

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

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

## **QA-SURE**

### **WP 7 - Deliverable 7.2**

### **Promotional Materials**

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## 1. Introduction

The Dissemination and Communication Strategy/Plan outlines the different activities that will be carried out during the project lifetime, giving detailed information about the project dissemination tools. In order to guarantee an effective promotion and exploitation of the project, web-based tools, together with publication and events strategies, are identified.

The main objective of dissemination is to reach defined target groups through a clear message of the project outcomes and benefits while addressing the specific needs of each target group.

The dissemination activities and tools that will be applied through the whole project implementation phase are presented in this document. In addition, specific strategies and activities are detailed to promote further developments of the project beyond the project's official ending date.

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

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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 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.

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## 2. Promotional materials design

### 2.1 Branding strategy

The first step toward promotional materials preparation is to state clearly the project outcomes and target the stakeholders. Brand strategy is a road map that guides promotion, and provides clarity, context, and inspiration to the project outcomes. This should align with the project Dissemination and Communication Strategy/Plan, and reflect values and culture, and the brand target groups and stakeholders.

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:

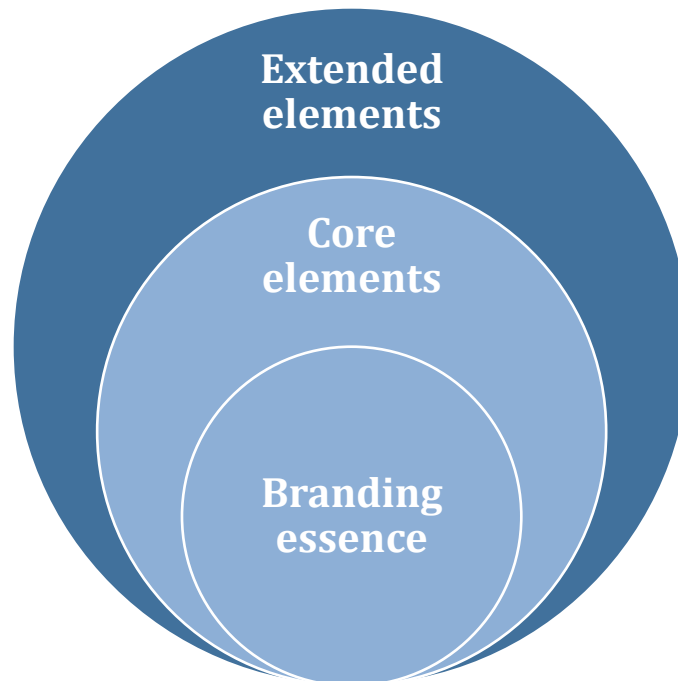
- Quality Assurance
- Quality Management
- European Standards and Guidelines for Quality Assurance in the European Higher Education Area (SG 2015)

Quality assurance (QA) in higher education encompasses the systematic review of educational programs to maintain and improve their quality, accountability, and standards. It involves various methodologies and frameworks to ensure institutions meet the educational needs of students and societal expectations. Several studies emphasize the importance of structured frameworks for QA in higher education. For instance, the European Standards and Guidelines (ESG) provide a robust framework for ensuring quality and accountability across European higher education institutions.

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Quality assurance in higher education is vital for maintaining and improving educational standards and outcomes. Effective QA involves a blend of internal and external mechanisms, adherence to established frameworks, and the strategic use of technology. Overcoming implementation challenges requires ongoing commitment and collaboration among all stakeholders. To achieve meaningful engagement with stakeholders, the consortium should consider both the tangible and intangible benefits that the outputs/outcomes of the project are delivered.



**Figure 1.** Branding strategy

The brand vision model is multidimensional, has core and extended elements, includes an optional essence, is tailored to the brand's context, is aspirational, and can be adapted to different promotional materials. One of the simplest and most popular frameworks, the model, simply prioritizes desired brand associations in concentric circles and captures the brand's central theme in a succinct brand essence. Brand awareness and recognition are facilitated by a visual identity that is immediately recognizable and easy to remember.

Visual identity triggers perceptions and unlocks associations of the brand.

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One of the key points in promotional materials design is the use of 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 that will be used:



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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 2. QA-SURE logo*

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 3. The bag with the project logo*

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***Figure 4.*** T-shirt with project logo

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*Figure 5. Different promotional material formats*

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**Figure 6.** QA-SURE rollup

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Promotional materials are crucial tools for dissemination and communication strategies, aimed at increasing awareness, engagement, and interaction. This deliverable explores the effectiveness, design strategies, and impact of promotional materials across various stakeholders.

- **Effectiveness of Promotional Materials**

Well-designed promotional materials significantly enhance brand recognition and consumer engagement. Printed promotional materials, such as brochures and flyers, effectively increase recall and brand perception among stakeholders. Digital promotional materials, such as email campaigns and social media ads, are cost-effective and highly targeted, leading to higher conversion rates compared to traditional methods.

- **Design Strategies for Effective Promotional Materials**

The design of promotional materials plays a critical role in their effectiveness. Elements such as colour, typography, and imagery must align with the brand's identity and message. Incorporating interactive elements in digital promotional materials, such as clickable links and videos, can significantly enhance user experience and engagement.

- **Impact of Promotional Materials in Different Contexts**

The impact of promotional materials can vary based on the context in which they are used.

- **Challenges and Considerations in Creating Promotional Materials**

One of the primary challenges in creating promotional materials is ensuring that they resonate with the target audience and target groups. The integration of sustainability practices in the production of promotional materials is gaining importance. Studies suggest that environmentally friendly materials and practices can enhance brand image and appeal to eco-conscious consumers.

Promotional materials come in a wide variety, each serving different marketing and communication purposes. Here is a list of different types of promotional materials:

***Print Materials:***

1. **Brochures:** Detailed informational booklets about the project.
2. **Flyers:** Single-page advertisements for quick and easy distribution.
3. **Posters:** Large print materials designed to catch attention and provide key information.

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4. **Banners:** Large printed materials used for events, trade shows, or storefronts.
5. **Print Ads:** Advertisements placed in newspapers, magazines, or other print publications.

***Digital Materials:***

6. **Website:** Online platforms providing information about products, and services of the project.
7. **Newsletters:** Regularly distributed emails with updates, offers, and information.
8. **Social Media Posts:** Content shared on social media platforms to engage with focus groups.
9. **Digital Ads:** Online advertisements, including banner ads, pop-ups, and sponsored content.
10. **Videos:** Promotional videos, including commercials, explainer videos, and testimonials.
11. **Infographics:** Visual representations of information or data to convey key messages quickly.

Each type of promotional material serves a unique purpose and can be used strategically to enhance a marketing campaign or communication effort. Promotional materials are essential components of dissemination strategies, with their effectiveness heavily influenced by design, context, and target group engagement. To maximize impact, it is crucial to create visually appealing, targeted, and sustainable promotional materials that resonate with the intended audience.

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