



Erasmus+ Programme (ERASMUS)
(ERASMUS-EDU-2022-CBHE-STRAND-1)
Managerial And GoverNance Enhancement through Teaching
(101083006 —MAGNET)



MAGNET
Managerial And GoverNance Enhancement through Teaching

*<Development & Coordination of
dissemination material (brochures, leaflets,
banners)>*

<D5.4 / D20>

DIMOKRITIO PANEPISTIMIO THRAKIS (1-DUTH)



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EXECUTIVE SUMMARY

It is widely recognized that quality teaching in Higher Education (HE) is indispensable to address the complex requirements of students facing the challenges of life-long education, changing student demographics, social trends of increasing national and global interdependence, health and safety, economic trends shifting the world to a knowledge-based economy, green agenda and resilient labour market in the 21st century. In the West Balkans, in particular, the recent lock-down inflicted by the COVID-19 pandemic exposed the distance of HE educators from recent technological developments facilitating teaching and learning. Indeed, for generations HE faculty in the West Balkans without formal training as educators have been selected on the basis of their research merits or administrative skills to teach subjects within their expertise area. The absence of formal HE Pedagogy training more often than not, led faculty to, consciously or not, teach undergraduate and graduate students in more or less the same way as they were taught. This approach, however, has been challenged from the requirements for a shift towards Competency-Based Higher Education (CBHE), an outcomes-based paradigm to the design, delivery, assessment and evaluation of HE study programmes on the organizational basis of an articulated competencies framework. Transition to CBHE requires a paradigm shift in the ways faculty conceptualize and teach their subjects, with explicit awareness of core competences informed by science, educational policies and labour market requirements to understand the principles of CBHE. West Balkan universities currently invest very little, if anything at all, in supporting front-line HE teachers to participate in CBHE.

Teaching as a collective process and responsibility activity area has been set as a priority for European higher education institutions. Change in learning and improving teaching approaches depends on institutional leadership, combining top-down guidance structural support and bottom-up dynamism, coming mainly from individual faculty, departments, and faculties. European University Association (EUA) points out that beside vice-rectors and their teams, structures, such as centres dedicated to teaching and learning innovations, like CTLs, have an important role to play in up scaling learning and teaching approaches, and making sure they become main stream.

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). MAGNET's activities aim at enhancing the quality and relevance of higher education provision, underline the importance of learning and teaching as a core mission and advocate for learning and teaching activities to be geared towards student learning and success.



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Introduction

The main communication and outreach channels to be employed by the knowledge awareness strategy of the project comprise:

- World Wide Web (project website and use of participative tools, as well as project databases relative to Teacher Academy, University Pedagogy etc.)
- Internet presence integrated with the most prominent Social Networking Services delivered by major portal tools such Drupal or/and Wordpress
- Publications in relevant forums, blogs & journals
- Media coverage (newspapers, newsletters, professional publications, tv/radio)
- Events (Workshops/Conferences/Exhibitions)
- Partners' existing networks of dissemination (partners and associate partners belong to several networks dealing with digital learning and Open Educational Resources)
- Offline promotion actions (brochures/leaflets/roll up banners, etc.)
- Consortium internal communication and outreach channels
- Special interest groups

And the dissemination instruments to be utilised by the project comprise:

- Project website: The website will be delivered in M2 of the project. It will present the project objectives, rationale, partnership, activities, results, dissemination materials and events, while it will be constantly updated with the latest news. The website will be available in all partner languages and will comply with web accessibility standards (WCAG 2.1, Level AA). The website will move away from a boring design of yet another funded project and communicate messages of substance in relation to the current problems. It will introduce the outcomes and later on, it will provide access through the BalkaNetUP virtual space.
- Social Media: The power of social media for general awareness will be harnessed through: (a) the use of the #BalkaNetUP and #MAGNET hash tag on twitter by the partners organizational accounts which already have substantial followers, the search results on the hashtag will be linked to the twitter icon of the project website so that visitors can find project references on twitter, (b) a dedicated facebook page for the project which initially will inform about project related activities and progress and will be later used to power the project Network facilitated by the Academy, (c) a linkedin group targeting the target group and all the stakeholders of the wider entrepreneurship sector who can exchange views on issues emerging from the execution of the project.
- Backlinks from partner's websites: A dedicated project page will be created at the website of each partner organisation and link to the project website.
- Public results repository: A dedicated virtual space with all publicly available results of the project for quick reference by the project users. The virtual space will be accessible from the project website.
- Online promotional material: This comprises online presentations (prezi.com, slideshare.net), 9 newsletters (mailchimp), 6 press releases (prlog.org), 12 articles and 2 publications, 6 cheatsheets/infographics



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- Project Brochure: A project brochure will be created to inform the audience about the project's benefits [6000 Items / 6 pages, Dimensions: 21X9,5 closed, 21X28,5 open, paper: 150gr ILLUSTRATION-VELVET]
- Project info kit: The kit comprises the brochure, the project presentations of objectives and expected results, the logo and banner designs, newsletters, press releases, publications and an offline version of the project site and project material (1000 Items / Project branded USB) [If it is decided to distribute hard copies also of the project info kit (folders), then the dimensions will be: 23X32 closed, 46X32 open paper: 300gr ILLUSTRATION-VELVET, Printing: colour offset]
- Two roll up banners: designed to be used during physical events [Dimensions: 2x1 perpendicular]



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Target groups

The project will also have impact on MAGNET participants and participating organisations, as illustrated in the following table:

MAGNET Target Group(s)	Expected impact
Students	<ul style="list-style-type: none">• Generating awareness among the wider target group• Stimulating interest through the dissemination of knowledge about uses of University Pedagogy• Showing how University Pedagogy can address the need for improve the quality of higher education in third countries.• Simulate cooperation of HEIs, capacity building and exchange of good practices• Generate / Increase capacities to modernize higher education systems especially in third countries not associated to ERASMUS+• Creation/Upkeep of an effective web site• Creation of a brochure• Preparation of an intermediate and final presentation for workshops and meetings/conferences• Production and publication of papers• Participation in specialized workshops/conferences at which the project may be presented or papers produced during the project.• Organization of workshops and seminars for various representatives in association with other institutions to ensure dissemination in this domain.• Notification of the generic project results to the appropriate target audience (internal/external) in the member states of the project participants
Academic staff	
National & Regional Organizations	
Training Community	
Society in general	

The MAGNET project will contribute to the achievement of outcomes within the HEI project funding period by providing the tools to help HEIs to decide the exact mix of policies and measures to address the Specific KPIs. We are aiming to increase these numbers.



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MAGNET Visual Identity



MAGNET

Managerial And Governance Enhancement through Teaching



BALKANETUP

BALKAn NETwork for University Pedagogy

As previously mentioned, funded by the European Union will be considered when preparing all templates to be used by MAGNET partners for confidential and public documents and presentations, along with the project's logo.

In addition to the templates, all dissemination activities (including websites, media relations, conferences, seminars, and materials such as leaflets and posters) must contain the official EU logo and the correct disclaimer sentence.



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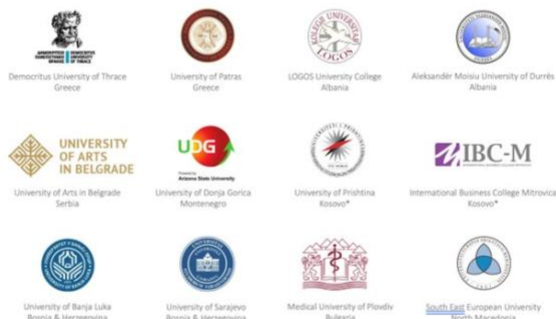
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MAGNET Material

Here are the examples of brochures, leaflets, posters, rollup, banner.



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Project: 101083006



The aim of the MAGNET project is to establish a consortium of West Balkan Higher Education Institutes 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 Western Balkans HEIs.



<https://magnet-project.eu>



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A challenge for the Western Balkans' Higher Education Institutions (HEI) is to achieve integration with students, academia, learning organizations, social agencies, industry, and government in order to discuss -and demand- solutions for the modernization of HEIs.

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 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 Western Balkans HEIs.



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The **MAGNET** aims to develop a network for University Pedagogy in the Western 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 empowerment of a sustainable network -the BALKANETUP (Balkan Network for University Pedagogy).

Its goals can be summarized:

- ❖ support for the implementation of modern, innovative, transformative, student-centered instructional strategies in HEI in the Western 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

OBJECTIVES

Research and Needs Analysis

Research and Needs Analysis of the didactic staff of all participating Higher Education Institutes, to bring out their teaching needs.

Actions

Actions to be taken at an institutional and national level leading to the establishment of CTLs.

BALKANETUP

The launching of BALKANETUP for all HEI, bringing together academic communities from the Western Balkan region.

Design and function

The design and function of an e-platform to support BALKANETUP, for communication and sharing of all deliverables of MAGNET project.

Development

Development of 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 methods.

Co-working

The co-working of partners via webinars, face-to-face meetings and conferences scheduled in the form of workshops for all partners.



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NEWSLETTER

VOLUME 1
Issue no.1



MAGNET
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BALKANETUP
BALKAN NETWORK for University Pedagogy

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Erasmus+ Programme
Capacity Building in Higher Education
(ERASMUS- EDU-2022-CBHE-STRAND-1)
Project 101083006

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Newsletter editor: Assist. Prof. Lydia Mitits



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Indicative Photos of dissemination material



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- ✓ needs, methods, tools suitable for the implementation
- ✓ belonging and continuous faculty development process
- ✓ The learning community culture
- ✓ The establishment of an HE Pedagogy Network
- ✓ Online communication

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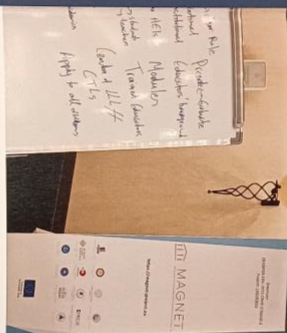
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Conclusion

MAGNET Dissemination Action can be organized into four specific Clusters, each of which with a specific aim:

- **Direct dissemination**, focused on the quality of the information provided to MAGNET target groups.
- **Indirect dissemination**, focused on the quantitative aspect of dissemination, i.e., the use of MAGNET website, partners social media accounts, printed dissemination materials (i.e., leaflets, poster, etc.), newsletters and other vehicles of communication to be used by partners to convey information about the project's implementation activities. In this case, the information has only one way and is limited to the message conveyed.
- **DUTH** will be responsible for the dissemination activities and outputs of the project. In order to ensure the success and implementation of the project, all partners will acquire dissemination activities and will support **DUTH**. **DUTH** in collaboration with the other partners will use various resources in order to disseminate project outputs, activities and achieve their exploitations.
- **All partners** acquire dissemination activities, which will be supported and coordinated by DUTH. As well all partners will use their channels (website, newsletters, social media, and magazine) to communicate updates of project results, outcomes of workshops and events. Communication channels of partners networks will enhance the level of dissemination.



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