DISSEMINATION AND SUSTAINABILITY STRATEGIES
E-Student Services System

VERSION 1.0

CONTENT

1 Document purpose

This document contains dissemination and sustainability strategies for realization of iKnow project (**TEMPUS project JPGR 511342)** in order to promote iKnow project results and its impact and enable conditions for long term exploitation of project results.

1.1 Scope

Dissemination is a process of making results of projects available for a target public, which has not been directly implicated in the project.

Sustainability of project results can be defined as **the result of a process** which ensures that the outputs of a project are maintained after project funding has stopped.

To define a good dissemination and sustainability we will refer to the following results: visibility, networking, policy consensus, user feedback, funding, official recognition, enabling staff with competence about the project, human resources commitment, etc.

This document will more precisely define dissemination and sustainability outputs. Outputs are results of the project activities and are defined along with target public, and resources which will realize the dissemination and sustainability goals. They may be measurable by quantification or quality indicators expressing their nature as academic products or know-how transfer.

1.2 Project Goal

The **iKnow project main goal** is establishing electronic student services instead of paper related document workflow activities.

2 Dissemination strategy and action plan

Basic and crucial moment in the process of implementation of complex software solution with large number of users of different categories, business processes, rules and regulations is the entry promotion and animation of all direct and indirect end users or affected subjects. Speaking of a solution as eStudent Information System, this is one of the most important phases of the implementation.

2.1. Target users

There are several categories of direct and indirect end users (or users of its benefits) of the system that are supposed to be target consumers of the marketing processes and in the second phase, of the e-Index system itself:

- Students:
    - o Prospective students, and
    - o Existing students;
- Employees/ Stuff
    - o Teachers
    - o Administration
    - o Management, and
- External subjects:
    - o Ministry of Education and Science
    - o State Statistical Office, and
    - o Others.

2.2. Dissemination resources and activities

This section covers concrete activities that are planned and necessary to be done in order of a successful promotion of the system for the above mentioned categories of target users. Additionally, this chapter covers separate dissemination resources for realizing the whole concept of the dissemination process:

- Realization of two categories of user manuals for end users, differentiated according to the privileges:
    - o User manual for the students:
        - ▪ User manual for the students of the first cycle of studies;
        - ▪ User manual for the students of the second cycle of studies, and
        - ▪ User manual for the students of the third cycle of studies;

- o User manual for the employees/stuff:
    - Student service stuff:
        - First cycle of studies;
        - Second cycle of studies, and
        - Third cycle of studies;
    - Teachers (Professors and assistants);
    - University management;
    - Enrollment commission members, and
    - System administrators.
- Realization of training sessions with different categories of end users of the system:
    - o Present students from different cycles of studies;
    - o Teachers (Professors and assistants);
    - o University management;
    - o Enrollment commission members, and
    - o System administrators;
- Radio and TV campaign:
    - o Production of audio and video marketing messages and ads for the university radio station, and popular radio and TV stations in cities where University exists and more;
    - o Realization of live interactive TV and radio shows with students / management stuff / students service stuff / system administrators;
- Establishment of a call center that will work on the animation of all categories of end users;
- Printing of brochures, flyers, newsletters and posters to promote the content of the basic features and benefits of the system;
- Promotion of the system via social networks (Facebook, Google+, LinkedIn) by organization of groups, events, online chatting, sharing online information including images, videos and more.
- Realization of promotional sessions in secondary schools and organization of open days with prospective students of the University and presentation of the benefits of e-index in addition to the curriculum that will be presented, particularly in the area of the process of e-Admissions / Enrolment as first contact between the student and the e-Index;
- Exhibitions and educational fairs for prospective students
- Realization of promo materials for the wider audience about the benefits and outcomes of the system;

- Realization of a special promotional campaign for the internal IP television system – audio and video tutorials, and
- Implementation of purpose-made web site with all necessary information, audio and video tutorials and guides, important contacts and news that are reflecting the e-Index and its growth and development.

2.3. Dissemination action plan

Dissemination action plan contain precise information about all the activities that will be done in order of a successful promotion process of the system. This part covers concrete information about the steps and their chronology, goals, target affected subjects and time frames of their realization.

2.3.1. Brochures

Brochures will be realized and distributed to the prospective students.

Delivery	**Brochures**
Campaign	eStudent Information System / Enrolment
Goal	Gain awareness and knowledge of the enrolment module
Content	Information about enrolment module usage
Target group	Prospective students
Quantity	6500 pcs
P3reparation	February – May 2012
Distribution	June – August 2012
Delivery method	to be disseminated at exhibitions, educational fairs, open days and university facilities
Resources	Coordinated by project coordinator

2.3.2. Flyers

Flyers will be realized and distributed to the existing students.

Delivery	**Flyers**
Campaign	eStudent Information System
Goal	Gain awareness and knowledge of the eStudent Information System
Content	Information about system functionalities on a user level
Target group	Existing students
Quantity	20000 pcs
Preparation	February – May 2012
Distribution	June – August 2012
Delivery method	to be disseminated at university facilities
Resources	Coordinated by project coordinator

2.3.3. Posters

Posters will be realized and distributed to the prospective and existing students.

Delivery	**Posters**
Campaign	Electronic enrolment and student services
Goal	Gain awareness and knowledge of the enrolment module and students services module
Content	Information about enrolment and student services module
Target group	Prospective and existing students
Quantity	5 pcs
Preparation	February – May 2012
Distribution	June – August 2012
Delivery method	to be disseminated at exhibitions, educational fairs, open days and university facilities

Resources	Coordinated by project coordinator

2.3.4. Web publishing

This activity includes provision of relevant information on established web site.

Delivery	**Web publishing**
Campaign	Electronic student services
Goal	Raising awareness and Know-how transfer
Content	News and information about benefit and usage of electronic student services and project related activities
Target group	All categories of target users
Quantity	Updated info on project web site and university sites
Delivery method	Web site
Timeframe	whole project period 16 October 2010 – 15 October 2012
Content	essential information about project mission, goals to be reached, expected deliveries, detailed specification of performed activities and obtained deliveries, details about designed system and ICT tools that will motivate students to develop Information Society
Resources	Coordinated by project coordinator, web administrators

2.3.5. Social media

This activity is based on the wide social media usage by all categories of target users.

Delivery	**Social networks**
Campaign	eStudent Information System
Goal	Gain awareness and knowledge of the eStudent Information System
Content	Information about know-how to use electronic student services and its benefits

Target group	All categories of target users
Quantity	Continuous information update
Delivery method	Facebook, Twitter, Google+, LinkedIn, Youtube
Timeframe	All time
Content	essential information about usage of electronic services, change of business processes, solving technical problems
Resources	Coordinated by publishing center

2.3.6. E-mail marketing

This activity is used for intensive promotional campaign targeted for the existing students, teachers and administration.

Delivery	**e-mail marketing**
Campaign	eStudent Information Services
Goal	Raising awareness
Content	Information about electronic student services
Target group	Existing students, teachers and administration
Delivery method	e-mail
Content	News and essential information about usage of electronic services, change of business processes,
Resources	Coordinated by vice rector of education

Mails to existing students	
Quantity	At least 3 e-mails to 20000 students
Timeframe	August 2012

Mails to stuff	
Quantity	At least 3 e-mails to 500 stuff

Timeframe	August 2012

2.3.7. Media advertising

This activity includes raising awareness for prospective students.

Delivery	**Media advertising**
Campaign	eStudent Information System / Enrolment
Goal	Gain awareness and knowledge of the enrolment module and its benefits
Content	Information about electronic enrollment, and related project objectives and deliveries
Target group	Prospective students, wider audience
Quantity	1 month newspaper, radio, TV (regional and University IP) and billboard campaigns
Delivery method	Delivery of promo material, broadcasting commercials and interviews
Timeframe	Newspaper promo material delivery in April – August 2012 Broadcasting commercials in April – August 2012 Billboard campaigns in April – August 2012 Interviews in April – August 2012
Content	Information for prospective students and electronic enrolment
Resources	Coordinated by vice rector of education

3. Sustainability strategy

To realize sustainability we plan to develop a sustainability plan containing specification about actions and deadlines to be taken for short term and long term sustainability.

All stakeholders are strongly interested in project sustainability. This includes University Management, Ministry of Education and other relevant stakeholders.

There is a high demand for this project due to the Integrated University approach realized with faculties that use different IT solutions for management of student files. Therefore the University Management looks for a solution that will really integrate studies and services, not just as collection of various entities.

In addition top management at Universities is included in the Steering Committee and therefore they will have decision making role and not just give official approval to all project activities, but will push the things to move.

From other side there is strong national support by the Ministry of Education to exploit knowledge and have understanding with updated exchange of information about students and demands. The government strongly supports the given initiative as it contributes to the effort of further developing the Information Society.

Socio-economic factors also set this project to highest level since the eServices are now at the very beginning and its usage is strongly recommended to get closer to the Information Society. All these conditions guarantee long term sustainability.

3.1. Sustainability elements

There are three key points that system sustainability is based on:

- Enabling sufficient infrastructures and resources;
- Enabling human resources to administer the system, and
- Enabling legislation.

3.1.1. Infrastructures and resources

E-index system is integrated software system consisted of multiple information technologies and hardware & software components that are functioning together, in order of delivering full service to all end users. This represents complex environment with large number of end users with different privileges, implemented complex business processes and procedures according to the internal and state legislation and their interaction.

For the above mentioned purpose, the following activities are required to be achieved and/or permanent maintained:

- Realization of analysis and plan for the overall of the system, meaning on the system performances, necessary hardware and software infrastructure, number of possible end users and burden of the system (regular and peak), migration of old existing data into the new system;

- Realization of public procurement processes for purchase the required hardware & software components and other equipment needed;

- Implementation and integration of the system with all existing and purchased hardware & software components;

- Realization of the migration process of the old data into the new system, and

- Testing and production for all of the above mentioned activities.

3.1.2. Human resources

For continuous function and maintenance of a complex system as e-Index is, it is necessary to have high level experienced human resources that will be able to work and maintain into the system in order of having full and permanent service to the students and for internal issues. There are two categories of employees for the purpose of delivering training for achieving high quality service provision to the students:

- Technical stuff (centralized administrator team), and

- Teachers and administration stuff.

First step is formation of the administrator team with adequate members/employees with experience in implementation of new software technologies. Consequently, it is necessary to train the team about the functionalities of the new system, implemented business processes, levels of privileges, technical issues and full guidance with necessary manuals delivered for the system administration on user level. This training should be realized by the vendor.

After the successful realization of the first step, the administrator team is responsible for delivering:

- All necessary training sessions to the end users, in meaning of the members of the university management, teachers and administration stuff as student service department;

- Provision of user manuals for the different levels of users with different privileges;

- Implementation of a help desk environment that will provide permanent support and maintenance to all above mentioned users;

- Permanent analysis for optimization of the system in communication with the vendor, and

- Implementation of new and change of existing functionalities and business processes in communication with the vendor.

3.1.3. Legislation

The system must operate in coordination with the existing law and education legislation. This means that all business processes implemented in the system must meet the legislation requirements, so system changes must be done every time the legislation is changed. For this purpose it is necessary to establish permanent communication between the following subjects:

- Law and ECTS departments of the University;
- Administrator team, and
- Vendor.

In the aspect of the financial sustainability, it is required to have precise financial annual plan that will cover all planned expenses regarding to the maintenance and full continuous operationalization of the e-Index. Management and the responsible University bodies should take care for the eventual non-planned financial intervention in cases as:

- Non-operational hardware equipment;
- New functionalities (change requests), and
- Possible need for new hardware and software components.

3.2. Sustainability action plan

3.2.1. Provision of equipment

This activity includes provision of software solution for all universities.

Delivery	Tender procedure for provision of software solution
Goal	**Equipment provision**
Quantity	1 software solution for all beneficiary universities
Realization	Tender procedure and provision realized
Timeframe	April – May 2012
Resources	LSBU provision, coordinated by project coordinator

This next activity includes provision of remaining infrastructure.

Delivery	Tender procedure for provision of remaining equipment
Goal	**Equipment provision**
Quantity	3 mobile workstations
Realization	Tender procedure and provision realized

Timeframe	January – March 2012
Resources	Coordinated by project coordinator

3.2.2. Installation

This activity addresses 2 installations of provided software solution at universities. The first installation is for enrollment and the second for electronic student services.

Delivery	**Deployment of electronic enrollment software**
Goal	Testing, data population and production phase
Quantity	1 installation on University level
Delivery method	to be installed on test and production servers
Timeframe	July – August 2011
Resources	Coordinated by project coordinator

Delivery	**Deployment of iKnow software for electronic student services**
Goal	Testing, data population and production phase
Quantity	1 installation on University level
Delivery method	to be installed on test and production servers
Timeframe	September – December 2011
Resources	Coordinated by project coordinator

3.2.3. Training for administrators

Administrator role provides functionality for administering users, main information about sessions, semesters, dates, staff etc.

Delivery	Administrator training
Goal	Gain necessary knowledge for system administration / admin level
Quantity	3 training sessions
Target group	3 main university administrators
Delivery method	Training session #1 July 2012 – university admins, all functionalities Training session #2 August 2012 – university admins, all functionalities Training session #3 September 2012 – university admins, all functionalities
Timeframe	June – September, 2012
Resources	Coordinated by project coordinator

3.2.4. Student services staff

Students service role provides functionality for administering student records.

Delivery	Training of student services staff
Goal	Gain necessary knowledge for system administration / student service level
Quantity	6 training sessions
Target group	25 student service stuff employees
Delivery method	Training session #1 July 2012 – resolving open issues – enrollment Training session #2 August 2012 – electronic student services Training session #3 September 2012 – electronic student services Training session #4 October 2012 – electronic student services Training session #5 November 2012 – electronic student services Training session #6 December 2012 – electronic student services
Timeframe	June 2011 – December 2012
Resources	Coordinated by project coordinator, system administrators and vice rector for education

3.2.5. Meetings with government representatives

This activity includes raising awareness about project results, establishing sustainability and initiation of possible spin-off effects. The first activity concerns essential eligibility of electronic documents and services.

Delivery	Meetings with government representatives
Campaign	**Introducing electronic student services in law and legislation**
Goal	Enable legal conditions for implementation
Content	Enable electronic versions of student files in law for high education and establish possibility to use electronic student services
Target group	Ministry of Education
Quantity	Several meetings and discussions for lobbying and persuading relevant instances to adopt law and legislation which will enable realization of the electronic student services
Delivery method	Meetings and discussions
Realization	Project period 16 October 2010 – 15 October 2012
Content	Change existing legislative that forces usage of paper based documents with possibility that electronic document versions are also valid and can be used instead of paper based documents.
Resources	Coordinated by project coordinator

This activity includes raising awareness about project results, establishing sustainability and initiation of possible spin-off effects. The second activity addresses interoperability.

Delivery	Meetings with government representatives

Campaign	**Interoperability of electronic student services and government data**
Goal	Raising awareness and Know-how transfer
Content	Information about project deliveries and possible ways to establish interoperability of electronic student services and government information systems
Target group	Ministry of Education
Quantity	Preparation of relevant documents, setting a meeting and discussion about possible solutions
Delivery method	Meeting
Realization	In project period 16 October 2011 – 15 October 2012
Content	essential information about possible exchange of data for prospective and existing students and usage of electronic services, solving technical problems
Resources	Coordinated by project coordinator

The third activity includes open issues for enabling technical sustainability.

Delivery	Meetings with government representatives
Campaign	**Enabling sustainability of electronic student services**
Goal	Solving open issues of old fashioned delivery of paper documents instead of electronic exchange
Content	Problems in implementation of electronic services include legislation changes and understanding of possibilities for new technical solutions including web service electronic exchange of data instead of paper document report delivery
Target group	Ministry of Education
Quantity	Preparation of relevant documents, setting a meeting and discussion about possible solutions
Delivery method	Meeting
Realization	In project period 16 October 2011 – 15 October 2012
Content	essential legislation enabling only electronic versions of document instead of paper oriented approach used in archive law, enabling usage of electronic documents instead hand written master books, enabling electronic payments for government institutions etc.
Resources	Coordinated by project coordinator

3.2.6. Meetings with University Management

This activity includes raising awareness about project results and deliveries. It includes discussions with University managers about possible changes in legislation and changes in business processes and documents.

Delivery	Meetings

Campaign	**Meetings with University Management**
Goal	Raising awareness and Know-how transfer, organizational aspects, sustainability measures, legal aspects
Content	Information about project objectives and deliveries, implementation details, solutions for efficient exploitation
Target group	University Management, professors, staff
Quantity	at least 1 meeting monthly
Delivery method	Oral presentations and posters
Preparation	16 October 2010 – 15 September 2012
Realization	at least 1 meeting monthly
Content	Coordination with University Management, enabling sustainability, business process changes, solving technical and other implementation details, legal aspects
Resources	Coordinated by project coordinator and Rector of the University