidelines

The following is a general set of guidelines for the dissemination events and materials:

- Intentions to perform any primary dissemination activity are generally required to follow the procedure described below;
- ENTEP Partners should not initiate dissemination activities on topics that fall outside of their involvement in the project.
- All publicly held activities should present their material in electronic form to the rest of the Consortium.

Approval procedure

It has been agreed that no Partner will have to ask prior consent for any dissemination activity planned, but all ENTEP Partners are obliged to inform the Consortium and the DSWG on any important planned dissemination activity (such as participation in a big conference etc.) prior to the dissemination activity.

Always mind the planned and approved budget allocated for the implementation of the dissemination activities. In case of not planned activities or participation in events outside of the project partners' countries requires approval by the ENTEP Coordinator and consent by the EACEA's Project Officer.

Events participation

Once ENTEP Partner receives information on an up-coming conference, workshop, etc., the concerned Partner should inform the Consortium of the upcoming event by sending an email to the mailing list, only when the event could be relevant also to the other ENTEP Partners.

Presentations

Performing ENTEP related presentations in various events is a task that might be carried out by every ENTEP Partner, for own exploitation and publicity. The Partner must comply with the following:

- The presentation should contain the ENTEP logo;
- The presentation should identify the funding disclaimer of the project;
- Presentations should conform to the EU rules for publications;
- A presentation template will be produced listing all of the above plus some standard slides to be inserted in all Consortium presentations of the project.

Keeping the website up-to-date

ENTEP Partners are the main source of information and the ones responsible for providing the content to be uploaded onto the project site. The structure and configuration of the website is modified upon recommendation by ENTEP Partners for facilitating navigation and access to information.

Conferences & workshops

Conferences and workshops on thematic areas relevant to the project will be carefully tracked down by all ENTEP Partners and upon availability the Consortium will generate papers and presentations to be made to them.

7. Dissemination tools and activities

Various target groups identified above will be addressed by a broad range of dissemination tools and activities. All partners share the responsibility for dissemination and commit themselves to promoting the project's results in a timely manner.

Dissemination tools and activities are designed to promote project outcomes efficiently and reach various target groups in an effective and at the same time productive way. They vary from activities of a more scientific nature such as scientific articles in relevant journals to easy-to-read press releases.

7.1 Press Releases

The press releases will include information about recently achieved results, relevant events and ongoing activities implemented by the Consortium and its Partners in the field of enhancing teaching and learning practice in higher education. The press releases will be comparatively short and cover only one/two topics each on usual basis. They will be spread electronically via email to relevant stakeholders.

DSWG will prepare press releases in English. Those releases will be handed over to each project partner, who will translate them into their national language and distribute them to their own national press network.

7.2 Project leaflet

A project leaflet is to be produced additionally in order to stimulate the dissemination activities; it will be translated into each partner's language (English, Russian and Chinese). It contains general information on the project, gives a quick overview of ENTEP to the parties involved. It will be published in printed form (complemented by the project information on the website) and made available to all partners as promotional material to be used as external dissemination activities or to be provided for dissemination target groups if appropriate. The target is the distribution of 1000 copies in each language by the end of the project.

7.3 Newsletters

Apart from the distribution of general project information, the information on particular developments and achievements in higher education teaching and learning practices will be published via semi-annual newsletters. The newsletters will be used to distribute ENTEP information to a larger readership. It will raise and promote public awareness of the project during its lifetime.

The sections cover the achieved milestones, recent results and events. The contents will be provided by the ENTEP Partners to the WP leaders. WP leaders will consolidate inputs and deliver them to DSWG. The contributions are written in a generally comprehensible language and are reviewed by DSWG.

In contrast to the general project leaflet, newsletters are electronically distributed via email, and made also available on the project website. The newsletters are distributed

to media and stakeholders included in the mailing list. Key target audiences will be identified by all ENTEP Partners and invited to subscribe to the mailing list. If needed, this mailing list will be used for other communication and dissemination purposes within the scope of the project not spamming the subscribers. For instance, it will be used to announce project conferences.

7.4 Research articles

Regular research publications will make target groups aware of the project results, including establishing and leading Centres for teaching and learning, developing and delivering upskilling courses for higher education teachers, and the best practices in higher education teaching and learning.

The articles will be published trough 2 main channels.

1) The proceedings of articles issued after each of ENTEP conferences organized once a year during the project lifetime.

The articles are submitted by the ENTEP Partners and devoted to the relevant issues in higher education teaching and learning. They target researchers, experts, lecturers, teachers and those individuals who are engaged in promoting excellence in teaching and learning in the framework of Bologna Process. Each conference proceedings will be printed in 500 copies in order to be distributed among the ENTEP Partners and the main target groups. Digital drafts of the proceedings will be uploaded to the project website.

2) Articles published by the ENTEP Partners individually in the selected scientific journals during and after the project.

The articles will be written by teaching and administrative staff directly involved in ENTEP activities at their institutions. ENTEP Partners actively seek to publish articles in relevant journals to raise awareness of the project and spread results. All ENTEP Partners are responsible for approaching relevant journals autonomously. If permitted by the chosen journal, scientific publications will be uploaded simultaneously to ENTEP website for open access.

7.5 Project deliverables

There are 3 main project deliverables to be produced over its lifetime:

- Report on the current teaching practices in RU & CN HEIs summarizing needs for professional development of PCI teachers and outlining the best teaching and learning practices at EUIs;
- Didactic Manual on innovative teaching methods and contemporary educational approaches;
- Guide on formulating degree programme profiles, including curricula and syllabi templates, programme competences and learning outcomes.

These deliverables will be uploaded on the project website by DSWG.

Didactic Manual and Programme Guide will be translated into Russian and Chinese and published in a total of 500 copies each.

7.6 Project website

A project website is located at the following URL: https://entep-tudresden.de/). The website was designed, hosted and maintained by ENTEP Coordinator. It serves as the main point of reference for up-to-date information on the project activities and results.

The aim of the website is to inform the general public about ENTEP, promote its objectives, provide information on the project's progress, publish its results and showcase the work done by Consortium, as well as constitute a tool to communicate and exchange information on the project among ENTEP Partners.

The website consists of the following sections:

- project info;
- partners;
- work packages;
- project outcomes;
- events;
- contacts info.

ENTEP website includes two areas with different access rights:

1) A public area ensuring the successful use of the project results and information to the widest possible audience (including publications, products and deliverables, reports and presentations, a press kit, access to news and events regarding the project, and a tool to contact ENTEP Coordinator to submit queries and questions to the project.

2) A private area (password and security tools protected) which can only be accessed by ENTEP Partners. It is an internal file repository of the project team and its working platform for communication and documents exchange (such as project minutes, meeting presentations, deliverables and internal reports). In this way, an instant availability of documents and information for all ENTEP Partners is ensured.

DSWG will assist to maintaining and keeping website up to date continuously. Website analytics will be assigned by ENTEP Coordinator to monitor the visits to the website. The website will stay accessible after the project completion.

ENTEP website has been launched in English. In order to reach as many target groups as possible and cover the widest audience, ENTEP webpages located at the Partners websites have been developed by each ENTEP Partner in its national language. These webpages inform local and national users about relevant news, current project activities implemented in their institutions (developing and delivering teachers' upskilling coursers, application of new teaching methods, pedagogical approaches, modernizing curricula and syllabi).

The main project website has relevant links to them.

7.7 Social media

Facebook social media profile plays a promotional role for the project and improves visibility to a wide range of audience. Regular posts and updates on ENTEP Facebook

page about project developments, news and the best practices in professional development of higher education teachers increase the engagement of the interested audience and help to achieve interaction with the users.

A Facebook page has been created at: https://www.facebook.com/ENTEP-360342427963381/

Facebook is used for creating and promoting ENTEP events and informing the academic community about important milestones. It directs to the main project website and also serves as a landing page for those searching via Facebook.

DSWG will be responsible for maintaining and keeping Facebook page up-to-date with the information provided by the ENTEP Partners.

7.8 Templates for Dissemination Tools

All dissemination tools require a certain format. The consortium decided to introduce unified templates for all dissemination tools aiming to facilitate dissemination outputs. Besides, the uniform templates add a clear identity to the project.

7.8.1 Project presentations

As a general overview of the project and its objectives, presentations will be produced. The content of the presentations will describe the general objectives of the project, the participating organizations and give an outlook on the intended functionality of the system and the ways the project tasks are realized. The presentations can be used by all ENTEP Partners as a template and can be enriched with the needs of the partners and the peculiarities of the dissemination events. Accumulating these materials, a presentation will be produced at the end of the project in order to sum up the final results.

7.8.2 Project LOGO

The project logo has been designed by Nick Wise (LJMU) and agreed by all ENTEP Partners.

Connecting Europe, Russia and China

The project logo will be used in all future dissemination materials in order to ensure that members of the target groups will get familiar with this logo and will directly link it to ENTEP project. This logo can as well serve as product logo later in the post-project phase.

7.9 Project events

Core project activities have themselves significant dissemination components, such as:
- Training workshops on tuning educational structures in EHEA and Bologna principles for PCIs top management delivered by EU experts;
- Professional development workshops in innovative pedagogy, delivery methods, assessment techniques delivered for PCIs teaching staff at EU universities;
- Seminars on curricula and module development focused on learning outcomes held at PCIs by EUI experts;
- Modern, tailored courses aimed at professional development of higher education teachers delivered at the Centres for teaching and learning of PCI;
- Internship of master/PhD students from PCIs organized at EUIs to introduce contemporary teaching practices, pedagogical and psychological approaches and contribute to their theoretical education.

Project's events will be used to lead the development of the project and the further uptake and implementation of the project outcomes. It will help to raise awareness about Bologna culture, EHEA, innovative pedagogy and teaching methods, as well as new professional development programs and encourage other HEIs to adopt ENTEP developments.

Consortium seeks to reach different stakeholders and promote different topics. Therefore, the events considered will cover a wide range of stakeholder, topics and levels. Following the nature of the project, which focuses on excellence in teaching and learning and aims at reforming professional development of higher education teachers, the Consortium especially emphasizes the necessity to appear at events relevant to such groups.

7.10 Project conferences

The project will organize three international conferences open to all stakeholders. These events will provide an opportunity to disseminate the outcomes and provide opportunities to attract more stakeholders that will contribute to the sustainability of the main outcomes. Conferences can be a very useful forum to consult with the project's

target audiences in a face-to-face mode and to address issues relevant to the work of the project.

The first conference 'Exploring cross-boarder collaboration in higher institutions: teaching and learning' will take place in October 2018 at the premises of IPPS (Kazan, Russia). It will be devoted to discussion of the main opportunities of collaboration between Programme and Partner country HEIs in order to enhance teaching practices in Partner countries higher education in line with the main provisions of Bologna Process.

The second conference 'Framing challenges in higher education: bridging the gap between Russia, China and Europe' will be organized in November 2019 in SU (Sanya, China) once 2 main project products are ready (Didactic Manual and Programme Guiude). It will be focused on discussion of the effective solutions to develop and deliver higher education teachers upskilling courses in Partner countries based on the best EU practices.

The final conference 'Delivering impact in higher education learning and teaching: enhancing cross-boarder collaborations' will be held in October 2020 in USUE (Ekaterinburg, Russia). The final conference will inform about the outcomes and results of ENTEP, and at the same time it will be a platform to discuss an innovative approaches for higher education teachers professional development, share effective teaching and learning strategies, identify best practices of the setting up and leading Centres for teaching and learning.

Each conference will last three days and attract up to 120 participants from both EU and Partner countries. ENTEP conferences will be announced through the project website, the social media and, when possible, the newsletter. The host of the conferences will produce conference kit before event, and publish conference proceeding after its end. Oucomes of the conferences will be presented at the project website.

8. Communication and Responsibilities Plan

This section includes the dissemination matrix, which depicts how the dissemination tools, described above are applied to approach particular target groups.

Dissemination Matrix

Tools and Activities	Target groups	Who's responsible	When
Press Releases	All target groups	DSWG for preparation and issuing ENTEP Partners for translation into their languages and distribution to their press network	At each key milestone of the project

Project leaflet	All target groups	DSWG for development and design ENTEP Partners for dissemination and circulation	Permanent. At events, seminars, presentations etc.
Newsletters	All target groups	DSWG for development and dissemination ENTEP Partners for the content submission	After each Council meeting
Articles in ENTEP conference proceedings	HEIs Experts in the field of HE Centres for HE teacher's professional development Non-governmental organizations, professional associations in the field of HE T&L	Host HEI, inter alia: PPSP, SU, USUE for the articles collection, preparation and publishing conference proceedings. ENTEP Partners for the article's submission	October 2018 November 2019 October 2020
Articles in the selected scientific journals	HEIs Experts in the field of HE Centres for HE teacher's professional development Non-governmental organizations, professional associations in the field of HE T&L	ENTEP Partners for publishing articles in relevant journals DSWG for uploading to ENTEP website	During project lifetime and after it ends
Report on the current teaching practices	Teaching staff/trainees Administrative staff Experts in the field of HE	Analytical Report Group (IPC, IPPSP, PSU and JXNU leads by UNIBO)	June 2018

	Centres for HE teacher's professional development		
	Non-governmental organizations, professional associations in the field of HE T&L		
	Municipal, regional and state authorities		
	Policy makers		
Didactic Manual	Teaching staff/trainees Administrative staff Experts in the field of HE Centres for HE teacher's professional development Non-governmental organizations, professional associations in the field of HE T&L	Didactical Manual Development Working Group (TUD, IPPSP, PSU and JXNU, leads by USUE)	May 2019
Programme Guide	Teaching staff/trainees Administrative staff Experts in the field of HE Centres for HE teacher's professional development Non-governmental organizations, professional associations in the field of HE T&L	Guide Development Working Group (IPC, USUE, UH and SU leads by LJMU)	May 2019

Project website	All target groups	TUD for development, maintain and keeping up-to-date ENTEP Partners for the content collection and submission	Permanent and in particular after DSWG meetings
Webpages at the Partners websites	All target groups (local)	ENTEP Partners for development, maintain and keeping up-to date	Permanent and in particular after activities implemented by the Partner
Social media	Focus on the interested public	DSWG for keeping up-to date	During project lifetime
Templates for Dissemination Tools	ENTEP Partners	DSWG for development and design ENTEP Partners for implementation	November 2018
1st Project conference	All target groups	PPSP for organization and holding ENTEP Partners for participation	October 2018
2nd Project conference	All target groups	SU for organization and holding ENTEP Partners for participation	November 2019
3d Project conference	All target groups	USUE for organization and holding ENTEP Partners for participation	October 2020

9. Dissemination to integrate projects results into higher education systems

Not only direct beneficiaries of the involved ENTEP Partners will benefit from the project, but also non-consortium universities and the educational system as a whole. The planned dissemination activities envisage key stakeholder's engagement and will produce positive spin-off effect of the project.

There are 2 groups of stakeholders, the involvement of which will contribute to integration of the project results into the educational systems and to use of project outputs as the best practices and examples for other Partner country institutions.

1) Public authorities

At the national level of both Russia and China there is a considerable recognition of the need for professional development of higher education teaching staff and enhancing qualification in teaching. In this regard, the government's responsibility is to provide not just a political vision but build up sustainable framework for educational system that will enable to meet these objectives in the long term.

Despite ENTEP is the joint project and the participation of the national Ministries is not expected, the involvement of education authorities in the project dissemination activities will help to embed its main results and the best practices into national educational systems.

Partner country institutions will set up an in-depth dialogue with the public educational authorities in Russia and China on such important questions as requirements for teaching in higher education and opportunities for the development of teaching skills. Representatives of the national and local educational ministries will be invited to attend:
- ENTEP conferences as key speakers;
- Seminars on curricula and module development held at PCIs by EUI experts;
- Roundtable discussions organized by PCIs on leading Centres for teaching and learning.

Apart from that, project results and outputs will be widely disseminated across educational systems through ministerial mechanisms of the best practices collecting and distributing (annual monitoring international activities of HEIs). Such ENTEP products as Didactic Manual, Program Guide, courses targeting the enhancement of teaching skills, modules incorporating teaching components into MA/PhD programs will be highly recommended to widespread application and implementation in higher education community.

2) Non-consortium universities, its associations in the field of higher education

HEIs itself are interested in the project results, as their competitiveness directly related to improving the quality and relevance of teaching and learning which have always been at the centre of the Bologna Process. HEIs need to put in place an institutional strategy for teaching and learning and promote measures to improve teaching based on the international opportunities.

Networking between project and non-project HEIs on a wide range of issues concerning learning outcomes and curriculum design, modern pedagogy and innovative teaching methods, delivering teaching enhancement courses will facilitate higher education development and support HEIs capacity building.

Compared to authorities, representatives of non-consortium universities will be invited to participate not only in dissemination events (conferences, roundtable discussions) – but also in the project activities (seminars, teaching skills trainings). Thanks to direct communication and interaction with ENTEP Partners, HEIs outside Consortium will be equipped with comprehensive tools to modernize teaching practice in new learning environments. Focusing on the project achievements, they will be able to revise their own institutional policy and adjust educational structures to enhance teaching skills of their academics in line of Bologna Process (student-centred learning, development of learning outcomes, assessment of intended learning outcomes, teaching in an ICT environment).

Stakeholder	Objectives	Products	Tools	When	Who
Public authorities/ Educational authorities	Inform future strategy and policy in higher education Ensure maximum educational benefit from the project Critical feedback on project outcomes	Didactic Manual Guide Courses to enhance teaching skills Modules incorporating teaching components into MA/PhD programs	Best practices proposed to the Ministries of education for distributing (written reports and recommendations)	December 2019 December 2020	All PCIs
			Project conferences	October 2018, November 2019, October 2020	Hosting PCI
Non-consortium HEIs	Engage a wide variety of HEIs with project, and its outcomes Maximize impact and exploitation of project outcomes through collaboration Maximize project	Didactic Manual Guide Courses to enhance teaching skills Modules incorporating teaching components into MA/PhD programs	Face to face contacts	Regularly	All PCIs

	visibility in HE system				

10. Requirements from the European Commission

All materials must include the "Programme Logo". The image files, in several formats, and rules can be found in:

http://ec.europa.eu/dgs/education_culture/promotional_en.htm

or in

https://eacea.ec.europa.eu/about-eacea/visual-identity_en

The EU emblem and a mention (that can be "Co-funded by the European Union") must also be included. Rules can be accessed at:

http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf

The project's publications and results that are distributed must have the Erasmus + logo and the mention "Co-funded by the Erasmus+ Programme of the European Union" or "With the support of the Erasmus+ Programme of the European Union".

The disclaimer "The European Commission support for the production of this publication does not constitute endorsement of the contents which reflects the views only of the authors, and the Commission cannot be held responsible for any use which may be made of the information contained therein" must be used (article II.7.2 of the General Conditions) in any communication or publication. The other EU official language versions can be found at the following link:

http://ec.europa.eu/dgs/education_culture/publ/graphics/beneficiaries_all.pdf

11. Evaluation and Criteria for Success

The Consortium is aiming at below described numbers, assessing the impact of the performed dissemination activities.

Success criteria	Quantification	Description
News posted in local/ regional/national media	3 per PCIs	To make aware the larger society, regular news of the project must be sent to media.
Views on website	Steady increase of views (ideally tripled from year 1 to year 3)	With deliverables being uploaded on the website as well as project outputs going online and being available on the webpage, an increase in the

		number of visitors will show the uptake of those results.
Leaflets	1000 copies in each language (English, Russian, Chinese)	Available to all Partners as promotional material to be used at external dissemination activities
The printed comprehensive set of professional guidelines and teaching tools	500 copies of the Didactic Manual 500 copies of the Guide	In order to reach a wider academic community and enhance teaching practices at the level HE systems, the developed set of professional guidelines and teaching tools will be printed and circulated among Russian and Chinese universities and Ministries of education.
Articles published in journals/media	15 per each partner	To provide professional community with the project's results, research articles on the project's topics must be published
Participation in the conferences	Twice the number of external participants compared to project PCIs participants	The project must have impact also in non-consortium PCIs. The conferences will be the main dissemination method to achieve it.
Target groups' awareness	Per each PCIs at the end of the project: - teaching staff/trainees – 300; - students/trainees – 100; - administrative staff – 50; - Technical staff – 40;	Number of target groups' representatives, obtained the enhanced knowledge of project, will gradually increase
Target groups' satisfaction	At least 75 % within each target group	Number of target groups' representatives, satisfied by project's outcomes, will gradually increase

12. List of deliverables, timeline for dissemination and target groups

This table contains all the deliverables, its timeline (after a dash in case it is different from delivery date) for dissemination and identification of target groups.

	WP	Delivery/d isseminati on date	Result(s) (output(s) or outcome(s))	Type	Medium that will be used (publication, electronic, online, other (specify))	Languages	Dissemination level	Target groups
1	1	07-03-2018	Establishing an Analytical Report Group to collect information and analyze the state of the art of the teaching practices in RU and CN HEIs and propose the improvement strategy (D1.1)	Teaching material, training material	online, electronic	en	Department, Institution	Teaching staff, administrative staff
2	1	01-06-2018	A Report summarizing needs for professional development of PCI teachers and outlining best teaching practices at EUIs is published (D1.2)	Teaching material, training material, report	online, electronic	en	Department, Institution	Teaching staff, administrative staff
3	2	10-06-2018-30-10-2018	Training workshops on tuning educational structures in EHEA and Bologna principles for PCIs top management delivered by EU experts at EU Universities (D2.1)	Teaching material, learning material, training material, service/product	online, electronic	en	Department, Institution, international	administrative staff
4	2	30-10-2018	Improved qualification of the teaching staff of PCIs in educational methods and assessment techniques (D2.2)	Teaching material, training material, service/product	online, electronic	en	Department, Institution, international	Teaching staff
5	3	01-05-2019	Centres are established at each PCI and fully equipped (D3.1)	Teaching material, learning material, training material, service/product	online, electronic	en	Department, institution	Teaching staff, trainees, administrative staff, technical staff, librarians

6	4	30-05-2019	Didactic Manual (D4.1)	Teaching material, training material, service/product	online, electronic, paper/print version –	en, ru, cn	Department, institution	Teaching staff, trainees
7	4	30-05-2019	Guide (D4.2)	Teaching material, training material, service/product	online, electronic, paper/print version	en, ru, cn	Department, institution	Teaching staff, trainees
8	5	30-11-2019 and 30-04-2020	Seminars on curricula and module development focused on learning outcomes at PCIs by EUI experts (D5.1)	Teaching material, learning material, training material, service/product	online, electronic	en, ru, cn	Department, institution, international	Teaching staff, trainees, administrative staff
9	5	10-10-2020	Pilot curriculum, module syllabi and a guidebook for higher education teacher training are introduced at each PCI (D5.2)	Teaching material, learning material, training material, service/product	online, electronic, paper/print version	en, ru, cn	Department, institution	Teaching staff, trainees
10	6	31-01-2020	Module syllabi on teaching methodology, pedagogy and psychology are developed (D6.1)	Teaching material, learning material, service/product	online, electronic	en, ru, cn	Department, institution, international	Teaching staff, students
11	6	01-06-2020-15-06-2020	Internship for 28 MA and PhD students from PCIs is organized at EUIs for 12 days (D6.2)	Teaching material, learning material, service/product	online, electronic	en	Department, institution, international	Teaching staff, students
12	7	31-12-2019	Quality Code of Practice is introduced into the teaching process by QA units and Centres for Teaching & Learning at PCIs (D7.1)	service/product	electronic version (available on restricted area of Project Platform)	en, ru, cn	Department, institution	Teaching staff, students, trainees, administrative staff
13	7	06-03-2018	Internal Quality Control & Monitoring (D7.2)	Report, service/product	electronic version (available on	en	Department, institution	Teaching staff, students, trainees,

No	WP	Date	Title	Type	Availability	Lang	Level	Target group
					restricted area of Project Platform)			administrative staff
14	7	01-09-2019-14-10-2020	External Quality Control & Monitoring (D7.2)	Report, service/product	electronic version (available on restricted area of Project Platform)	en	Department, institution	Teaching staff, students, trainees, administrative staff
15	8	06-03-2018	Dissemination and Sustainability Group establishment, strategy and plan developed (D8.1)	Report, service/product	Electronic version published on-line (restricted area of platform)	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, administrative staff
16	8	16-10-2018 02-12-2019 09-10-2020	Three dissemination conferences are organised and networking among participants and stakeholders is enhanced (D8.2)	Teaching material, event, service/product	Electronic version published on-line (restricted area of platform)	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, students, trainees, administrative staff, technical staff
17	8	30-09-2020	Dissemination Package including project web-site, logo, standard presentation, leaflet, and output templates to create a project visual identity (D8.3)	Teaching material, learning material, training material, service/product	Electronic version published on-line, paper/print version	en, ru, cn	Department, institution, local, regional, national, international	Teaching staff, students, trainees, administrative staff, technical staff
18	9	07-03-2018	ENTEP Council is established and five management meetings are planned for discussing and approving project activities and outcomes; effective communication among partners is achieved	service/product	Electronic version published on-line (restricted area of platform)	en	Department, institution	Teaching staff, administrative staff
19	9	01-03-2018 and	Concluding and signing Grant Agreements between the grant-holder and all partners, formalizing their project	service/product	Electronic version published on-line	en, ru, cn	institution	administrative staff, technical staff

		31-08-2018	relationships and establishing effective communication		(restricted area of platform)			
20	9	15-10-2017-14-10-2020	Effective management for execution of the project work plan, budget, and reporting	Report, service/product	Electronic version published on-line (restricted area of platform)	en	Department, institution	administrative staff, technical staff