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Dissemination and Monitoring and Evaluation Plan





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DISSEMINATION PLAN

Introduction

Below the details of the project are described point by point;

YEAR: 2016 - 2018

- **PARTNERS:** JAITEK (ES), Exponential Training & Assessment Limited (UK), Artevelde Hogeschool (BE), SZÁMALK (HU), INNEO (PL) and PRO WORK (NL).
- **MOTIVATION:** The subject of the project is Flipped Teaching, an innovative method of learning. The project aims to use this innovative method in training of VET teachers and learners but the Open Educational Resources developed could also be of interest for other target groups such as students in higher education and the 14-16 pre-NEET (Not in Education, Employment and Training) target group as they might also be used for inclusive education and for disadvantaged students.
 1. By including entrepreneurship training in educational organizations of countries where this has not been done until now, we are dealing with 2 problems simultaneously in these countries, the unemployment rate and young people dropping out from schools.
 2. Trying to change teachers' methodologies and be able to include active methodologies and new formats of educational resources in their lessons



- **PURPOSE:** The aim of the project is to promote and use the Flipped Classroom method in education and training of youth. Its innovative approach will be popularized by the project FLIPPING FIRST. The products developed within the framework of the project will be innovative and can be used in a wide range. By creating a Framework to develop Flipped Classroom resources and courses, it will allow personalization and therefore work beneficially on inclusion and disadvantages.
- **RESULTS:**
 1. Virtual platform - learning and social environment The virtual platform will be the support system for the development of model training courses using the FLIPPING FIRST concept. The platform will also be available for teachers and students who would like to develop their own training course using Flipped Teaching.
 2. Development of several templates designs for resources. Video and animation resources, which means developing the script and video itself. All will be offered as Open Educational Resources and may be used by teachers and students. This material will be used for conducting model training courses in each partner country.
 3. Development of 6 training courses using Flipped Teaching - teacher training and VET student training. A total of 6 courses will be created, 2 teacher trainings, 2 on the subject of entrepreneurship and 2 on the subject tourism.
 4. Development of promotional video. Video regarding Flipped Teaching which will be an opportunity to promote FLIPPING FIRST and show the practical application of this innovative concept.
 5. Research and report on conducting training courses using Flipped Teaching. Research and report on use of the Flipped Classroom methodology aiming to evaluate and validate the use of the Flipped Teaching concept in education.
 6. Handbook on Flipped Teaching. Handbook containing knowledge, experience and recommendations gained and gathered through the project pilot and collecting good practices and own material of the project partners.



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By making all the resources and courses developed in the project openly accessible using a creative commons license ((by-nc-sa). The results of the project will be maintained and available for everyone interested in this subject allowing e.g. for development of new training courses using Flipped Teaching concept. Other benefits include acting as a focus for the development of OERs (Open Educational Resources), providing progression routes to high quality qualifications that will mitigate against school dropout at an early age by demonstrating recognition and reward for all at differentiated levels, improving employment prospect by raising standards in the fundamental understanding of digital technologies, demonstrating practical ways of reducing costs and providing a sustainable focus for CPD (Continuing Professional Development) by using open source cloud based applications.



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WP 8 - Dissemination

Responsible Partner: Foundation and Knowledge Centre Pro Work

Aim:

- To ensure that the project and its outcomes have the widest possible audience;
- To ensure sustainability through increasing the take up beyond the end of the project.

Activities:

1. Dissemination strategy - Dissemination plan
2. Project website
3. Virtual community
4. Project logo & corporate identity
5. Publications
6. Seminars/Multiplier events
7. Database - List of dissemination activities
8. Leaflets and posters



9. Social Media

Dissemination strategy

“Disseminate the Flipping classroom technique”

Distribute project information to guarantee the sustainability of project outcomes and products after the project period using the following activities in 2016 until 2018;

1. Dissemination strategy - Dissemination plan

Disseminate the Flip classroom technique

- a. Introduction
- b. Additional information per dissemination activity;
- c. Dissemination matrix.

2. Project website

A website is created by Jaitek in collaboration with all project partners <http://flippingfirst.eu/> and the website includes;

- a. News
- b. About the project



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- c. About us
- d. Contact
- e. Materials regarding Flipping Classroom

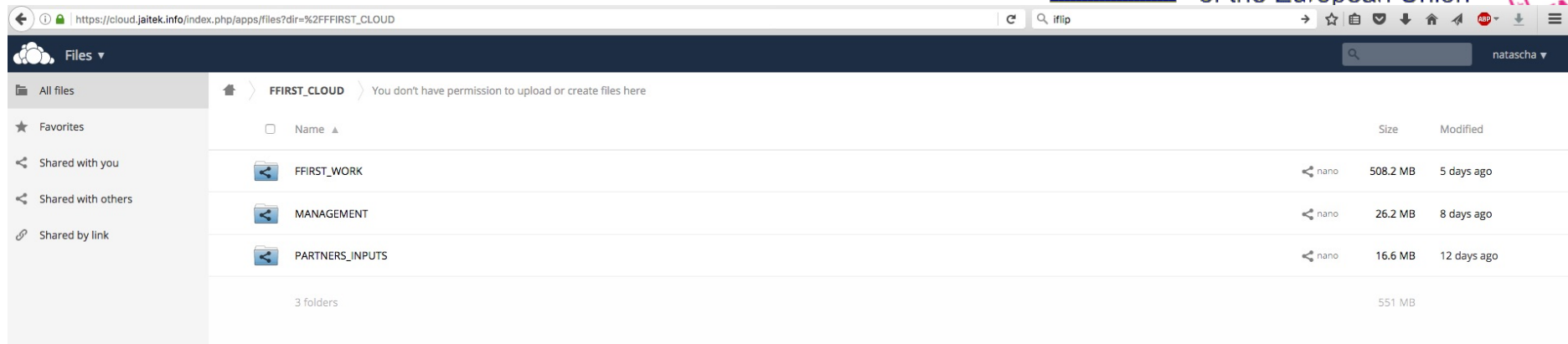
Jaitek maintained the website, but all partners worked together with them on news items or other content on the website. All these items can be seen on the website url mentioned before.

3. E-mail/Cloud

A common email group was created by the lead partner at the start of the project period. It's supported by Jaitek's server.

ffirst@jaitek.net is the email groups address

To share materials, JAITEK's own cloud space was used. All partners had access to this cloud environment for saving documents.



4. Project logo & corporate identity

On the 11th of October 2016 the final logo was chosen from three alternatives. The logos were made by Jaitek and presented to all project partners who gave their inputs. With this logo, some sort of corporate identity was created, matching to the logo in colour and style. This is clearly reflected on the website of the project and first mailed newsletter, which also includes this style.

1. Logo



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2. Website

The link to the website is <http://flippingfirst.eu/> and it was and will be used to promote the project in the future, to inform on the activities carried out by the partners and as a database for all the courses created to be used in a flipping classroom.

3. Newsletters

Six newsletters were produced, one every six months. These newsletters are available in English and in all partners' languages. They were available in an electronic format but also in hard copy format when needed for conferences or events.

The website support all made newsletters; <http://flippingfirst.eu/project/communication>

5. Publications

Newsletters

- a. Sent online to all partners network;
- b. In depth information, news, innovations, update etc. of *Flipping First project*



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- c. Online version (on website/to mail).

Use mailing lists (Network partners/website)

- a. Making use of the contacts/networks of partners;
- b. Sending them the newsletter a few times per year;
- c. Include button for sign up for the newsletters on *Flipping First project*;
- d. Try to create the “stone in the pond” effect (from one network to another!)

6. Seminars/Multiplier events

A seminar have taken place in six partner countries during the project period;

- Disseminate *Flipping First project* details and results via an event;
- Seminars for representatives from the target sectors;
- Involve stakeholders;
- Provide information about all aspects of the project;
- Checklist event management by Pro Work;
- Survey forms at events to get feedback about seminars;
- *Flipping first* events (6) in six project countries - 300 attendees in total;
- Prepare invitation
- Generate interest among the public (students, teachers, schools and stakeholders);



Planning?

1. First draft of checklist was sent to all partners in **May 2017**;
2. Final version was sent to all partners in **September 2017**;
3. Invite people at the **start of 2018** - partners in their own network!
4. Events in all partner countries in **spring/summer/autumn 2018**.

7. Database - List of dissemination activities

Partners are asked to fill out an Excel sheet with their “List of dissemination activities” each year of the Flipping First project.

	A	B	C	D	E	F	G	H
1	Casella Nome							
2	Nome organizzazione:							
3								
4								
5								
6								
7								
8	Title of DME dissemination event/material	Date of DME dissemination event/material	Goal of DME dissemination event/material (disseminate information, invite people, generate interest etc.)	Number of target group involved by DME event/material	Used material for DME event/material (presentation, attendance list, photo's, press release, documents, program of the conference etc.)	Attachment no.		
9								
10								
11								
12								
13								
14								
15								
16								
17								
18								
19								
20								
21								
22								
23								

- An Excel document is created by Pro Work and sent to every partner



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- The list is asked every 6 months to monitor the dissemination activities of each partner

Planning?

- ✓ Distribute “List of dissemination activities” among all partners at **start of project**
- ✓ Fill out the document and upload it on the cloud **February ‘17** (ALL) - monitored by Pro Work
- ✓ Fill out the document and upload it on the cloud **August ‘17** (ALL) - monitored by Pro Work
- ✓ Fill out the document and upload it on cloud **February ‘18** (ALL) - monitored by Pro Work
- ✓ Fill out the document and upload it on cloud **November ‘18** (ALL) - monitored by Pro Work

Created in all partners’ languages and distributed to people and institutions potentially interested in the project

The Dissemination matrix was filled out by every partner during the project. At the end of the project period, a single file (named **FlippingFirst_Dissemination_v1p0.xlsx**) was produced compiling all this the dissemination data. This file will be available as part of the final report of the project.

The links to the matrix that each partner used during the project period are:

JAITEK (ES) <https://docs.google.com/spreadsheets/d/1SrGTIFd9RvfW6Zy3DnBbWqDvyej4RBbP2w20G8Ks7qk/edit?usp=sharing>

PRO WORK (NL) <https://www.dropbox.com/sh/ir3rg7zc1ow99mn/AAA0DSLQzOzkdoO8Lqx0vxaHa?dl=0>

AHE (BE) <https://docs.google.com/spreadsheets/d/1SrGTIFd9RvfW6Zy3DnBbWqDvyej4RBbP2w20G8Ks7qk/edit?usp=sharing>

ETA (UK) <https://docs.google.com/spreadsheets/d/1SrGTIFd9RvfW6Zy3DnBbWqDvyej4RBbP2w20G8Ks7qk/edit?usp=sharing>

SZÁMALK (HU) <https://docs.google.com/spreadsheets/d/1SrGTIFd9RvfW6Zy3DnBbWqDvyej4RBbP2w20G8Ks7qk/edit?usp=sharing>



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INNEO (PL) <https://docs.google.com/spreadsheets/d/1SrGTIFd9RvfW6Zy3DnBbWqDvyej4RBbP2w20G8Ks7qk/edit?usp=sharing>

From these tables it can be concluded that especially JAITEK, AHS and PRO WORK disseminated the most information about the project regarding meetings, new training materials, video's and other information using especially social media (mostly Facebook). For AHS their own website was as well a platform to use and for PRO WORK LinkedIn was also a very useful channel for the dissemination and these messages reached a lot of people as well. SZÁMALK used more face-to-face communication for disseminating the project and ETA and INNEO disseminated least about the project from all the partners but used Facebook as well most frequently to do so. In total the project consortium recorded at least 30.734 persons reached in the project period by their disseminating activities, which is a huge amount, and this points out the effort from most of the partners.

8. Academic publication presented in Spain

JAITEK took part in the I International Congress & V Psychoeducational Congress: Educating the future (I Congreso Internacional y V Congreso Psicoeducativo: Educando el futuro) with at least 150 attendants presenting a scientific publication. Also a poster was presented. The article and abstract are in Spanish language. The reference in the minute book of the congress is:

De Pablo, G.; Sanz, M. (2019). Flipping First: proyecto de innovación educativa a través de la metodología de Flipped-Classroom. I Congreso Internacional y V Congreso Psicoeducativo: Educando el futuro. Libro de Actas. Burgos.

9. Leaflets and posters

They will be created in all partners' languages and distributed to people and institutions potentially interested in the project. The result can be seen on the website as well; <http://flippingfirst.eu/project/communication>



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9. Social media

Use Social Media


- a. Creation of *Flipping First Facebook & Twitter* page in November 2016 ;
<https://www.facebook.com/flippingfirst/?eid=ARDK6VipJ83emqNTXcKFPshuNJh0n2hTMtGxOANOReVdnHH2tgOYIDsjCNOwoiUyBkLi9knE5Z2Am5el>
- b. Make project visible for larger audience;
- c. Reach teachers and schools;
- d. Modern medium.



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Page Messages Notifications Insights Publishing Tools Settings Help



Flipping First
@flippingfirst

Home Posts Videos Photos About Likes Services Manage Tabs Promote



Write something...

Share a photo or video Advertise your business Get messages Create an event Create an offer Write a note

This Week See All

2 Post Reach 3 Post Engagement

Boost Your Page for €5
Reach even more people in Netherlands
Promote Page

Posts See All

Flipping First
Published by Iaria Vighi 1h · November 25, 2016 · ©

The Flipped Classroom is a new method of teaching that is turning the traditional classroom upside down.
If you don't know what it is really about, don't worry. Here's a video that explains it well:
<https://www.youtube.com/watch?v=IQWw6qhtds>

Community

Search for posts on this Page

Page Tips See All

- How to Create Effective Posts
Short, visual posts created for the right audience are more successful.
- Know Friends Who Might Like Your Page?
Invite friends to like Flipping First and help you connect with more people.
- Send People to Your Website
Add your website address to your Page to help people find it.

See All Page Tips

7 Likes 0 this week
Natascha Rooda and Tessa Suzanna Den Bakker Drefkens like this

7 follows

See Pages Feed
Posts from Pages you've liked as your Page


Invite friends to like this Page

2 post reach this week

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7 Likes
Natascha Rooda and Tessa Suzanna Den Bakker Drefkens like this

Home Notifications Messages



Flipping First
@flippingfirst

Joined November 2016


Tweet to Message

3 Followers you know

TWEETS 2 FOLLOWING 61 FOLLOWERS 7 LIKES 2

Tweets & replies

Flipping First Retweeted
Pro Work @ProWork_EU · 17 Nov 2016
Flipping First Kick-off meeting (taking place Nov 17-18 in Madrid). Subject is Flipped Teaching, an innovative method of learning. @Jaitek



7 Likes 1 this week
Natascha Rooda and Tessa Suzanna Den Bakker Drefkens like this

7 follows

See Pages Feed
Posts from Pages you've liked as your Page

Invite friends to like this Page

2 post reach this week

Erasmus+ Flipping First project. Flipped classroom

7 Likes
Natascha Rooda and Tessa Suzanna Den Bakker Drefkens like this

Who to follow: Refresh - View all

- Petri d'Anjou** @PetridAnjou Follow
- Alessandro Cinque** @Ales... Followed by Elisabetta Briglio and others Follow
- Fonds VQ** @Fondsvq Follow

First friends

Netherlands Trends - Change

- #FLMajuroisert
- #Flute 3,224 Tweets
- #Fluort 2,164 Tweets
- #socialtop @VNCamerton is Tweeting about this
- #JongJemaand
- Jong Ajax
- Jan B. 3,071 Tweets
- Zweedse
- Apeldoorn
- Bantega

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November 2018



Dissemination Matrix example/first concept

<u>Communication</u>	<u>Targets</u>	<u>Content</u>	<u>Target group</u>	<u>Time line</u>	<u>Distribution</u>	<u>Responsible</u>	<u>Language</u>
Social media	To inform and inspire people (incl. youngsters) in this sector (about the project)	<ul style="list-style-type: none"> Info of project Info of participation News Execution of project activities 	Teachers, schools, students, target group, companies, EU	November 2016	By internet	Pro Work	English
Mailing list	Making use of the contacts/networks of partners to inform the network about the project	<ul style="list-style-type: none"> Newsletter! Info about project Info about events Info about project activities 	Network of project partners	First 6 months 2017(adapt if necessary later in project)	By mail	Pro Work (all partners)	English



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Newsletters	In depth information of <i>Flipping First</i> project	<ul style="list-style-type: none"> • What's a Flipping Classroom? 	Network of project partners	Feb/2017 Aug/2017 Feb/2017 Aug/2017	By mail & on website	Pro Work	English (and every partner language)
Events	Sharing knowledge of the Flipping Classroom Technique	<ul style="list-style-type: none"> • Information about Flipping Classroom • Generate interest 	<ul style="list-style-type: none"> • Stakeholders • Project partners • Teachers • Schools • Companies 	Spring/Summer 2018	6 event in 6 partner countries	Pro Work makes checklist every, but partner	English (and every partner language)



among the public

develop events

Website	To inform every target group in the project and to share knowledge and courses as project partners	<ul style="list-style-type: none"> • What is a <i>Flipped Classroom?</i> • <i>Flipping First partners</i> • About the project • Contact information • About us • Results • Subscribe to newsletter (email-address) • Courses 	All	Start 2017	Internet	Jaitek	English
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Database - List of Dissemination activities	Uniform list of dissemination activities of <i>DME</i> project during project period	<ul style="list-style-type: none"> Title of material/event Date Goal Number of reached target group Used material Attachment 	All	Sep 2017/ Feb/2018 Aug/2018	Excel	Jaitek	English
Project Logo	Propagating and uniformity of <i>Flipping First</i> project	Design	All	Oct/2016	JPG	Jaitek	



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