# Erasmus+ Programme (ERASMUS)

# (ERASMUS-EDU-2022-CBHE-STRAND-1)

**M**anagerial **A**nd **G**over**N**ance **E**nhancement through **T**eaching

(**101083006 —MAGNET**)



## *\<Project Website\>*

## *\<D5.3 / D19\>*

*DIMOKRITIO PANEPISTIMIO THRAKIS (1-DUTH)*

# EXECUTIVE SUMMARY

*The MAGNET website serves as the project's main dissemination tool and will be updated on a regular basis. The MAGNET website goal is twofold. First, it will be used as a dissemination tool among the MAGNET interested audience by providing information on the project's activities, progress, and outcomes (Public section). Second, it will also be used as a tool among the project partners by offering access to all documentation and deliverables produced during the project (MAGNET Partners' area).*

*Furthermore, the website will advertise the project to relevant stakeholders and the general public. The current version of the MAGNET website follows the project ́s graphical identity and presents a project overview, including objectives, project partners and the activities proposed within the project. MAGNET website serves as a central point of entry to all public materials, such as public deliverables, reports, newsletters, informational dissemination material (brochures, leaflets and posters), presentations and promotional videos developed as part of the project.*

*The website will include the following information features and functionalities related to dissemination:*

*Up -to - date news about the progress of the project; Information about the presence of the project in conferences, fairs, exhibitions, etc; Subscription to an announcement list with news about the project; Download of public deliverables and of publications related to the project; Links of interest in the field of knowledge management, project management, etc.*

*The website will be maintained during the lifetime of the project. Precise traffic targets will be set out in order to valorize the project's web presence. Support actions and cross fertilization with the other dissemination channels will support the effort to reach the web traffic targets.*

*Social networking: (Facebook, LinkedIn and Twitter) will be used for disseminating project results. The target will be defined in the dissemination plan and the results in the project assessment and closure report.*

*As the main dissemination tool of the project, the website aims to keep all partners, stakeholders and the public informed about the project's progression and results.*

# TABLE OF CONTENTS

# Introduction

The MAGNET website was launched on 30 May 2023 under the domain name www.magnet-project.eu.

The MAGNET website is currently available in English language and will be further translated in other languages, namely: Greek, Albanian, Bosnian, Kosovar, Bulgarian, Serbian, Montenegrin, North Macedonian. It includes project description specifying main project objectives, activities, and partners. It also details public deliverables and specific information regarding the BALKANETUP network.

During the project, it will be populated with news, links to related material and certain metrics acquired from the BALKANETUP networking platform. The website has social media connections (Facebook, Twitter, YouTube) and contact details of the coordinator. It mentions the European Union's financial support and corresponds with EU-funding visibility requirements, including relevant logo and disclaimer.

The MAGNET website will be regularly updated during the project implementation and will be maintained after the project's end.

# Website design

The MAGNET website design included interface design, page layout creation, navigation design, content creation and web graphic design.

The MAGNET website is designed so that people with disabilities can use and is compliant with Web Content Accessibility Guidelines WCAG 2.0 (Level AA).

Initial website content has been uploaded to the MAGNET website. The website content will continue to grow and evolve as the project progresses. New content will keep website visitors up to date with the project progress, produced results and deliverables, latest news and forthcoming events.

## WEBSITE NAVIGATION

The MAGNET website navigation has been designed and streamlined to provide easy access to all basic information as well as to the project results. It has an attractive format supported by a considerable number of hyperlinks. The main navigation is supported by the top menu items and a list of useful links lying the website footer.

The top menu consists of the following items and submenu items:
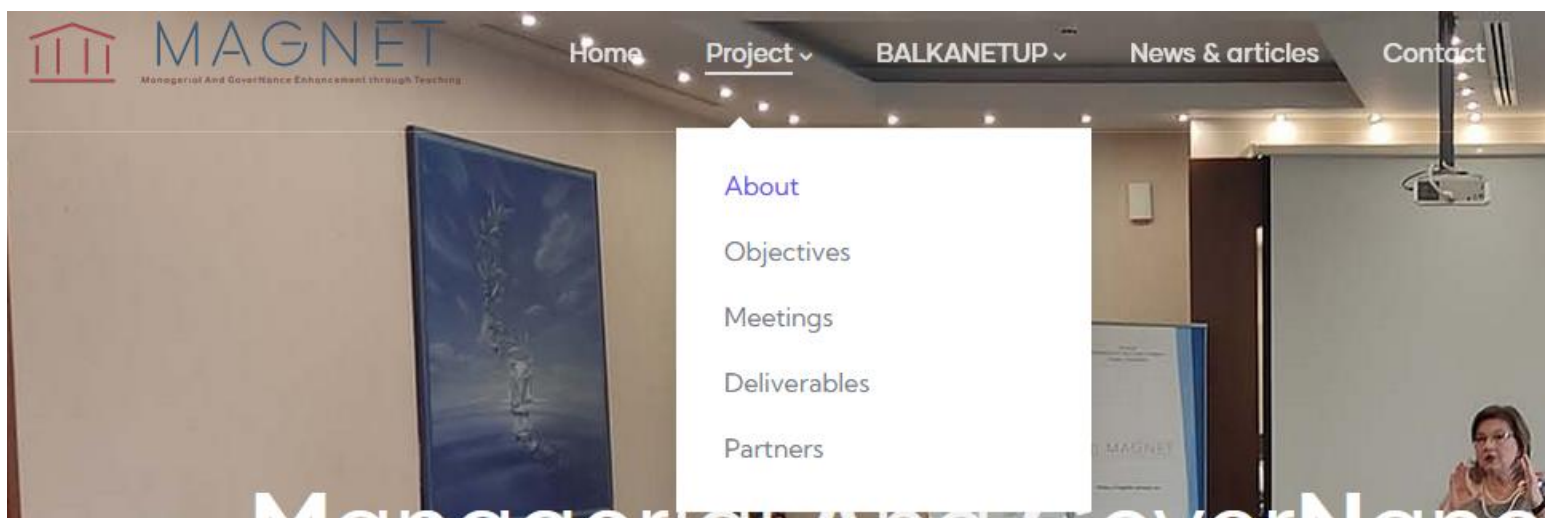


**Figure 1. Main menu items**

**HOME**: The landing page of the website.

**PROJECT**: Contains submenu items referring to the MAGNET project. Specifically:

- **About**: General overview of the MAGNET project
- **Objectives**: List the major objectives of the MAGNET project.
- **Meetings**: List the general assembly meetings of the MAGNET project.
- **Deliverables**: Downloadable list of the public deliverables of the MAGNET project with short description
- **Partners**: In this section a short description for all project partners is presented including links to their respective websites. Additionally, an interactive map of MAGNET partners is online.

**BALKANETUP**: Contains submenu items referring to BALKANETUP network details. Specifically:

- **Membership**: Describes types of membership for the BALKANETUP network
- **Mission and Vision**: Describes mission, vision, purposes of the Balkan Network of University Pedagogy
- **Profile**: Provides a summary of the Balkan Network of University Pedagogy profile.

**NEWS & ARTICLES**: This section which keeps visitors up to date with latest project news and events

**CONTACT:** This section presents the contact information of the project coordinator (Laboratory of Teaching and Professional Development of Bioscientists, Democritus University of Thrace (DUTH), Greece). Also, a contact form is provided, where visitors can contact the MAGNET management team. The contact form is protected from email spam using a form field that only a human could answer (CAPTCHA).

Figures below provide indicative screenshots of the MAGNET project website functionalities and content:

**: MAGNET**

# Managerial and GoverNance Enhancement through Teaching

A challenge for Western Balkans' Higher Education Institutions (HEI) to achieve their integration with students, Academia, learning organizations, social agencies, industry, and government to discuss –and demand– solutions to reach the modernization of Higher Education Institutions (HEI).

## AIM

**University Pedagogy**, mostly enhanced through the operation of Centers for Teaching and Learning (CTL), is a main pillar for the implementation of the **European Higher Education Area**.
The aim of the MAGNET project is to establish a consortium of West Balkan Higher Education Institutes (HEIs) to share concerns on University Pedagogy and establish a network that will address the challenges of the shift towards an active, student-centered and interactive teaching and learning culture in the West Balkans HEIs.

## PROJECT SUMMARY

MAGNET aims to develop a network for University Pedagogy in the West Balkans States, through know-how transfer from countries that have CTLs under operation to all partner countries. Main objectives of MAGNET include the know-how transfer, the foundation of CTLs within each HEI, the production of educational material for seminars for academic staff and the creation of a sustainable network –the BALKANETUP (Balkan Network for University Pedagogy). Its results can be summarized in the

- support for the implementation of modern, innovative, transformative, student-centered instructional strategies in HEI in the West Balkans
- establishment of CTLs in HEIs
- formation of the BALKANETUP via the integration of knowledge, good practices, shared experience for the academic educational processes
- development of MOOCs and training courses based on the Needs Analysis and an intensive literature review, in the form of pilot, field-focused, modules/courses with assigned ECTS that will be launched face-to-face or via eLearning (synchronous and/or asynchronous) methods.
- launching of an e-Net to support BALKANETUP
- upgrading of teaching and learning methods that lead to better students' outcomes

## MAGNET IS BASED ON

- New trends, methods, tools suitable for student-centered in higher education
- The lifelong and continuous faculty development process
- The learning community culture
- The establishment of an HE Pedagogy Network
- Online communication

**Figure 2. Overview of the MAGNET project.**

: Who we are

**MAGNET establishment**

The consortium was established by HEIs from EU, ERASMUS+-associated countries and partner countries, all of which are in the West Balkans.

**Democritus University of Thrace**
DUTH
Thrace, Greece

**University of Patras**
UPAT
Patras, Greece

**Kolegji Universitar Logos**
LOGOS
Tirana, Albania

**Universiteti "Aleksandër Moisiu"**
UAMD
Durrës, Albania

**University of Arts in Belgrade**
UAB
Belgrad, Serbia

**University of Donja Gorica**
UDG
Podgorica, Montenegro

**University of Prishtina "Hasan Prishtina"**
UP
Pristina

**International Business College Mitrovica**
IBC-M
Mitrovica, Kosovo

**South East European University**
SEEU
Tetovo, North Macedonia

**Medical University of Plovdiv**
MUP
Plovdiv, Bulgaria

**University of Sarajevo**
UNSA
Sarajevo, Bosnia and Herzegovina

**University of Banja Luka**
UNIBL
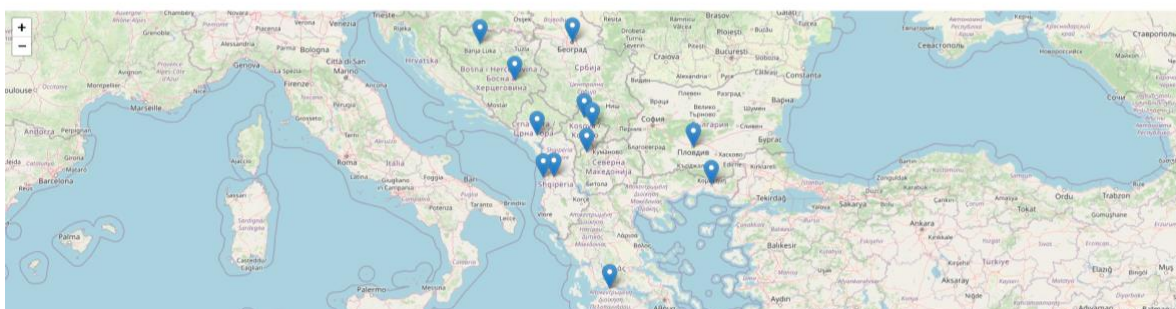Banja Luka, Bosnia & Herzegovina

**Figure 3. Partners of the MAGNET project.**

## Expected Results

The support for the implementation of modern, innovative, transformative, student-centered instructional strategies in HEI in the West Balkans

The formation of the BALKANETUP via the integration of knowledge, good practices, shared experience for the academic educational processes

The establishment of CTLs in HEIs

The launching of an e-Net to support BALKANETUP

The upgrading of teaching and learning methods that lead to better students' outcomes

## Deliverables

D1.1
Project Management Plan
University Pedagogy, mostly enhanced through the operation of **Centres for Teaching and Learning (CTL)**, is a main pillar for the implementation of the European Higher Education Area. **MAGNET** project aims to develop a network for University Pedagogy in the West Balkans States, through know-how transfer from countries that have CTLs under operation to all partner countries. Main objectives include the know-how transfer, the foundation of CTLs, the production of educational material and the creation of a sustainable network **BalkaNetUP (Balkan Network for University Pedagogy)**.

**Figure 4. List of public deliverables (initial version).**

**Figure 5. Footer section of MAGNET project website.**

## THE MAGNET PROJECT MESSAGE

Image sliders are designed and incorporated in the homepage of the MAGNET website to (a) communicate the MAGNET message and (b) promote project's activities.

The image slider provides links to the basic information that need to be communicated abroad. Specifically, this message is:

**M**anagerial **A**nd **G**over**N**ance **E**nhancement through **T**eaching
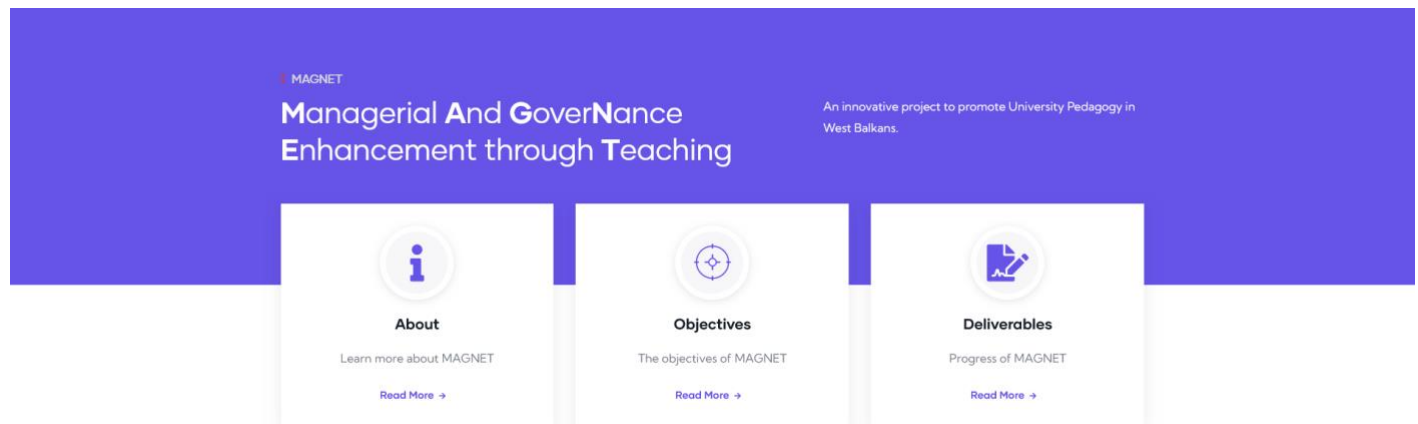


**Figure 6. Section promoting MAGNET Project message.**

## SOCIAL MEDIA

MAGNET uses Facebook, Twitter and YouTube as their main social media platforms for the project. The MAGNET website contains three (3) social media buttons, which link to the MAGNET social media pages as shown in the figure below. These links and buttons will enable MAGNET website visitors and content viewers to easily share MAGNET content with their social media connections and networks.



**Figure 7. Social media line.**

# Dissemination via website

The website will include the following information features and functionalities related to dissemination:

- Up -to - date news about the progress of the project;
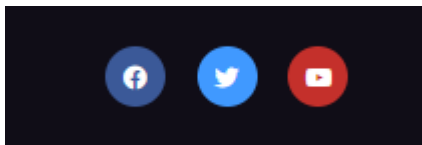- Information about the presence of the project in conferences, fairs, exhibitions, etc;
- Subscription to an announcement list with news about the project;
- Download of public deliverables and of publications related to the project;
- Links of interest in the field of knowledge management, project management, etc.

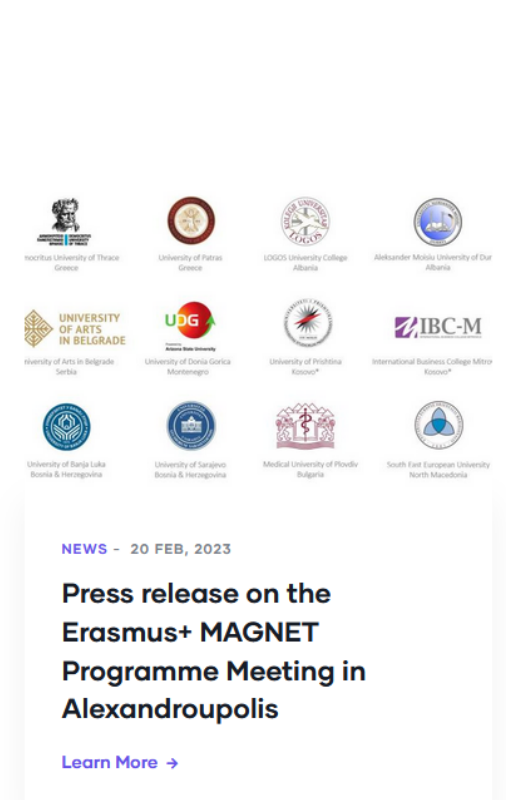In the initial live version of the website the following updates have been posted, as illustrated below.



**Figure 8. News list of the MAGNET Project (initial version).**

**Press release on the Erasmus+ MAGNET Programme Meeting in Alexandroupolis**

NEWS / MON, 02/20/2023 - 18:28

The first Kick-Off Meeting of the three-year project MAGNET ERASMUS-EDU-2022-CBHE-STRAND-1 (101083006) was held on Thursday 16/02/2023 and Friday 17/02/2023, in Alexandroupolis. The project falls within the framework of the European Programme Erasmus+ and is co-funded by the European Union. The coordinating partner of the project is the Democritus University of Thrace, and the Scientific Coordinator is Assoc. Professor Katerina Kedraka. The other partners involved in the project are 12 universities from 8 countries of the Western Balkans: Albania, North Macedonia, Bosnia and Herzegovina, Bulgaria, Greece, Kosovo, Montenegro, Montenegro, and Serbia.

The project aims to develop the field of University Pedagogy, to establish Centers of Teaching and Learning (CTLs) for university teachers, and to create a Balkan Network of University Pedagogy (BALKANETUP) through the cooperation of the 12 Higher Education Institutions in the Western Balkans. The meeting was focused on the planning of the MAGNET project activities and to determine the form of administrative procedures, to ensure the orderly implementation of the tasks and duties concerning the project.

During the third day of the meeting, (Saturday 18/02/2023), the participants took part in the Workshop organized by the Center of Teaching and Learning of the Democritus University of Thrace, which was held also in Alexandroupolis. Through this participation, the partners were able to develop synergies with their colleagues from the Hellenic Universities, Coordinators of the corresponding structures of the Universities in Greece.

The next meeting will take place on September 2023 in Tirana, Albania.

**Figure 9. Details of article post regarding project's kickoff meeting.**

# Technical issues

## APPROACH

The MAGNET website has been developed using state-of-the-art technologies and incorporates several innovative features such as:

- Responsive layout, capable of uniform appearance in any device;
- Dynamic content representation;
- Multilanguage content supporting SEO/SEF URLs.

## TECHNOLOGIES

The following state-of-the-art technologies and ICT tools have been used for the development of the backend and the frontend of the MAGNET website:

Backend

- PHP 8.x
- MariaDB 10.x / MySQL 5.x
- Drupal CMS 10.x

Frontend

- jQuery 3.6.x
- Bootstrap 5.x
- Other jQuery and Bootstrap based technologies

## HOSTING AND DEPLOYMENT

The MAGNET website is online and fully operational since 30 May 2023. It is hosted on a Linux server using the latest technology processors, with guaranteed 99,99% Server Uptime, Secure Shell (SSH) Access, 24/7 Network Monitoring and daily website backups. Project coordinator (Laboratory of Teaching and Professional Development of Bioscientists, Democritus University of Thrace - DUTH) has committed to keep the website alive and active for at least three years after the contractual end of the project completion.

## MAINTENANCE

As administrators of the MAGNET website, DUTH is responsible for the website maintenance and update including graphic design of the website elements, technical development and the overall online profile management. DUTH continues to perform regular content updates ensuring that all deliverables, news, articles etc., are posted in a professional and timely manner.

## VISITORS' ANALYTICS

MAGNET website is empowered with Google Analytics technology, which is a powerful web analytics tool provided by Google. This tool will subsequently allow the gathering of valuable insights and data about MAGNET website's performance and user behavior.
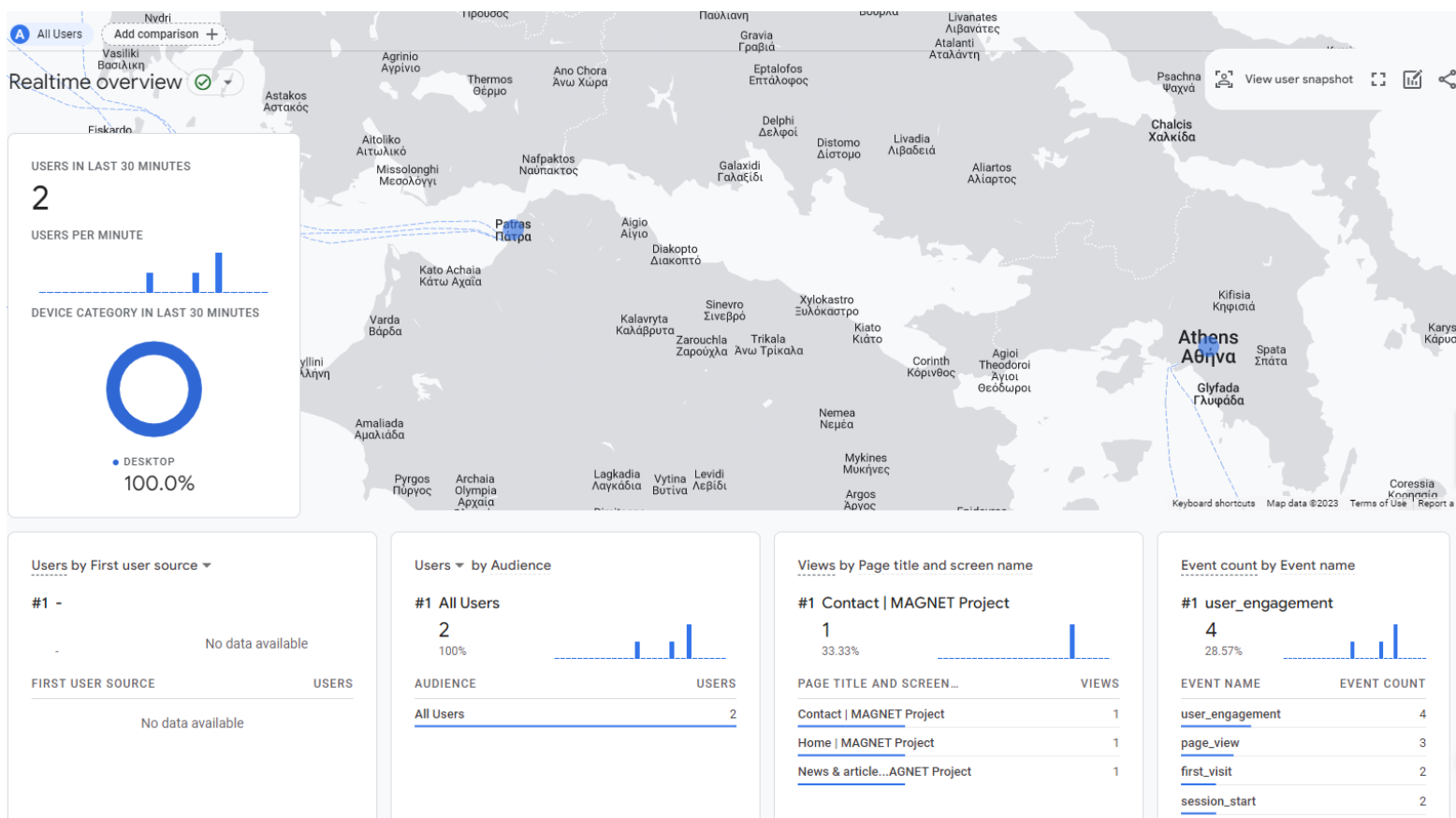


**Figure 10. Web analytics provides visitors insights.**

Co-funded by the European Union

# Conclusions

The MAGNET website constitutes an attractive showcase for the project and provides easy access to all basic project information and results. It is the main online communication channel of the MAGNET dissemination strategy, aiming at spreading information about the MAGNET project, its activities, and its results.

MAGNET consortium is committed keeping the website alive and active after the project completion, ensuring the sustainability of the project's results.