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1. Introduction

The main goals of WP8 - Dissemination are: (1) to raise awareness to the IN2IT project and its deliverables; (2) to introduce internationalization and innovative technologies as complementary concepts; (3) to strengthen the positioning of Israeli academic colleges perceived by decision makers at Israeli higher education governing bodies and general public.

The communication plan provides guidelines to focus the message and reach target audiences. According to the PMBOK (Project management Body of Knowledge, PMI), “project communication management includes the processes that are required to ensure timely and appropriate planning, collection, creation, distribution, storage, retrieval, management, control, monitoring, and the ultimate disposition of project information” (p. 287).

In the IN2IT project, both traditional and digital communication tools will be used. Traditional and digital communication tools and materials, such as logo, brochures, posters, newsletters, web portal, and social networks, will be developed and maintained. External stakeholders will be approached by publications in local and international professional journals and conferences.

2. Non-Digital Communication

2.1. Printed Materials

IN2IT partners will prepare, print and publish a variety of printed materials in English, Hebrew and Arabic, to approach the target groups in the colleges as well as on national and international levels.

A booklet that describes the project partner institutions and their role in the project will be prepared at the beginning of the project and distributed to all partners and external stakeholders.

Additional printed materials, such as brochures and posters will be printed and distributed to a variety of internal and external stakeholders in different occasions, to present the project and its results.

In addition guidelines, toolkits, and manuals (such as guidelines for international cooperation, forms and templates, summary reports) will be prepared by IN2IT team members and used to disseminate the project deliverables.

All the printed materials will be produced following the “Publicity obligations and dissemination and exploitation of results” as defined in the Guidelines for the use of the Grant.

2.2. Conferences

With the aim to present the project and its results to a variety of higher education stakeholders in Israel and in Europe, two conferences will be held.

IN2IT - DISSEMINATION PLAN

A national conference on internationalization and technology will take place in Tel Hai Academic College, Israel, during the last year of the project (2018).

An international conference that will expose the project and its achievements to audience outside Israel will take place in Europe, at the second year of the project. The international conference will be held in the University of Montpellier, with cooperation of the local team.

3. Digital Communication

IN2IT project dissemination strategy promotes usage of Internet-based online communication channels. Therefore, IN2IT partners will take part in distributing information on the project through virtual and digital communication channels and updating status and information on the project website and social networks.

The digital communication materials include establishment of a project portal that will be updated on a regular basis with reports of ongoing developments in the project. The website will be developed and updated by the project coordinator – ORT Braude College. Social networks, such as Facebook, will be used to present the project and establish networks of relevant stakeholders for national and international cooperation.

A periodical newsletter that will be distributed electronically to target groups will be published. The newsletters will summarize the achievements of IN2IT team, report on forthcoming events, and update on administrative issues related to the project and its partner institutions.

In addition, dissemination will be achieved by producing animated and non-animated video-clips for the Internet on topics that are related to the development of virtual-international courses. The deliverables will be available to the project partner institutions and to external visitors.