



Dissemination Plan

DocHub Project

Structuring cooperation in doctoral research, transferrable skills training, and academic writing instruction in Ukraine's regions

1. INTRODUCTION

DocHub Project aims to accelerate national implementation of Bologna-style 3rd cycle programs in Ukraine by building enabling structures (MinEdu regulations and university-level Codes of Practice), and to aggregate critical mass (integrating the resources of Academy of Sciences research institutes and the teaching and research capacities of universities) for PhD education.

Within the lifetime of the project, inter-HEI cooperation in PhD training is to become institutionalized through the creation of research training clusters focussed around university-based hubs (Doctoral Schools / DocHubs) that provide teaching and administrative infrastructure. Teaching in each DocHub will focus on a speciality subject area, on transferrable skills, and on academic writing for publication.

There are 5 major objectives within DocHub project that have strong relevance to project's dissemination:

- ✓ Establish 5 inter-HEI thematic research networks, integrated through co-supervision of PhD students
- ✓ Establish 5 inter-HEI Doctoral Schools (DocHubs) in 5 regional centers: west, center, east, south, and south-east of Ukraine
- ✓ Design and pilot PhD-level transferrable skills and speciality courses according to EU standards. The course curricula and trainings will be delivered in a blended learning format enabling distance learning
- ✓ Establish infrastructure for academic writing instruction enabling training of researchers to C1 level of proficiency
- ✓ Adopt HEI-level, Gov't, MinEdu and NAQA regulations enabling aggregation of critical mass through mobility and inter-HEI cooperation in PhD training.

The role of the dissemination and sustainability activities in the project is to build a strong platform for inter-HEI cooperation, to ensure the involvement of a broad stakeholder audience into discussion and implementation of new regulatory documents, to promote DocHubs courses and trainings as well as new inter-HEI joint PhD programs among PhD students and researchers, to establish and accumulate the reputational capital of the DocHubs.

There are three major outputs in the frame of DocHub project to be disseminated:

- 1) new regulatory documents to foster inter-HEI cooperation
- 2) new generic courses that will establish the 5 regional DocHubs as teaching centers for transfer credit PhD training
- 3) 5 new inter-HEI joint PhD programs

This Dissemination Plan is focused on encouraging different target groups to participate in the activities conducted by the DocHubs as well as rising awareness among the society on the whole. Partners will create list of dissemination activities for each year of the project duration. Reports on dissemination activities carried out by the partners will be included and submitted to the coordinator each 6 month.

2. TARGET GROUPS

The target groups identified for the project are:

- ✓ PhD students of partner HEI's
- ✓ Teaching and research staff
- ✓ HEI administrators
- ✓ PhD students of non-partner HEI's
- ✓ Broad academic audience

3. DISSEMINATION INSTRUMENTS, MEANS AND MATERIALS

Partners will distribute short news and information about the project activities held via all possible means such as:

- ✓ project web-site,
- ✓ DocHubs websites,
- ✓ partner web-sites
- ✓ local/regional/national media web-sites,
- ✓ social networks,
- ✓ local media,
- ✓ printed dissemination materials (leaflets, brochures, posters), which will be distributed during the common university events such as conferences, forums, seminars etc.
- ✓ mailing list (list of relevant contacts of organizations, projects, networks, associations, persons, media stakeholders, beneficiaries etc.)
- ✓ etc.

Template for mailing list see in Appendix 3.

In order to reach target groups project consortium will regularly conduct wide range of dissemination activities such as:

- ✓ conferences (including final project conference)
- ✓ seminars,
- ✓ round tables,
- ✓ "road shows" etc.

Besides, it is expected that PhD students who will receive training in the DocHubs will recommend the DocHub courses to other students and researchers and thus will disseminate information about them informally. So, DocHubs will be advertised through personal contacts of the PhD students and university staff.

Important means of dissemination are printed and electronic dissemination materials such as:

- ✓ presentations
- ✓ dissemination reports
- ✓ project logo
- ✓ project leaflets and brochures
- ✓ journal articles

- ✓ DocHub prospectuses

To ensure a unified process of reporting on dissemination events, partners will use the set of templates for dissemination reports:

- ✓ template for reporting dissemination events
- ✓ template for reporting the participation of DocHub team in third party events
- ✓ template for reporting publications

Set of templates for dissemination reports see in Appendix 1.

In order to keep track of all dissemination activities, a dissemination report template will be available for all partners. Each partner will complete a dissemination report template and send it to the Dissemination Coordinator (KhNUE) following the completion of an event.

Below, the most important dissemination instruments and means will be considered in more detail.

3.1. PRESENTATIONS

Presenting project in various events partners should follow the next instructions:

- ✓ Presentations should indicate the project logo
- ✓ Presentations should identify the funding instrument of the project
- ✓ Presentations should conform to the EU rules for publications
- ✓ Existing presentations can be reused
- ✓ Non-public material should by no means be included in the presentation
- ✓ Presentations should be made internally available to project team

3.2. PROJECT WEBSITE, SOCIAL MEDIA PAGES AND DOCHUBS WEBSITES

Project web site (<http://www.dochub.com.ua>) will be established at the start of the 1st year and constantly updated. This site will become one of the major dissemination tools. The website will conform to EACEA (Erasmus+) logo and identification guidelines.

Another important tool of dissemination is social media pages (<https://www.facebook.com/DocHub-1702855843350916/>).

The web site and social media pages will ensure the successful use of project results and non-confidential information by the widest audience. The aim of the website is on one hand to inform general public about project and on the other hand to enhance communication and to exchange of information on the project between partners.

Besides, each DocHub will launch its own website (linked to project website) which will promote the courses for PhD students and will encourage PhD candidates enrolled in other HEI's to participate in this course offering.

Allocation of responsibilities for e-resources among partners:

- ✓ the project website will be the responsibility of LPNU
- ✓ NaUKMA is responsible for keeping social media pages up-to-date
- ✓ each DocHub will keep up-to-date its own website
- ✓ all consortium members are responsible for adding content to the project website and social media pages

3.3. "ROAD SHOWS"

"Road shows" are the main dissemination tool of Output (1) "New regulatory documents to foster inter-HEI cooperation". "Road shows" are presentations of these regulatory documents to a broad stakeholder audience including non-partner HEI administrators. "Road shows" are aimed to explain regulatory documents adopted by MinEdu, Cabinet of Ministers and/or National Agency for Quality Assurance of Higher Education, that enable Ukrainian HEIs to benefit from the results of the project. The presentations will be conducting by project teaching staff at 5 regions of Ukraine: west, center, east, south, and south-east. The presentations will explain the new rule framework, and will present the DocHubs as cases of realized inter-HEI cooperation. Each presentation is planned to be attended by staff from MESU and by 1 EU partner.

3.4. DOCHUB PROSPECTUSES

Each DocHub will publish a prospectus with explanations of the benefits of inter-HEI cooperation, promotion of the course offering of the DocHubs in transferrable skills and academic writing for PhD students and other relevant information.

Content of DocHub prospectuses will include:

- ✓ the Academic Council decision
- ✓ the structure and procedures of the DocHub
- ✓ the teaching, research, and administrative staff of the DocHub
- ✓ descriptions of programs and transferrable skills, academic writing, and speciality course offerings

3.5. CONFERENCES AND SEMINARS (INCLUDING FINAL PROJECT CONFERENCE)

Conferences, seminars and other third party events of on thematic areas relevant to the projects will be carefully tracked down and upon availability the consortium will generate papers and presentations to be sent to them.

In addition, the consortium plans to hold its own conference (final project conference at MESU) in order to summarize all the project results. Issues to be discussed will include:

- ✓ Code of Practice implementation and conformity with EU Standards
- ✓ Adopted regulations enabling inter-HEI cooperation and joint PhD program licensing and accreditation
- ✓ Transferrable skills courses – relevance, QA, improvement possibilities
- ✓ Academic writing courses – results, QA, improvement possibilities
- ✓ Newly established inter-HEI joint PhD programs – interim results
- ✓ Speciality courses – offering, design methodology, teaching tips

- ✓ Project management

3.4. PROJECT LOGO

This project logo will be used in all future dissemination material in order to ensure that members of the target groups will become familiar with this logo and will directly link it to project. This logo can be used later in the post-project phase.



4. ACTIVITIES FORESEEN

Three main types of activities will be conducting:

- ✓ Partners' dissemination events / activities
- ✓ Third party events / activities
- ✓ Dissemination publications

Partners will create list of dissemination activities for each year of the project duration.

Template of Dissemination activities plan see in Appendix 2.

5. MANAGEMENT ROLES AND COMMUNICATION PROCEDURE

5.1. MANAGEMENT ROLES

Dissemination activities are coordinated by S. Kuznets KhNUE (Ukraine) and will involve contributions from all partners in the project. These will include:

- ✓ participating in the development of the dissemination plan
- ✓ production of dissemination materials
- ✓ organisation of dissemination and exploitation activities; coordination of relevant activities
- ✓ identifying and bringing partners to the network

The Dissemination Coordinator of the project will be responsible for:

- ✓ coordinating the dissemination activities in the project throughout the project in cooperation with the Project Coordinator and the consortium as a whole.
- ✓ developing the dissemination plan (in the cooperation with all partners)
- ✓ developing templates for dissemination reports
- ✓ reporting on dissemination to the Project Consortium

5.2. COMMUNICATION PROCEDURE

In order for a partner to complete a dissemination action, the partner must first announce the intention to the Dissemination Coordinator in the form of Dissemination activities plan (see in Appendix 2).

A report, using the template available (see in Appendix 1) will be sent to the Dissemination Coordinator immediately after the dissemination event.

5.3. ALLOCATION OF RESPONSIBILITIES AMONG PARTNERS

Planned resources for WP5 “National popularization of regional inter-HEI cooperation in PhD training” and partners’ role

Partner	Number of staff days					Role and tasks in the work package
	Cat.	Category	Category	Category	Total	
	1	2	3	4		
P1 VU (LT)	0	54	0	0	54	Reg. present (5.3), 4 gps seminar & int’l co-supervision (5.4), final conf (5.6)
P2 NaUKMA (UA)	0	105	0	25	130	Establish DocHub & acad writing ctr (5.2, 5.5), reg. present. (5.3), 4 gps seminar & int’l co-supervision (5.4), final conf (5.6)
P3 LPNU (UA)	0	75	0	25	100	Establish DocHub & acad writing ctr (5.2, 5.5), reg. present (5.3), 2 gps seminar & int’l co-supervision (5.4), final conf (5.6)
P4 KhNUE (UA)	0	90	0	25	115	Establish DocHub & acad writing ctr (5.2, 5.5), reg. present (5.3), 2 gps seminar & int’l co-supervision (5.4), final conf (5.6)
P5 DNU (UA)	0	90	0	25	115	Establish DocHub & acad writing ctr (5.2, 5.5), reg. present (5.3), 2 gps seminar & int’l co-supervision (5.4), final conf (5.6)
P6 IHE (UA)	0	19	15	72	106	Project website (5.1), final conf (5.6), ed policy seminar (5.4)
P7 MNU (UA)	0	75	0	25	100	Establish DocHub & acad writing ctr (5.2, 5.5), reg. present (5.3), biochem seminar & int’l co-supervision (5.4), final conf (5.6)
P8	0	40	0	0	40	Regional presentations (5.3), 3 gps seminar

ULL2 (FR)						& int'l co-supervision (5.4), final conf (5.6)
P9 LIT (IE)	0	25	0	0	25	Regional presentations (5.3), Biochem seminar & int'l co-supervision (5.4), final conf (5.6)
P10 UTA (FI)	0	60	0	0	60	Regional presentations (5.3), Ed policy seminar & int'l co-supervision (5.4), final conf (5.6)
P11 IEF (UA)	0	25	0	5	30	Reg. present (5.3), Fin gp (5.4), final conf (5.6)
P12 ICMP (UA)	0	25	0	5	30	Reg. present (5.3), Info gp (5.4), final conf (5.6)
P13 ISPP (UA)	0	25	0	5	30	Reg. present (5.3), Polsci gp (5.4), final conf (5.6)
P14 MESU (UA)	0	0	0	0	0	Reg. present (5.3), final conf (5.6)
P15 IMC (UA)	0	25	0	5	30	Reg. present (5.3), Biochm gp (5.4), final conf (5.6)
TOTAL planned number of staff days	0	733	15	197	945	

In addition, subcontracting is envisaged for a number of tasks of WP5.

Tasks of WP5 planned for subcontracting

Work Package Ref.nr	Partner responsible for sub-contracting (Acronym)	Country	Brief description of task <input type="checkbox"/>
WP5	NaUKMA	UA	Design and printing of Doctoral School (DocHub) prospectus/brochure
WP5	LPNU	UA	Design and printing of Doctoral School (DocHub) prospectus/brochure
WP5	KhNUE	UA	Design and printing of Doctoral School (DocHub) prospectus/brochure

WP5	DNU	UA	Design and printing of Doctoral School (DocHub) prospectus/brochure
WP5	MNU	UA	Design and printing of Doctoral School (DocHub) prospectus/brochure
WP5	NaUKMA	UA	Academic Writing proficiency tests administered by Cambridge English (external internationally recognized benchmark) to enrolling (B2) and completing (C1) students during course roll-out
WP5	LPNU	UA	Academic Writing proficiency tests administered by Cambridge English (external internationally recognized benchmark) to enrolling (B2) and completing (C1) students during course roll-out
WP5	KhNUE	UA	Academic Writing proficiency tests administered by Cambridge English (external internationally recognized benchmark) to enrolling (B2) and completing (C1) students during course roll-out
WP5	DNU	UA	Academic Writing proficiency tests administered by Cambridge English (external internationally recognized benchmark) to enrolling (B2) and completing (C1) students during course roll-out
WP5	MNU	UA	Academic Writing proficiency tests administered by Cambridge English (external internationally recognized benchmark) to enrolling (B2) and completing (C1) students during course roll-out

6. PERFORMANCE INDICATORS AND EVALUATION OF DISSEMINATION ACTIVITIES

Performance indicators are the next:

- ✓ Number of persons who attended dissemination events
- ✓ Number of persons who attended DocHubs
- ✓ Number of academic events where project was presented
- ✓ Number of visits on project web-page and social media page
- ✓ Number of dissemination publications and events conducted by partners
- ✓ Level of awareness within scientific community of project

In order to ensure internal evaluation of dissemination events, each partner will complete an evaluation report and send it to the Dissemination Coordinator (KhNUE).

Template for Dissemination events evaluation (see Appendix 4) will be available for all partners.

Appendix 1

Templates for reporting dissemination events and publications

Template for reporting DocHub dissemination events

Event description	
Acronym of partner organized dissemination event	
Name and title of DocHub team members organized / participated in dissemination event	
Type (e.g. workshop, conference, exhibition, etc.) and title of event	
Date	
Event web-site (if applicable)	
Short description of the event (objectives, target audience etc.)	
Results	
Type of participation (e.g. presentation of DocHub project) and description of the presentation of DocHub: the main points discussed, comments / feedbacks etc.	
Estimated number of participants reached	
Results of the activities: collaboration agreements, new contacts made during the event etc. (if applicable)	
Attachments:	
Attach any material used (presentation, leaflet, project description, photos etc.)	

Template for reporting the participation of DocHub team in third party events

Event description	
Acronym of partner participated in third party event	
Name and title of DocHub team member participated in third party event	
Type (e.g. workshop, conference, exhibition, etc.) and title of event	
Date and place	
Event organizer	
Event web-site (if applicable)	
Short description of the event (objectives, target audience etc.)	
Results	
Type of participation (e.g. presentation of DocHub project) and description of the presentation of DocHub: the main points discussed, comments / feedbacks etc.	
Estimated number of participants reached	
Results of the activities: collaboration agreements, new contacts made during the event etc. (if applicable)	
Attachments: Attach any material used (presentation, leaflet, project description, photos etc.)	

Template for reporting publications

Acronym of partner responsible for publication	
Title of publication and authors	
Date of publication	
Language of publication	
Magazine name / website name	
Link (if applicable)	
Short description (applicable for scientific papers)	

Appendix 2

Dissemination activities plan

(Each partner will complete tables and send to the Dissemination Coordinator)

Partners' dissemination events / activities

Title of event / activity	Type (e.g. workshop, conference, exhibition, etc.)	Partner (organizer of event)	Date	Audience

Third party events / activities

Title of event / activity	Type (e.g. workshop, conference, exhibition, etc.)	Event organizer	Partners who will attend the event	Date	Audience

Plan of publications

Title of publication	Authors	Planned month / year of publication (if known)	Magazine name / website name (if known)

Appendix 3

Mailing list

(Each partner will complete tables and send to the Dissemination Coordinator)

Relevant contacts of organizations, projects, networks, associations, persons, media stakeholders, beneficiaries etc.

Name of organization / person	Geographical Coverage	Category (media, teaching staff, student, public bodies representative etc.)	E-mail	Link (if applicable)	Additional contacts (if applicable)

Appendix 4

Dissemination events evaluation

Event organizer	<i>Please, specify partner name</i>
Who conducted the event	<i>Please, specify staff name</i>
Type and title of event	<i>Please, specify type (workshop, conference, seminar, DocHub opening ceremony etc.) and title of event</i>
Place	<i>Please, specify country, city and institution</i>
Date	<i>Date</i>
Audience and number of participants	<i>Please, specify number of participants for each category</i>

Evaluation results

To what extent:		Evaluation criteria and results				
		<i>The level is high</i>	<i>The level is adequate</i>	<i>The level is average</i>	<i>The level is low</i>	<i>The level is very low</i>
1	The event was planned and organized (the announcement, the right length, adequate technical support etc.)					
2	The information / presentation was interesting					
3	The information / presentation was comprehensible					
4	The information / presentation was useful					
5	The event has prompted to act on it					
6	The coordinator conducted the event in a professional manner					
7	Participants were given the opportunity to ask questions					
8	The response to the questions were satisfactory					
	TOTAL					

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