

Universities in the Knowledge Economy



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Knowledge Economy

COMMUNICATION AND DISSEMINATION STRATEGY

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EU Marie Curie
Initial Training Network (ITN)
7th Framework programme



Introduction

UNIKE has the ambition to use new methods to communicate effectively with much wider publics than usually associated with academic research.

This paper acts as a supplement to the Impact section in the Project Description for Management Purposes version 2.0 October 2013 p. 31 - 34.

This paper has the following sections, first re-capping the communication objectives for UNIKE and for fellows, second outlining the communication in the UNIKE project organization, third listing the communication activities to other target groups outside the UNIKE organization. Those activities are specified in the “The basic activity plan and tools”. Finally suggestions to next steps.

Three objectives

- Objective 3 (p. 15) Training the fellows in knowledge exchange and dissemination (Initial training in social media and dissemination for a wider public will be part of the first workshop in Denmark in October. Other aspects are incorporated in further training packages, delivered at later workshops and summer schools)
- Free access to all the text generated by project members in UNIKE in full text (for example pre-publication versions)
- Communication about UNIKE, the training and research findings

Training the ER and ESR Fellows

- The training will concentrate on the workshops/summer schools. The training will also take place in the fellow-led discussion groups.
- Associated partners’ knowledge and skills will be drawn on when they teach in workshops and summer schools, and during fellows’ secondments to their organisations.

Communication from the UNIKE organization and management

This section outlines the communication in the UNIKE project. These are the questions that could be considered, when the UNIKE organization is communicating:

1. what to communicate? – for example decisions made by the Advisory Board
2. to whom it should be communicated?
3. when should it be communicated?
4. how? – which channels to use

Logos, tools and templates for communication and presentation are available on the UNIKE website.

Roles and responsibilities of communication in the UNIKE organization

Annual Meeting as the ultimate decision-making body of the Consortium.

Communication: The decisions will be made available on the closed website. The partners, fellows, the EU

Body will receive minutes. The relevant decisions will also be rewritten and presented in the UNIKE newsletter.

UNIKE Advisory Board (UAB) All FPs and APs are members of the UNIKE Advisory Board which meets annually.

Communication: Relevant stories would be disseminated that could be of interest for the UNIKE organization, other Universities and for a broader non-academic audience

UNIKE Management Board (UMB) is responsible for the management of the project in between Annual Meetings. Members will be the 8 supervisors from the 6 FPs and AP11

Communication: What to communicate to whom and when is decided at every meeting.

Work Package Leaders. The supervisors of the Full Network Partners on the UNIKE Management Board are all co-leaders for the research training work packages (WP 1,2,3).

Communication: The work package leaders can communicate the events, status, new research results, events to the administrator, who will ensure that the news will be communicated through the UNIKE channels

Workshop and Summer School Organizers. Each event has an organizer who is from the host institution of that event as well as a co-leader of the work package concerned. The Auckland summer school and the final conference will be organized by UoA and AU with the support of an organizing committee drawn from all 3 WPs (ESRs, ERs and supervisors).

Communication: Each workshop and summer school must result in a 'UNIKE Note on Doctoral Education' and a press release. These will be distributed in a newsletter which will also have smaller stories with research results, project status and other relevant news. The organizers are responsible for providing the material. The communication officer will edit and distribute the press releases and the newsletter and publish the various pieces of news on the website as well.

Associated Partners will disseminate news from the project through their networks, and in some cases this will include news services.

The Coordinator (AU) is the legal entity acting as the intermediary between the Contractors and the European Commission. The Coordinator shall, in addition to its responsibilities as a Contractor, perform the tasks assigned to it as described in the EC-GA and this Partnership Agreement.

Communication responsibility: The Coordinator communicates with the EU commission, reports on the Network's progress and prepares decisions for the Management Board and Advisory Board and performs the decisions of the Management Board. This includes decisions and suggestions for communication activities.

Presenting the research results of the UNIKE project and of the fellows to others than the UNIKE organization

This communication strategy will also support the set of complementary skills listed in the Second Pillar of the Training Programme such as writing to a much wider range of genres, than is usual and for wider publics. This includes using the website as a platform for videoed interviews, press releases, Facebook, Twitter, wikis and blogs.

From Annex I – Grant Agreement:

UNIKE has the ambition to use new methods to communicate effectively with much wider publics than usually associated with academic research. We take seriously the European Charter for Researchers' statement that research results should be exploited in the sense of communicated, transferred to other research settings, commercialized, and made available to the public.

It is not expected that UNIKE's research results could be commercialized (although the UNIKE Notes on Doctoral Education could be compiled into a Handbook at low cost) but outreach activities will achieve the other three forms of exploitation.

Communication	Month
Each ESR and ER to write one blog for public release	M9-M36 (Winter school, Lyon)
Each ESR to write an op ed. or newspaper for a local or international newspaper.	M9-M36 (Winter school, Lyon and Workshop 2, Bristol)
The ESR-led groups for each Work Package to use a wiki or podcast or video interview to present their research on the website.	M23-28 (NZ Summer School)
One press release per summer school highlighting the topic and findings	M17, M25, M29, M33, M41
Transfer to other research settings	
ESRs' secondments to include a research task presented in a form useful for that organization.	M18-M30
Associated partners asked to post UNIKE press releases and other output on their websites and circulate it to their members.	M1-M48
Commercialised	
UNIKE Notes on Doctoral Education to be compiled into a Handbook at low cost	M30-M48
Made available to the public	
ESRs to act as Marie Curie Ambassadors and present their research to other universities and Erasmus Mundus Students and Alumni Association.	M9-M42

Target groups

The communication activities in relation to UNIKE will include: researchers at other universities, EU, regional and national policymakers, educators, practitioners and journalists interested in covering UNIKE activities.

Press and media strategy

- For every workshop/summer school there will be a press release based on the workshop report. The press release will be distributed to international press by the Communication Officer
- The partners in the private sector, the Marie Curie Ambassadors and the universities involved will help disseminate the relevant stories to national and local medias and in different networks such as Erasmus Mundus Fellows and Alumni Associations
- The fellows will post on the blog GlobalHigherEd
- Wiki or collective journal on participants' experience of doctoral education as the project goes along.

Presenting the research results

Logos, tools and templates for communication and presentation are available on the UNIKE website.

The basic activity plan and tools

Activity/tool	Description of work	Resources	Status
Logos, design rules and templates - helpful organizational tools and templates	Newsletter template PowerPoint's/Prezi Publications Working Papers Press release template UNIKE Notes on Doctoral Education Will be available on the website	Fellows Partners AU Communication Officer	Mid October
Links	Links to partners research units, e.g. AU's EPOKE research programme, Susan Robertson's website, others to be specified Links to other resources can be found in the Dissemination Center at the UNIKE website	AU Communication Officer Jana Bacevic	Done
Standard phrases about the project	Will be placed on the website	Sue Wright	November
Website	Page for each fellow: presentation with abstracts – if possible pictures and max two minutes video telling about their project. The website as a platform for videoed interviews, e.g. with other researchers or socio-economic actors in the field. Complete archive/repository of partners' and fellows' publications with articles and links to full text if possible. Calendar with events and workshops. Workshop reports and	Coordinator and Susan Robertson	Done

	<p>presentations. Stories from the field and fellows' other multimedia releases. Dissemination Centre with link to other resources</p>		
Closed area on the website for internal use	<p>UNIKE Documents Readings for UNIKE Workshops Partner related information Fellow related information Guidelines, Tools and templates for presentation</p>	<p>AU Communication Officer</p>	<p>Done</p>
Blog	<p>The fellows will post on the Globalhighered. Tools on 'How to blog' and 'How to organize a blog' will be available on the UNIKE website.</p>	<p>Kris Olds Susan Robertson</p>	<p>After October workshop</p>
Web based newsletter that sums up the activities and events in the project.	<p>Objective: to link the project together – what is happening in the project and what the management has to say. It is published twice a year to all involved in UNIKE and will contain a management editorial, research editorial, links to events, stories from the field, new publications, blogs, news articles published elsewhere. The newsletter will also be available from the website as well as the subscription formula. Besides the editorials, it will be a link based newsletter. The first newsletter will be sent out to fellows, partners and other interested people after the October workshop.</p>	<p>AU Communication Officer</p>	<p>October - November</p>
Joint writing	<p>Wikis or Google docs will be set up in each working group for knowledge exchange and for writing in the same document</p>	<p>Post doc</p>	<p>When needed</p>
Tools and templates	<p>How-to Tools for writing and publishing in different genres;</p>	<p>Post doc in Bristol</p>	<p>March 2014</p>
Fellows' discussion groups	<p>Fellows network to share information, discuss literature, discuss their own work, collaborate over research, e.g. interviewing associated partners. Discussion about tools and methods - for example Facebook and Twitter in October, where a session on</p>	<p>Fellows Post doc</p>	<p>Starting at the October workshop</p>

	communication includes how to communicate on the different platforms. Facebook and Tweets can be embedded on the UNIKE website either on the closed area or in the open area.		
Press release	One press release per event. The coordinator of the event highlights the topics	Coordinator Partners	After each event - starting October 2013
Publications	Printed and E-publications Working papers Academic and popular Reports and plans	Partners	When needed
MC ambassador	The most important UNIKE 'do's and don'ts' to the fellows when acting as Marie Curie ambassadors	Sue Wright	March 2014

Next steps

- The communication and dissemination strategy will be discussed at the annual meeting and during the workshop in October 2013
- The revised and final version of the strategy will be published on the website in November 2013
- The platforms will be introduced at the workshop in October and adjusted during autumn 2013
- Tools and templates will be available at the website from October 2013 and when needed
- The communication and dissemination strategy will be discussed and revised at the annual meeting in 2014