

**Project No:** 101129398- ERASMUS-EDU-2024-CBHE-STRAND-1

# **Improving University Quality Assurance Resilient Strategies Toward Excellence**

## **QA-SURE**

### **WP 7 - Deliverable 7.1**

#### **Dissemination and Communication Plan/Strategy**

**Project duration:** 30/12/2023 – 30/11/2025

**Due date of deliverable:** 31 May 2024

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**Dissemination Level: Consortium:** Sensitive

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## 1. Introduction

### 1.1. Purpose

This document was developed as part of the QA-Sure project, co-funded by the Erasmus+ Programme of the European Union under Grant Agreement No. 101129398-ERASMUS-EDU-2024-CBHE-STRAND-1. This document is the Dissemination and Exploitation Plan of the project, which forms deliverables

7.1 – Dissemination and Communication Plan/Strategy,

7.2 – Promotional materials,

7.3 – Project website

7.4 – Report on dissemination activities

7.5 – Final Conference

belonging to Work Package 7 (WP7) – Dissemination and Visibility.

The main purpose of the Dissemination and Exploitation Plan is to provide guidelines for the project's partners throughout Work Package 7:

- to help partners better understand WP7 goals and their responsibilities, to give consortium members a clear idea of how to communicate the project's goals, progress and results through the most appropriate tool to selected audience targets, in a timely manner,
- to help partners better understand the importance of their coordination and timely dissemination.

### 1.2. Dissemination

Dissemination is one of the core activities of the QA-SURE project to ensure the successful performance of planned activities and for project transparency, visibility, and sustainability. The activities related to dissemination will start from the very beginning of the project, continue during its realization and after its completion as a permanent process which is important to raise awareness of the establishment and successful functioning of QA-SURE in the region.

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In the beginning, the project website and social network sites (*Facebook, Instagram and LinkedIn*) will be developed in order to make the project visible on social networks, taking care that the information is regularly updated during the whole life of the project. The Dissemination and Communication Plan/Strategy will include the organization and holding of a wide range of promotional and informative events (such as open hours during the meetings; workshops or educational activities; institutional, local, national or international promotions of published textbooks; participation at professional gatherings; etc.) aiming to spread project significance and results.

In general, the Dissemination and Communication Plan/Strategy seeks to widen the dissemination of knowledge, information and guidance including a wide range of activities, tasks and events aiming to spread information about the project and to exploit the results in the best and most professional way. The dissemination plan extends beyond project life; long-lasting use of project results is secured by careful planning of methods and means which will be used for dissemination.

### **1.3. Communication in the project context**

QA-SURE is a project that will focus on adapting modern and European quality assurance practices, instruments, and methodologies, and thus aid the alignment of quality assurance standards of the project partners with those set out via the ESGs 2015 and European best practices. The specific objectives of QA-SURE are:

1. To establish/enhance Quality Assurance Units/Offices of HEIs in Albania and Kosovo and provide capacity building on quality assurance processes within networks of HEIs,
2. To improve training processes for designing study programs of HEIs based on labour market needs, including the Action Plans for supporting the processes of QA in teaching, learning and administration, and
3. To improve coordination through a long-term policy and associated methodologies, for strategies on internal quality assurance at WBU and its partners, in preparation for international institutional accreditation of WBU and relevant partners.

The project expects to achieve these objectives through the implementation of seven interconnected WPs. WP7 – Dissemination and Visibility runs parallel with the other WPs over the project lifetime. It focuses on defining a comprehensive and consistent project

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dissemination strategy, which will ensure maximum project visibility its results during and beyond the lifetime of the project.

Project visibility will be achieved by:

- utilizing as varied tools as possible (including, but not limited to website, social networks, dissemination material, organizing staff mobilities, organizing conferences and workshops, etc.)
- accurately strategizing the use of each tool to target a specific audience segment, to maximize the tool's potential, creating a distinctive visual, graphic identity which partners will use to ensure a consistent image of the project across its dissemination material, thus allowing the wider public to better recognize and understand the project.

Dissemination of results is an integral part of the QA-SURE project throughout its lifetime from the initial idea, during the project and even after European funding has ended. Therefore, the dissemination activities at different stages of the project cycle are:

- ***Before the project starts*** - drafting the dissemination plan, definition of the expected impact and deliverables, consideration of how and to whom dissemination outcomes will be disseminated,
- ***During the project*** - contacting relevant media e.g., at the local or regional level, conducting regular activities such as training, study visits, mobilities, assessing the impact on target groups, involving other stakeholders transferring results to end users/new areas/policies,
- ***At final report stage*** - uploading the final project results and an update of the project description on the Erasmus+ Project Results Platform,
- ***After the project*** - continuing further dissemination, developing ideas for future cooperation; evaluating achievements and impact, contacting relevant media, contacting policymakers if relevant, and cooperating with the European Commission by providing useful inputs to its dissemination and exploitation efforts.

#### **1.4. Requirements in terms of dissemination**

Dissemination is one of the award criteria on which the application will be assessed. A detailed and comprehensive plan, describing targets, tools and outcomes will be requested and further assessed. Although generally, two partners (IBC-M, and WBU) will take the

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responsibility for dissemination and exploitation coordination for the whole project, the responsibility for implementation should be shared among all partners. Each partner will be involved in these activities according to the needs and roles in the project.

### 1.5. Visibility of the European Union and the Erasmus+ Programme

Beneficiaries shall always use the European emblem (the 'EU flag') and the name of the European Union spelt out in full in all communication and promotional material. The name of the Erasmus+ Programme can appear with the flag. "This means that all material produced for project activities, training material, project websites, videos and social media accounts created to promote the project, special events, posters, leaflets, press releases, CD ROMs, etc. must carry the Erasmus+ logo and mention: "Co-funded by the Erasmus+ Programme of the European Union".

Erasmus+ logo: Logo to be used:



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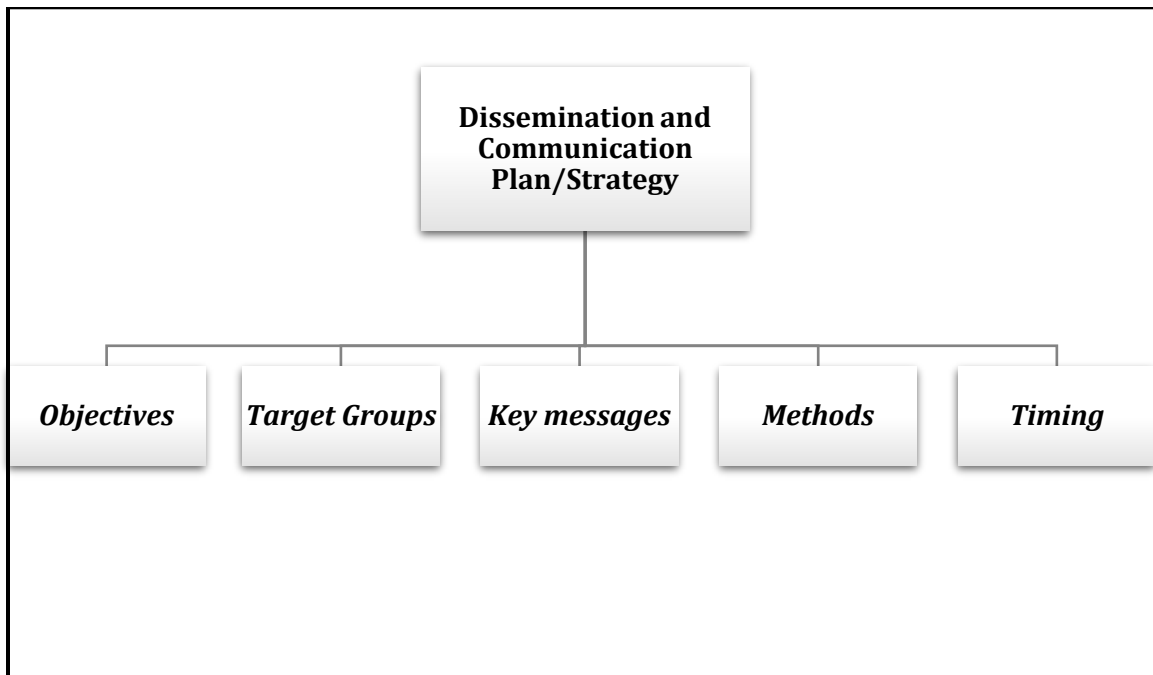


## 2. Dissemination strategy

### 2.1. Overview

The dissemination strategy defines clear guidelines for the dissemination activities including all operational elements of dissemination. Project results will be disseminated to the relevant target groups with appropriate content and on time. The content, timing and frequency of the various dissemination activities are defined in the present strategy. The dissemination strategy of the QA-SURE project consists of five core components (Figure 1):

- Objectives of dissemination: identify the project dissemination objectives.
- Target groups: identify crucial target groups and bodies that are interested in and benefit from the project.
- Key messages: identify core project messages for specific target groups.
- Dissemination methods: identify dissemination methods, tools and channels.
- Dissemination time plan: identify a plan of dissemination activities.



**Figure 1.** Dissemination strategy

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QA-SURE project will use various actions to ensure high project visibility and maximal impact. Project dissemination will involve institutional and international activities. It will be focused on promoting the project and its participants and raising awareness about the benefits of the project results. One of the first tasks is creating this document at the beginning of the project to update it regularly throughout the project. Another important activity to be performed at the beginning of the project is to create a Brand Book to define the project's visual identity, logo, and design of promotional material (flyers, posters, etc.) that will be distributed during the project lifespan. Besides, the online project platform is developed and maintained (regularly updated with new information). Through the website, the project will be more visible on all the websites of consortium members. Project participants can exchange documents via the website. Social networks are utilized to spread information about the project to the experts in the field (using LinkedIn) and to reach the student and general population (using Facebook and Instagram). Special attention will be paid to promoting the QA-Sure project and its achievements through its events and publishing activities. All events will be documented and displayed on the project website.

## **2.2. Dissemination objectives**

The main aim of the dissemination strategy is the dissemination and communication of knowledge among the project partners and knowledge transfer to the interested stakeholders in the field of quality assurance in higher education. The dissemination objectives of the QA-SURE project are to:

- Identify target groups at different territorial levels: national, regional, and EU.
- Identify the communication needs of the target groups.
- Establish core messages of the project, to be disseminated to the target groups.
- Identify dissemination methods and tools.
- Disseminate the results, solutions and knowledge collected within a project to the general audience.
- Define the timing of dissemination activities.
- Define partners' responsibilities in dissemination activities.

While defining the purpose of the dissemination, the first step is to decide on the audience, message, method, and timing of the dissemination. The main purpose of QA-SURE dissemination activities is to achieve the involvement of all relevant stakeholders and to provide updated information on project results.

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The dissemination activities will be focused on:

- Cross-promotion and the use of project results in dissemination.
- Dissemination of understanding by educating the target audience about the project work. The dissemination will be focused on the target audience, which can directly benefit from the project work.

### **2.3. Target groups and stakeholders**

To achieve the best possible results during the project realization and its dissemination, the target groups which could be affected by project results should be identified. The primary goal of the QA-Sure project is to provide relevant and actual information to different stakeholders for possible approaches and ways to enhance university autonomy and transparency through established specific bodies.

The scope of the project and the importance of the mentioned activities result in a variety of target groups:

- Academic and administrative staff in universities,
- Ministries of Education,
- Accreditation agencies,
- Researchers,
- Students,
- Professional and business organizations.

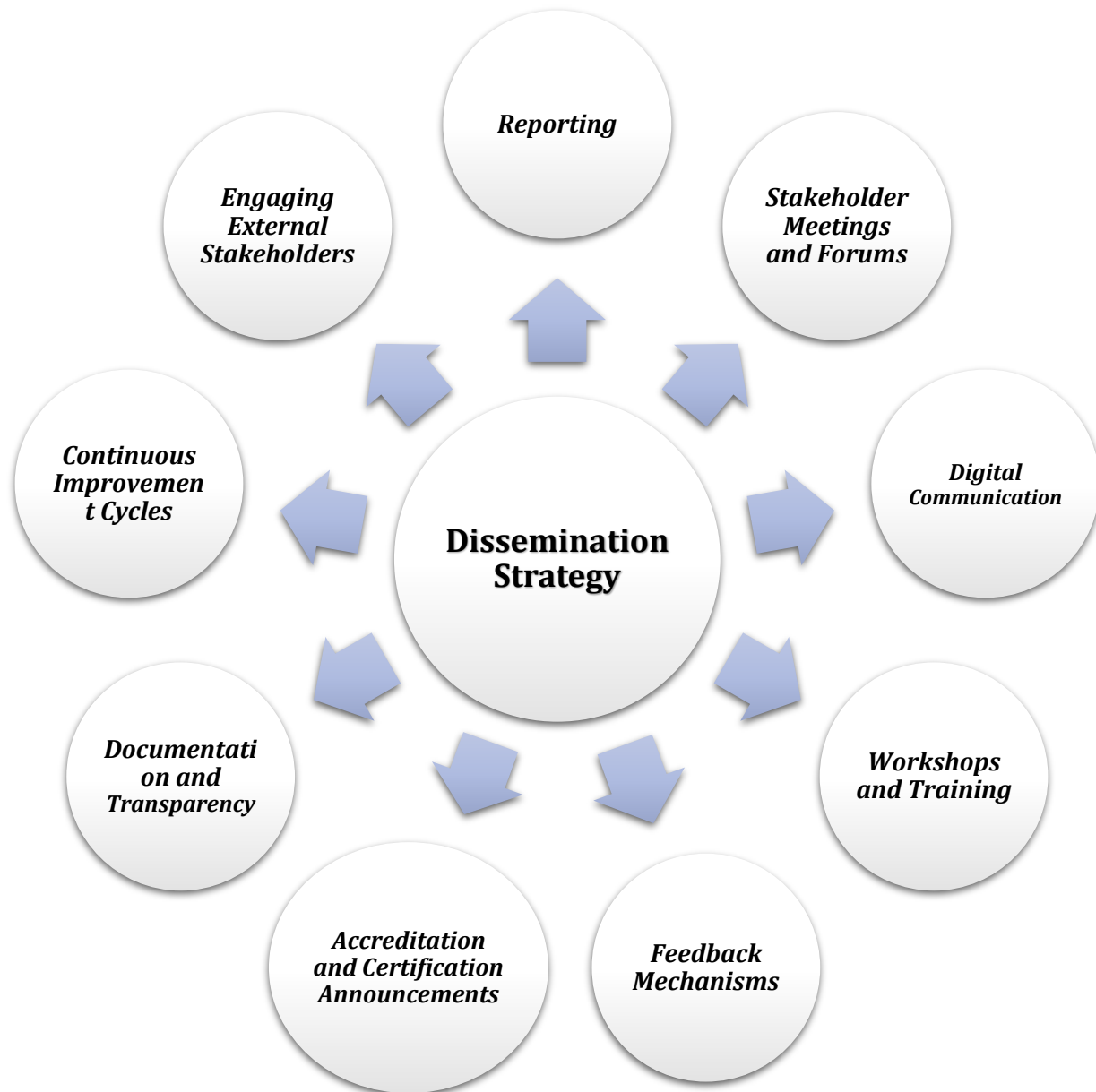
The bottom-up approach fosters the dialogue between HEI and relevant state and other entities enabling the consortium to contribute more effectively to enhancing the quality assurance offices and practices of the consortium members.

At the European level, Kosovo and Albania partner HEIs will benefit from the rich experience of EU HEIs in innovation and updating the existing models of quality assurance with the ultimate goal of increasing the universities' ability and resources for management quality systems in line with national and EU standards and guidelines. A particular focus will be provided on the strengthening of the university's organizational, academic, staffing, and financial aspects, and the rich experience and best practices of European HEIs will contribute to the new models and methods that will be created.

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To ensure effective dissemination of quality assurance information in higher education, institutions need a comprehensive and strategic approach.



**Figure 2.** Dissemination mechanisms for stakeholders

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For each mechanism of the dissemination strategy, the consortium will ensure the realization of the following activities and events:

### **1. Reporting**

- Create and share comprehensive reports detailing quality assurance processes, assessment results, improvements made, and plans.
- Develop specific reports for individual departments or faculties, highlighting their unique quality assurance activities and outcomes.

### **2. Stakeholder Meetings and Forums**

- Organize forums/workshops where stakeholders can gather to discuss quality assurance findings, share best practices, and provide feedback.
- Include presentations from faculty, administrators, and external quality assurance experts.
- Conduct focus groups with students, faculty, and staff to discuss specific aspects of quality assurance and gather detailed qualitative feedback.
- Use insights from these focus groups to refine and improve quality assurance processes.

### **3. Digital Communication**

- Create a dedicated section on the institution's website for quality assurance information, including reports, policies, procedures, and contact details.
- Create newsletters for all stakeholders, summarizing key quality assurance activities, findings, and upcoming events.
- Use segmented mailing lists to target specific groups with relevant information.
- Use of social media platforms to share highlights of quality assurance activities, achievements, and important announcements.
- Engage with the community by encouraging comments, questions, and discussions.

### **4. Workshops and Training**

- Conduct workshops and training sessions for faculty on topics such as effective teaching methods, assessment techniques, and continuous improvement strategies.
- Include quality assurance information in orientation sessions for new students, explaining how it impacts their education and how they can contribute.
- Offer training programs for administrative and support staff to ensure they understand quality assurance processes and their roles in maintaining standards.

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## **5. Feedback Mechanisms**

- Regularly distribute surveys to students, faculty, and staff to collect feedback on various aspects of the institution's quality assurance practices.
- Analyze survey results to identify strengths and areas for improvement.
- Place suggestion boxes around the campus to allow anonymous feedback from students and staff on quality assurance issues.
- Provide online forms on the institution's website where stakeholders can submit feedback and suggestions at any time.

## **6. Accreditation and Certification Announcements**

- Publicly announce new accreditations, re-accreditations, and certifications through press releases, website updates, and social media posts.
- Highlight the significance of these achievements and how they reflect the institution's commitment to quality.
- Host events to celebrate accreditation milestones, inviting stakeholders to join and recognize the collective effort that led to the achievement.

## **7. Documentation and Transparency**

- Develop and distribute detailed manuals outlining quality assurance policies, procedures, and expectations.
- Make these manuals readily available to all stakeholders.
- Commit to transparency by openly sharing quality assurance data, including success rates, graduate outcomes, and satisfaction scores.

## **8. Continuous Improvement Cycles**

- Develop and communicate clear quality improvement plans based on feedback and assessment data.
- Regularly update stakeholders on the progress of these plans and the results achieved.

## **9. Engaging External Stakeholders**

- Regularly update these boards on quality assurance efforts and outcomes.
- Engage alumni in quality assurance activities by seeking their feedback on program effectiveness and inviting them to participate in advisory roles.

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- Develop and disseminate clear communication plans for addressing quality assurance issues during crises, such as accreditation risks or major policy changes.
- Ensure all stakeholders are informed promptly and accurately about steps being taken to address the situation.

By implementing these detailed strategies, higher education institutions can effectively disseminate quality assurance information, fostering transparency, trust, and continuous improvement among all stakeholders.

## 2.4. Key messages

Once the purpose and audience of the dissemination are clear, the key messages can be defined. The principal guidelines of key messages are to:

- Be clear, simple, and easy to understand. The language should be appropriate for the target audience, and non-technical language will be used where possible.
- Tailored to the target groups. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the target group should be revised each time.
- Information should be correct and realistic.

The following keywords will be used in dissemination materials:

- Quality Assurance
- Quality Management
- European Standards and Guidelines for Quality Assurance in the European Higher Education Area (SG 2015)

## 2.5. Dissemination tools

Different documents and promotional materials have been designed and printed for dissemination of the QA-SURE project. For the communication between consortium members and other parties interested in the project activities, the project's website and Social Media pages are used.

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**Table 1.** *Dissemination tools and responsible partner*

Dissemination tool	Description of dissemination tool	Responsible partner	Participating partner	Status
Dissemination and Exploitation Plan	Definition of content, timing, distribution channels and templates for dissemination purposes	IBC-M WBU	All partners	Completed
Brochure	Contains the main project information, consortium, which will be used at every event for the promotion of the project.	IBC-M WBU	All partners	Completed
Official website	Official QA-Sure website	WBU IBC-M	All partners	Published online
Logo and Brand manual	Graphic guidelines for project recognition and promotion	WBU	All partners	Completed
Informative and promotional events	Responsibility of each partner institution to hold informative and promotional events to exploit project results and present the new quality assurance achievements.	All partners	All partners	Ongoing
Final Conference	Final event of the project disseminating the outcomes, results, and achievements of the project	IBC-M WBU	All partners	Planned

### **2.5.1. QA-SURE logo**

From the several proposals for the QA-SURE project logo design, the below version has been decided as the final logo:

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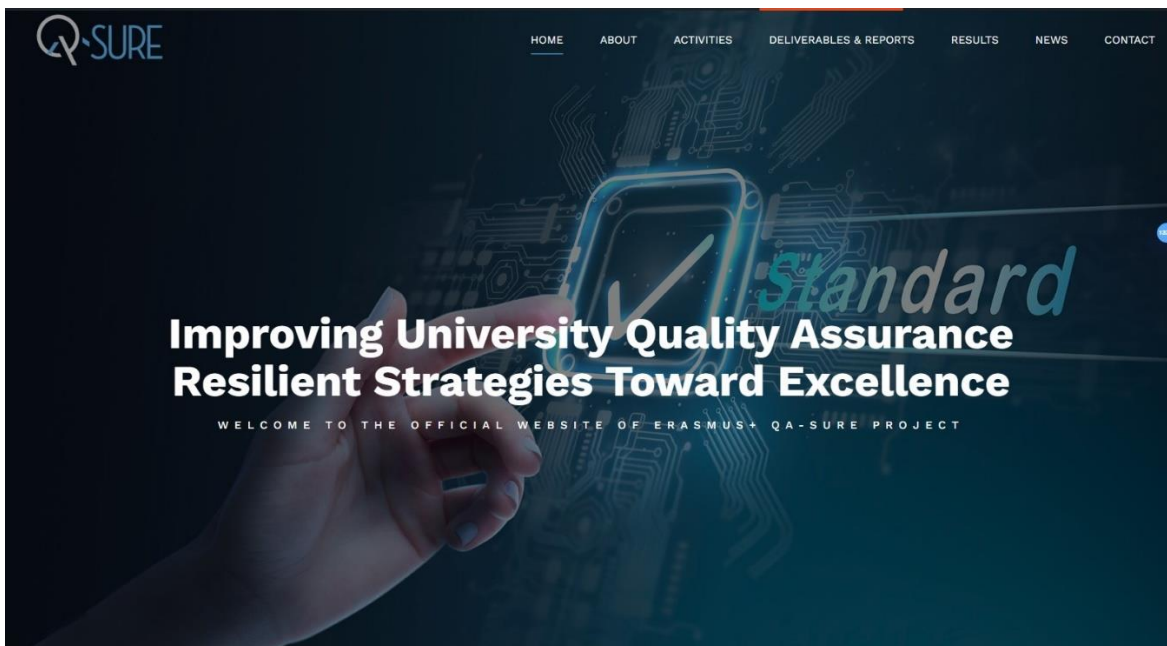


*Figure 3. QA-SURE logo*

### **2.5.2. QA-SURE website**

The QA-SURE project website is an important dissemination tool for the presentation of project results as well as a place where all the information on the project activities and other relevant data are being published. Among the information related to the project description, objectives and outcomes of the project, the website also will contain the list of the Consortium Members with their short presentations, as well as Logical Framework Matrix (LFM) and Work plan documents.

The URL link of the project website is <https://qa-sure.com/>.



*Figure 4. Home page of QA-SURE project website*

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The structure of the QA-Sure project website consists of 7 categories:

1. [HOME](#)
2. ABOUT ([Consortium](#), [Objectives](#), and [Work Packages](#))
3. ACTIVITIES
4. DELIVERABLES & REPORTS
6. RESULTS
7. [NEWS](#)
8. [CONTACTS](#)

### ***2.5.3 Social Network Profile***

This part of the document will be updated once the social media profiles of the project have been created.

- [LinkedIn](#)
- [Facebook](#)

### ***2.5.4. Project Management Platform***

- Gmail
- Google Drive
- Project management platform

The platform allows a large number of functionalities needed for project management:

- Document and file management.
- creating and tracking project issues.

### ***2.5.5. Project brochure***

The project brochure is designed with the idea to present briefly the main information about the QA-Sure project to potentially interested parties. Text in the brochure gives short info on the type of the project, partners involved, main and specific objectives as well as the goals.

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### ***2.5.6. Other promotional material***

The most important print material for project promotion is the project brochure, designed to briefly present the objectives and outcomes of the project. Other print materials (pencil, poster, rollup, notebook, tote bag) are designed for use during project events (workshops, training, conferences). Some can be seen designed as below:



***Figure 5. QA-SURE promo materials***

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Figure 6. QA-SURE rollup

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### 3. Calendar of dissemination events

*Table 2. The calendar of main dissemination and exploration events*

WP 7	Project Task	D&E type	Starting	Estimated end date	Target groups	Dissemination level	Responsibility
D7.1	Dissemination and Communication Plan / Strategy	Document	M1	M6	All partners and stakeholders	Institution, Regional	IBCM WBU
D7.2	Promotion Materials	Documents and templates	M1	M6	All partners and stakeholders	Institution, Regional, International	WBU IBCM
D7.3	Website development	Service/ Product	M2	M6	All partners and stakeholders	Institution, Regional, International	WBU IBCM
D7.4	Report on dissemination activities	Reports	Continuous	M23 In progress	All partners and stakeholders	Institution, Regional, International	All partners
D7.5	Final Conference	Event	Continuous	M22	All partners and stakeholders	Institution, Regional, International	IBCM WBU

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## 4. Distribution of tasks and responsibilities

For the dissemination and communication plan to progress successfully, under WP7, leading partner IBC-M will distribute the task to all consortium members with appropriate content and on time and will cooperate closely with all of them to maximize the visibility of the project. The Work Package on dissemination includes the following main activities:

- WP7\_A7.1 Communication and Communication Plan development
- WP7\_A7.2 Promotion Materials
- WP7\_A7.3 Website development
- WP7\_A7.4 Report on dissemination activities
- WP7\_A7.5 Final Conference

Table 3 shows the distribution of tasks among consortium members regarding WP4 activities.

**Table 3.** *Distribution of tasks*

Task	Description of task	Partner in charge
WP D7.1 Communication Strategy Development	Early on, a Dissemination and Communication Plan/Strategy will be developed by the IBCM, with an aim to strengthen activities' results. Apart from providing key guidelines on target audiences, key messages, communication channels, communication tools, topics for media appearances and a list of media, the Strategy will pay special attention to how the partners will exploit main project results. A special emphasis in the Strategy will be on the cross-promotion of results and the use of regular activities of project partners for dissemination - such as participation at other conferences and publishing activity. IBCM will keep track of activities and their update on the Plan.	IBCM
WP D7.2 Promotion Materials	At the beginning of the project, procedures and conditions for branding and marking all project	WBU IBCM

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	deliverables and the positioning of the Erasmus+ logo will be set up. This Plan will also provide the design of the logo and identity for the printed material (Brand Book and Guidelines). Consortium partners will contribute to the appearance of the project on social networks. IBC-M will be in charge of monitoring the implementation of the Branding and Marking of the project visibility.	
WP D7.3 Website	IBC-M will work with WBU on the procurement of services for the development of the project website. The website will be completed by M6 of the project.	WBU IBCM
WP D7.4 Report on dissemination activities	IBCM will keep track of and maintain a database of all activities and deliverables related to dissemination. IBCM will also complete the report on the dissemination activities using the feedback and inputs provided by all partners.	IBCM
WP D7.5 Final Conference	One conference will be organized at the end of the project. The conference will be organized and hosted by WBU in Tirana to provide a platform for leading stakeholders to share ideas, present findings and discuss the professional issues relevant to quality assurance in higher education.	WBU IBCM

These dissemination and communication steps above will identify any problems or absence of effective tools and channels for achieving broader reach out to the scientific community, enterprises and citizens. They will be reported to the Steering Committee (SC), together with proposals on how to deal with any shortcomings, for discussion.

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## 5. Monitoring and evaluation

The project has an overall evaluation strategy to ensure the project quality, therefore the monitoring for dissemination is vital since the impact of those activities contributes to the successful implementation of the project. This evaluation must be carried out continuously, to ensure:

- an effective impact assessment and update or redefinition of dissemination activities,
- the quality of the dissemination carried out.

The following monitoring and evaluation tools will be set up: Statistics on the usage, reach and engagement of the website and the social networks; and Monitoring of workshops, study visits and other relevant events. All news and events will be presented and reported to the Project Coordinator using the forms in the annexes session. The evaluation of the news and events will be done by tools presented in the Quality and Monitoring Plan.

Using key performance indicators (KPIs) for a dissemination strategy in a QA-SURE project requires focusing on metrics that assess the reach, impact, engagement, and effectiveness of the dissemination activities. In Table 4 are listed some potential KPIs for this context:

**Table 4.** KPIs for monitoring and evaluation of the project dissemination and exploitation

No	Metric	Specific KPIs	Description
1	<b>Reach and Visibility</b>	Number of Stakeholders Reached	<p><b>Metric:</b> Number of individuals and organizations informed about the QA-SURE project.</p> <p><b>Target:</b> &gt;150 stakeholders</p> <p><b>Tracking Method:</b> Maintain a database of all stakeholders contacted via email, mailing lists, event registrations, and partnerships.</p>
		Website pageviews	<p><b>Metric:</b> Number of visits to the official QA-SURE project website.</p> <p><b>Tracking Method:</b> Use web analytics tools to monitor page views and unique visitors.</p>

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		Social Media	<p><b>Metric:</b> Number of followers, likes, shares, and impressions on social media platforms.</p> <p><b>Tracking Method:</b> Use social media analytics tools to track engagement metrics on platforms like Facebook, and LinkedIn.</p>
2	<i>Engagement and Participation</i>	Event Attendance	<p><b>Metric:</b> Number of attendees at webinars, workshops, conferences, and other QA-SURE-related events.</p> <p><b>Tracking Method:</b> Records in the attendance lists on event registration</p>
		Feedback and Evaluation Form	<p><b>Metric:</b> Number of feedback responses from attendees and stakeholders.</p> <p><b>Tracking Method:</b> Distribute and collect feedback forms via online surveys or paper forms during events.</p> <p><b>Analyze the data for insights.</b></p>
		Participation in QA Activities	<p><b>Metric:</b> Number of institutions or individuals actively participating in QA-SURE-related activities.</p> <p><b>Tracking Method:</b> Track participation through activity logs, registration lists, and membership records.</p>
3	<i>Content Dissemination</i>	Number of Publications	<p><b>Metric:</b> Number of articles, posts, and reports published related to the QA-SURE project.</p> <p><b>Tracking Method:</b> Maintain a record of all publications, including links and copies.</p>
		Distribution of Materials	<p><b>Metric:</b> Quantity of printed and digital materials distributed (brochures, newsletters, flyers).</p> <p><b>Tracking Method:</b> Track the distribution through mailing lists, download counts, and physical distribution records.</p>

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		Media Coverage	<p><b>Metric:</b> Number of media mentions, press releases, and articles in academic and non-academic outlets.</p> <p><b>Tracking Method:</b> Monitor media coverage using media tracking services and maintain a log of mentions and articles.</p>
		Promotional materials	<p>Promotional materials will be created and provided in a wide variety, to serve different marketing and communication purposes.</p> <p><b>Printed Materials:</b> brochures, flyers, posters and banners.</p> <p><b>Digital Materials:</b> website, newsletter, social media posts, digital ads, and videos. Each type of promotional material will serve a unique purpose and can be used strategically to enhance a marketing campaign or communication effort.</p> <p><b>Metric:</b> Creation and distribution of promotional materials (printed and digital).</p> <p><b>Tracking Method:</b> Inventory of created materials and records of distribution channels used.</p>
		Digital Engagement	<p><b>Metric:</b> Number of times digital resources are downloaded or accessed.</p> <p><b>Tracking Method:</b> Use web analytics to track downloads and access to digital resources.</p>
4	<b>Impact and Project Outcomes</b>	Adoption of QA Practices	<p><b>Metric:</b> Number of units/centres adopting or implementing QA practices promoted by the project.</p> <p><b>Target:</b> 1 new QA Unit and 4 enhanced units</p> <p><b>Tracking Method:</b> Document new and enhanced QA units through institutional reports and direct communication.</p>

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		Improvement in QA Metrics	<p><b>Metric:</b> Improvements in specific QA metrics (student satisfaction, graduation rates, accreditation results).</p> <p><b>Tracking Method:</b> Collect and analyze data from institutional QA reports and surveys.</p>
		Policy Changes	<p><b>Metric:</b> Number of policy changes or new policies adopted as a result of the project.</p> <p><b>Tracking Method:</b> Record policy changes through official institutional documents and announcements.</p>
5	<i>Collaborations and Partnerships</i>	Number of Partnerships	<p><b>Metric:</b> Number of partnerships or collaborations established with other institutions and stakeholders.</p> <p><b>Tracking Method:</b> Maintain a log of partnership agreements and memorandums of understanding (MoUs).</p>
		Joint Initiatives:	<p><b>Metric:</b> Number and success of joint initiatives or projects undertaken with partners.</p> <p><b>Tracking Method:</b> Document joint initiatives and evaluate their outcomes through reports and feedback.</p>
6	<i>Quality and Relevance</i>	Stakeholder Satisfaction	<p><b>Metric:</b> Satisfaction levels of stakeholders with dissemination activities and materials.</p> <p><b>Tracking Method:</b> Conduct surveys and feedback forms to measure satisfaction.</p>
		Relevance of Information	<p><b>Metric:</b> Monitor feedback on the relevance and usefulness of the disseminated information.</p> <p><b>Tracking Method:</b> Analyze feedback from surveys, focus groups, and direct communication with stakeholders.</p>

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These KPIs can help in monitoring the effectiveness of the dissemination strategy of the project making necessary adjustments, and ensuring that the project output dissemination and promotion is achieved.

1. **Establish Baselines:** Set baseline values for each metric where applicable to measure progress.
2. **Regular Updates:** Update stakeholders regularly on progress through reports, meetings, and newsletters.
3. **Adjust Strategies:** Use feedback and data analysis to adjust dissemination strategies for better effectiveness.
4. **Comprehensive Reports:** Produce comprehensive reports summarizing the dissemination activities and their impact.

By systematically tracking these metrics, you can ensure the QA-SURE project effectively reaches and engages its target audience, disseminates valuable content, and achieves its desired impact on quality assurance in higher education.

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## Annex 1 – News form

### NEWS FORM

Project title	Improving University Quality Assurance Resilient Strategies Toward Excellence
Project acronym	QA-SURE
Project reference –GA No.	101129398-ERASMUS-EDU-2024-CBHE-STRAND-1
Coordinator	Western Balkans University
Project started date	December 1, 2023
Project duration	24 months

### NEWS DESCRIPTIONS

<b>Date</b>	
<b>Author</b>	
<b>Institution</b>	
<b>News title</b>	
<b>News Description</b>	

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## ANNEX 2 - Event Forms

### EVENT REPORT FORM

Project title	Improving University Quality Assurance Resilient Strategies Toward Excellence
Project acronym	QA-SURE
Project reference – Grant Agreement No.	101129398-ERASMUS-EDU-2024-CBHE-STRAND-1
Coordinator	Western Balkans University
Project started date	December 1, 2023
Project duration	24 months

Event	
Type of event	
Venue	
Date	
Organizer	
Reporting date	
Report author(s)	

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**EVENT DESCRIPTION with special reference to goals and outcomes**

Number of participants at the event	
Participants (organizations)	
Event Description:	

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## Attachments

<b>Agenda (pdf)</b>	Title
<b>Attendance sheet (pdf)</b>	Title
<b>Photos (jpg)</b>	Title(s)
<b>News form (pdf)</b>	Title
<b>Deliverable (pdf)</b>	Title of document
<b>Presentations (pdf)</b>	Title(s)
<b>Other personal remarks</b>	

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## Annex 3 - Agenda Template

# Improving University Quality Assurance Resilient Strategies Toward Excellence QA-SURE

## EVENT MEETING AGENDA

**Date:**

**Venue:**

### LIST OF PARTICIPANTS

**Coordinating University:**

BE001 Western Balkans University (WBU), Albania

**Partners of the consortium:**

BE002 LUARASI University (LU), Albania

BE003 Polis University (U\_Polis), Albania

BE004 International Business College Mitrovica (IBC-M), Kosovo

BE005 University Isa Boletini Mitrovica (UMIB), Kosovo

BE006 International Social Sciences Business School (ISSBS), Slovenia

BE007 South East European University (SEEU), North Macedonia

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<b>DAY 1: EVENT NAME</b>		
<b>Time</b>	<b>Activity</b>	<b>Presenter</b>
	<b>Registration</b>	
	<b>Coffee break</b>	
	<b>Lunch break</b>	

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## **Annex 4 - Attendance list template**

# **Improving University Quality Assurance Resilient Strategies Toward Excellence QA-SURE**

## **PROJECT MEETING ATTENDANCE LIST\***

**Meeting Dates:**

**Meeting Venue:**

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<b>MEETING INFORMATION</b>			
<b>MEETING TITLE</b>			
<b>ORGANIZER</b>		<b>LOCATION</b>	
<b>DATE</b>		<b>TIME</b>	

<b>No.</b>	<b>NAME</b>	<b>INSTITUTION</b>	<b>EMAIL ADDRESS</b>	<b>SIGNATURE</b>
1				
2				
3				
4				
5				
6				
7				
8				
9				
10				

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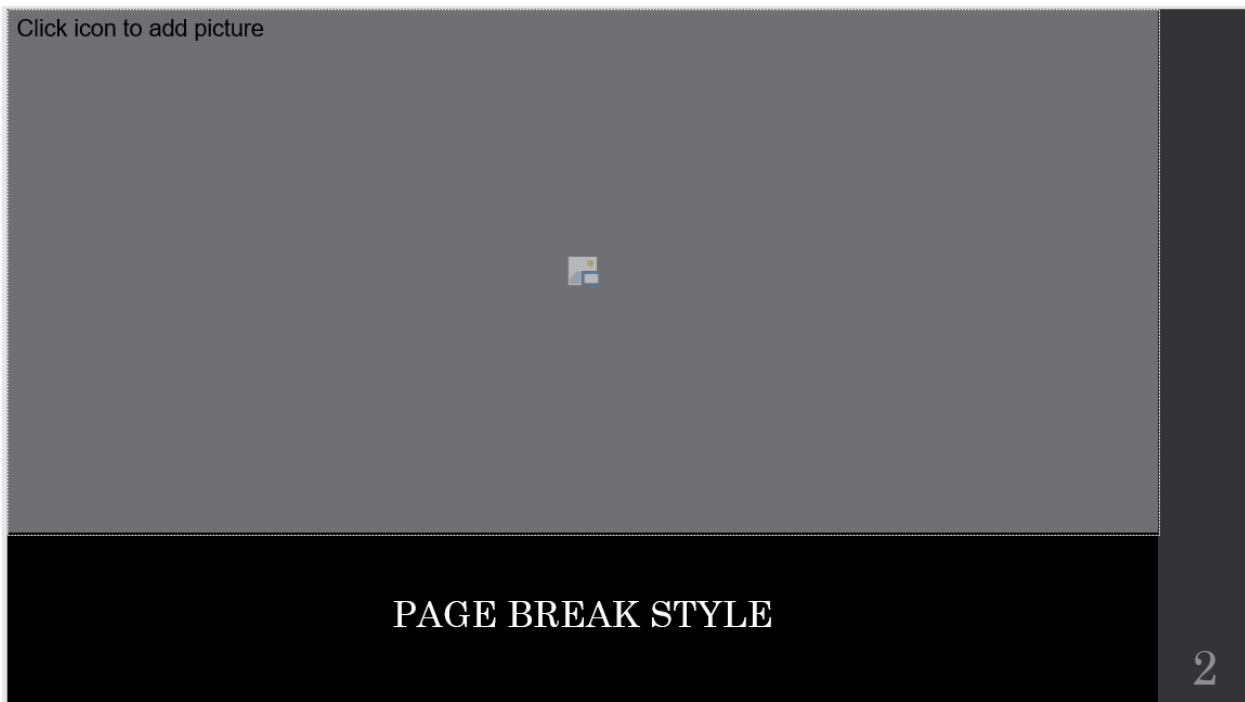
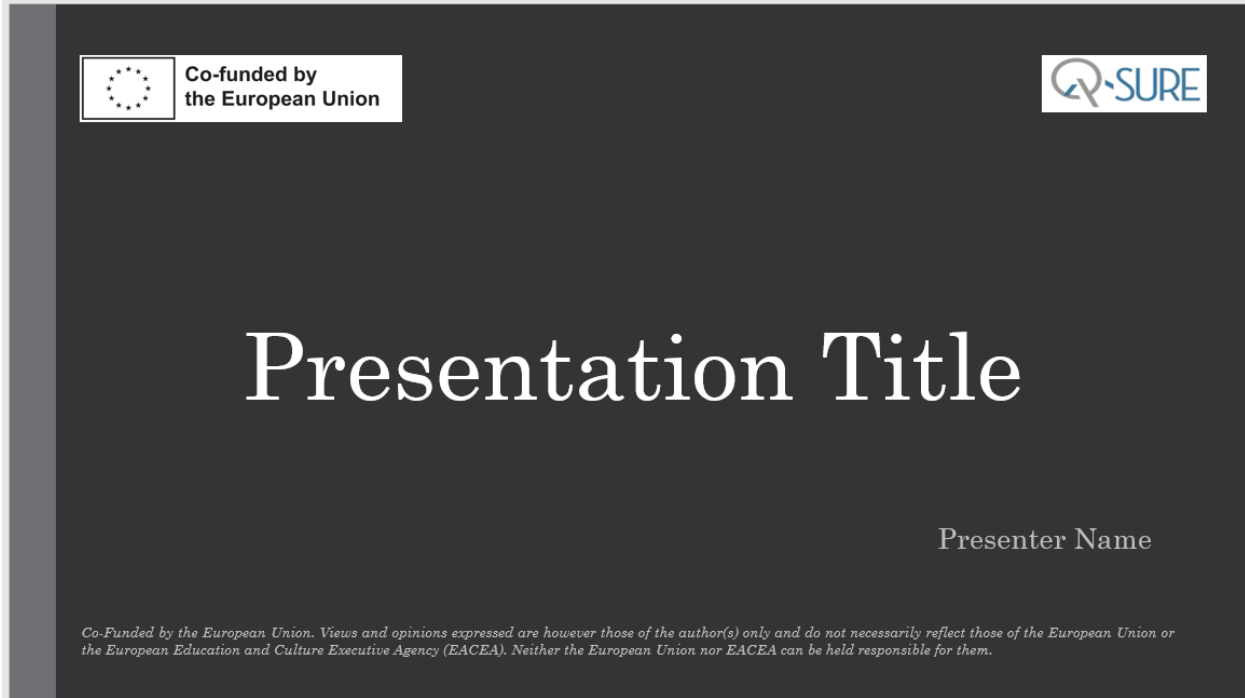


## Annex 5 - Deliverable cover page template

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<b>Improving University Quality Assurance Resilient Strategies Toward Excellence</b>		
<b>QA-SURE</b>		
<b><u>WPno.</u> - Deliverable <u>no.</u></b>		
<b><u>Deliverable Name</u></b>		
<b>Project duration:</b> 01/12/2023 - 30/11/2025		
<b>Due date of deliverable:</b>		
<b>Actual submission date:</b>		
<b>Dissemination Level:</b> <u>Consortium</u> / <u>Public</u> / Sensitive / Confidential		
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## Annex 6 - Presentation template



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# Content

- 1 Topic 1
- 2 Topic 2
- 3 Topic 3
- 4 Topic 4

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Click to add title

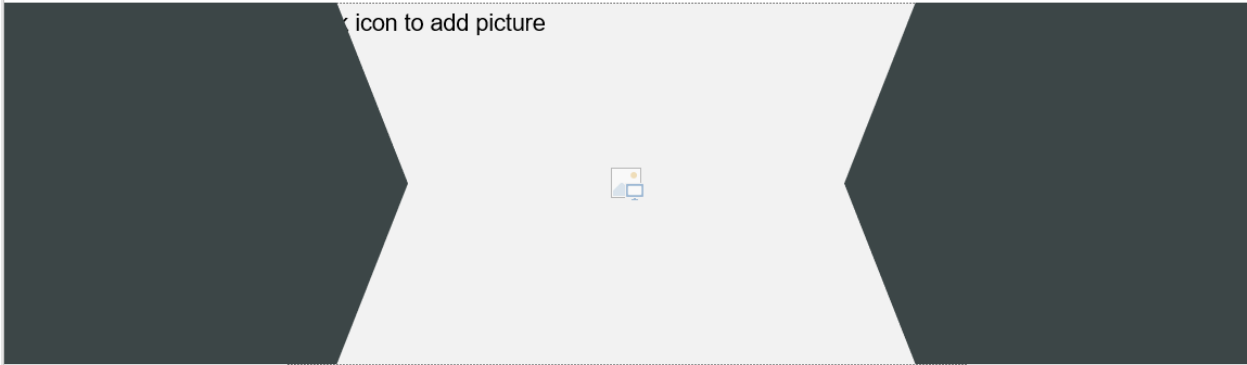
Click to add text

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# EVENT PHOTO Slide



Text description



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