



SOUTH EAST EUROPEAN UNIVERSITY

Activities for the iKnow project

Project Tempus JPGR 511342 - iKnow

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The purpose of this document is to clearly define the activities to be performed by South East European University, in order to achieve the objectives for the iKnow project. It includes strategies for the following activities:

- Dissemination,
- Sustainability and
- Implementation.

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1 Dissemination Strategy

In order to effectively reach the targets for dissemination and to maximize the visibility of the software package developed under the Tempus iKnow project, a broad spectrum of dissemination channels will be used. The MySEEU portal (<https://my.seeu.edu.mk>) will play the central role in the larger project Dissemination Plan. The website will be complemented by Press Releases, links to different resources and a Flyer, as well as focused dissemination activities targeted to inform current and prospective students as well as of the staff of the SEEU. However, the most important channel for disseminating information will be through a carefully chosen list of events.

1.1 MySEEU Portal - <https://my.seeu.edu.mk>

The MySEEU portal will play the single most important role in disseminating project information and will be publicly available by month July. The website target audience will include students and staff of SEEU.

The main objective of the public website will be to provide general information about the project objectives, current activities, and achievements of the iKnow Project. This information will include relevant news, press materials and tutorials.

The website will be implemented using standard SEO Guidelines (Search Engine Optimization Guidelines) to ensure that it is correctly referenced by the major search engines.

The website will be updated constantly throughout the lifetime of the project, and a link will be included as a reference point in all printed material (articles, press releases, flyers, presentations, etc.). The Dissemination Team consisting of 5 (five members) will create and maintain the content of the website.

1.2 Promotion - Printed Materials, brochures and Flyers

The objective of Press Releases will be to attract attention to the software functionalities and opportunities it provides mentioning also iKnow Tempus major project developments and achievements. An initial Press Release will be “released”

soon to generate initial information regarding the software package realized under the iKnow Tempus and opportunities as well as functionalities of the interest in the project by the general public.

Press Releases will be formulated and released in a coordinated way. Press Releases will be created in English, Albanian and Macedonian.

The SEEU Flayer will provide general information regarding the software package developed under the iKnow Tempus Project, its functionalities and information for usage. It will be designed for a standard European paper size (A4), so that interested users can easily download and print for their own dissemination purposes.

1.3 Dissemination events - Workshops

A significant dissemination event will be the organization of an iKnow workshop to disseminate the results to members. The event will be opened to all interested participants and will include talks and presentations from the iKnow members at SEEU, but also from invited speakers from iKnow partners.

Presenting the iKnow concepts at such workshops or meetings will be the most effective means of involving students and teachers in standards discussions early on.

1.4 In-Course Trainings

One lecture will be dedicated and taught by the eLearning Department at SEEU during IT Skills courses. This will ensure all students are aware and familiar with the system.

2 Sustainability Strategy

The sustainability strategy involves creation of a number of relevant electronic resources, social media-Facebook profile, tutorials, leaflets, for both student and staff information.

To be sustained over time, software needs to be both useful and adaptable to the changing needs of the education and evolving business processes. It also needs to evolve as the users' needs evolve. Reuse can save time and money, and increase the reliability of the resulting software product. The potential for reuse in different modules is therefore a key factor to be focused in the sustainability of the software package.

These strategies will be used for sustainability:

- Examine program structure:
 - Participation, stakeholders, and theoretical framework.
- Develop project infrastructure:
 - Policies, procedures and protocols,
 - Cost effective and affordable strategies.
- Acknowledge the importance of program and evaluation data,
- Identify benefits to the University that result from this service.

2.1 Gaining Support

In terms of making the project run smoothly, following tasks have to be completed:

- Project Team
 - Team building,
 - Training.
- Project Administration
 - Documentation,
 - Data.
- Students and Faculty
 - Cooperation with the new system,
 - Use of the new system.

For this system to “become alive” SEE University will engage staff to work with the iKnow system:

- **Admission Office** - will be in charge of Enrollment Module.
- **Registration Office** - will be in charge for creating curriculum, assigning professors for courses, supervising the data input.
- **Academic Planning Office** - will have to deal with scheduling and resource allocation.
- **Software Development Office** - will be in charge for administrating the application, loading the database with data, making changes as necessary.

2.2 Steps to Sustainability

Step	Goal	Tasks
Program Visibility	Ensure that student and staff are aware of the program from the beginning.	<ul style="list-style-type: none"> • Promote the program • Promote program results • Develop program leadership • Incorporate social marketing strategies
Staff Involvement	Involve staff from all departments of the university	<ul style="list-style-type: none"> • Create opportunities for participation, collaboration, and resource sharing. • Communicate openly • Educate and inform our users • Provide opportunities for training & leadership
Promote systems change	Identify how to improve the existing structure	<ul style="list-style-type: none"> • make sure people understand how the current system works and why change is needed • propose realistic changes and the benefits of change • start with small changes at as many different levels as possible

3 Implementation Strategy

South East European University has been using University Management System and SEEU Services web portal since 2006. The software has been developed by Software Development office at SEE University. It is custom build and developed to meet the needs and policies at SEEU. These applications are regularly updated to meet new changes, add new functionality, add new reports, etc.

SEEU, as member of iKnow project, has been constantly involved. Until now these tasks have been completed in order to implement the iKnow system:

1. The IT Department has configured and installed a dedicated server for the iKnow system with all the required software.
2. The system has been installed by its developers and it is currently functional.
3. The system has been tested by administrators.

The next phases to be completed for successfully implementation of iKnow system are:

- **ETL the system with real data from our production system.**
SEEU will load the data from our existing system into iKnow. These data are necessary for the project to go live. Automatic jobs will run periodically to populate the database of iKnow system with new data.
- **Organize training for all users.**
Before we release the software for public use we need to organize trainings for our users. We can organize workshops for faculty and staff. Students will be taught during their IT Skills courses by eLearning Center.
- **Release the system for public use by students, faculty and staff.**
The system will be used in parallel with the existing one. Only after wide public testing, a final decision will be brought about its further adoption.

Although SEEU after wide public testing will decide about its full adoption, we embrace the opportunity to review the source code of the system, and implement ideas into our current system in order to be compatible with other Universities that are members of iKnow project. SEEU Software Development Office will also take charge for developing changes into the current iKnow system to meet our primary needs (like: Active Directory integration, SEEU policies) in order the system to be useful in our conditions.