

# **Innovation and Knowledge Management towards eStudent Information System - iKnow**

**Marjan Gusev**  
**University “Sts. Cyril & Methodius”**  
**Fac. of Information Sciences and  
Computer Engineering**

# Dissemination strategy and action plan

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

# Results

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- visibility, networking, policy consensus, user feedback, funding, official recognition, enabling staff with competence about the project, human resources commitment, etc.

# Dissemination results

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- 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.

# Target groups

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- prospective students,
- existing students,
- professors,
- administration,
- University Management,
- Ministry of Education,
- State Statistical Office, and
- wider audience (those not directly involved in the project).

# Two major groups

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- The first group is recognized as **target users** and in this project are directly students and indirectly professors, student services and University Management.
- The second group is recognized as **stakeholders**. In this project they are indirectly involved in the project but will indirectly use some of the projects results and will also be included in enabling legal sustainability as policy makers.

# Primary targets

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- **Primary target groups** are prospective and existing students. They are main project target and will use the system directly.

# Secondary targets

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- Professors, student services and University Management. Indirectly involved in the system to enable functioning of the system for the primary group.
- Will also have benefit by reducing the required human resources to realize management activities and will have increased value and faster processing of student data and their performance, also professors and services performance.



# Stakeholders

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- **Stakeholders** are usually the final target group and in this project they are Top level University Management, Ministry of Education and State Statistical Office which will have benefit of using summary and detailed information. They are also involved in the system as policy makers and will enable further project sustainability.

# Wider audience

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- Raising awareness and building public opinion is also one of the goals of dissemination activities. The corresponding target group in this case is **wider audience** and whole population.

# Dissemination resources

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- Media and distribution channels
- Campaigns
- Media and dissemination delivery

# Media and distribution channels

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- web communication and collaboration tools,
- social networking,
- publishing promotional material,
- dissemination events and
- media advertising.

# Campaigns

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- web site and social network,
- enrolment process,
- electronic student services,
- the new software system, and
- project results and deliveries.

# Media and dissemination delivery

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- web publishing,
- innovation networks via social networking,
- distribution of printed dissemination material
- know-how transfer presentations at dissemination events.

# Web publishing promotion

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- Relevant information about the project activities
- Details about the new eStudent Information System
- Details about the new eAssessment and Certification Management System
- Quality assurance for the established eServices

# Printed promotional material

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- information brochures,
- flyers,
- posters,
- newsletters, and
- booklets.



# Information in promo material

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- benefit of project results,
- realized project activities,
- project outcomes and
- project deliverables.

# Dissemination events

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- project workshops
- presentations on conferences
- open-days presentations
- exhibitions and educational fairs for prospective students

# Electronic media – Web publishing and Social networking

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- Developing dissemination plan for awareness raising campaign
- Establishing project web site
- Establishing social network
- Updating and administering content on social networks
- Developing dissemination web content for prospective students

# Media advertising

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- billboards (displaying posters on conventional and video billboards),
- newspapers (providing essential information and leaflets),
- radio (broadcast of standard commercials), and
- TV (providing information on press conference and interviews).

# The awareness raising campaigns will include

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- promotion of web site and social network,
- promotion of enrolment process,
- promotion of eServices,
- promotion of the new system,
- promotion of project results and deliveries.

# Info brochures

Delivery	<b>Leaflets – Info brochures</b>
Campaign	Electronic enrollment and student services
Goal	Raise awareness and public opinion
Content	Information about enrolment and student eServices
Target group	Prospective students
Delivery method	to be disseminated at exhibitions, educational fairs, and open days
Resources	Coordinated by project coordinator

<b>2<sup>nd</sup> project year</b>	
Quantity	9000 pcs
Preparation	January – March 2012
Timeframe	April – August 2012

# Dissemination strategy

Delivery	<b>Dissemination strategy and action plan booklet</b>
Campaign	iKnow project dissemination strategy and plan
Goal	Raising awareness and Know-how transfer
Content	Information about project dissemination activities
Target group	University Management, professors
Quantity	100 pcs
Delivery method	to be disseminated by personal delivery
Preparation	October – December 2010 updated December 2011
Resources	Coordinated by project coordinator

# Posters

Delivery	<b>Posters</b>
Campaign	Electronic enrollment and student services
Goal	Raise awareness and public opinion
Content	Information about enrolment and student eServices
Target group	Prospective and existing students
Delivery method	to be disseminated at exhibitions, educational fairs, and open days, and universities
Resources	Coordinated by project coordinator
Content	include project deliveries, short description of student eServices, and the way how to access the necessary system
<b>2<sup>nd</sup> project year</b>	
Quantity	20 pcs
Preparation	January – March 2012



# Booklets

Delivery	<b>Booklets – info brochures</b>
Campaign	Electronic enrollment and student services
Goal	Raise awareness and public opinion
Content	Information about enrolment and student eServices
Target group	Prospective students
Quantity	9000 pcs
Delivery method	to be disseminated at exhibitions, educational fairs, and open days
Preparation	January – March 2012
Timeframe	March – August 2012
Resources	Coordinated by project coordinator
<b>2<sup>nd</sup> project year</b>	
Quantity	9000 pcs
Preparation	January – March 2012
Timeframe	April – August 2012

# Web publishing

Delivery	<b>Web publishing</b>
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	Existing and prospective students
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

# Social networking

Delivery	<b>Social networking</b>
Campaign	Electronic student services
Goal	Raising awareness and Know-how transfer
Content	Information about know-how to use electronic student services
Target group	Existing and prospective students
Quantity	Updated info and correspondence on social networks
Delivery method	2 channels Facebook and twitter
Timeframe	whole project period 16 October 2011 – 15 October 2012
Content	essential information about usage of electronic services, change of business processes, solving technical problems
Resources	Coordinated by vice-deans for public relations, assistants performing day-to-day correspondence

# E-mail marketing

Delivery	<b>e-mail marketing</b>
Campaign	Electronic student services
Goal	Raising awareness
Content	Information about electronic student services
Target group	Prospective and existing students
Delivery method	e-mail
Content	News and essential information about usage of electronic services, change of business processes,
Resources	Coordinated by vice-deans for public relations, assistants starting a campaign
<b>2<sup>nd</sup> project year</b>	<b>Mails to prospective students in enrollment process</b>
Quantity	At least 4 e-mails to 5000 students
Timeframe	August 2012
<b>2<sup>nd</sup> project year</b>	<b>Mails to existing students with new functionalities info</b>
Quantity	At least 4 e-mails to 5000 students
Timeframe	August 2012 – October 2012

# Media advertising

Delivery	<b>Media advertising</b>
Campaign	Electronic enrollment
Goal	Raising awareness and Know-how transfer
Content	Information about electronic enrollment, and related project objectives and deliveries
Target group	Prospective students, wider audience
Quantity	1 month newspaper, radio and billboard campaigns
Delivery method	Delivery of promo material and broadcasting commercials
Preparation	16 October 2011 – 10 August 2012
Timeframe	Newspaper promo material delivery in April/May and August Broadcasting commercials in April/May and August Billboard campaigns in April/May and August
Content	Information for prospective students and electronic enrolment
Resources	Coordinated by project coordinator

# Dissemination events

Delivery	Organization of workshops
Campaign	<b>Workshops on ICT related conferences</b>
Goal	Raising awareness and Know-how transfer
Content	Information about project objectives and deliveries
Target group	Wider audience – scientific community
Quantity	Preparation and organization activities for workshops on 3 conferences with at least 12 presentations
Delivery method	Workshop presentations
Content	Information about project objectives and solutions
Resources	Coordinated by project coordinator

Realization	<ol style="list-style-type: none"> <li>1. Workshop on CiiT (Conference on Informatics and Information Technologistise) 19-22 April 2012, Bitola, Macedonia</li> <li>2. Workshop on ICT Innovations 2012 Conference, 12-15 September 2012, Ohrid, Macedonia</li> </ol>
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# Dissemination events

Delivery	Presentations
Campaign	<b>Presentations on ICT related conferences</b>
Goal	Raising awareness and Know-how transfer
Content	Information about project objectives and deliveries
Target group	Wider audience – scientific community
Quantity	at least 4 presentations
Delivery method	Oral presentations and posters
Preparation	16 November 2010 – 15 September 2012
Content	Information about project objectives and solutions
Resources	Coordinated by project coordinator

# Dissemination events

Delivery	Presentations
Campaign	<b>Workshops at Universities</b>
Goal	Raising awareness and Know-how transfer
Content	Information about project objectives and deliveries
Target group	University Management, professors, staff
Quantity	at least 4 workshops
Delivery method	Oral presentations and posters
Preparation	16 October 2011 – 15 September 2012
Content	Information about project objectives and solutions, business process realization, changes in business activities for staff, implementation details
Resources	Coordinated by project and local university coordinators



# Dissemination events

Delivery	Presentations
Campaign	<b>Exhibitions and fairs</b>
Goal	Raising awareness and Know-how transfer
Content	Information about electronic enrollment, and related project objectives and deliveries
Target group	Prospective students, wider audience
Quantity	3 events
Delivery method	Oral presentations and posters, delivery of promo material
Preparation	16 October 2011 – 10 August 2012
Content	Information for prospective students and electronic enrolment
Resources	Coordinated by project coordinator
<b>2<sup>nd</sup> project year</b>	
Preparation	January – April 2012
Realization	Promotion activities at high schools, April – May 2012 Open day at University, May 2012