

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

Improving University Quality Assurance Resilient Strategies Toward Excellence

QA-SURE

WP 7 - Deliverable 7.3

Project Website

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

Due date of deliverable: 31 May 2024

Actual submission date: 11 June 2024

Dissemination Level: Consortium: Sensitive

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1. Introduction

The website for QA-SURE, an Erasmus+ project, focuses on enhancing quality assurance in higher education institutions (HEIs) in Albania and Kosovo. The site includes sections on the project's objectives, consortium members, work packages, activities, deliverables, and news. The consortium comprises universities from Albania, Kosovo, North Macedonia, and Slovenia. The project aims to align quality assurance standards with European best practices, providing training and establishing quality assurance units. The site also features updates on project-related events and calls for external experts.

Designing a project website requires careful planning to ensure it effectively communicates the project's goals, progress, and outcomes to various stakeholders. WP4 is focused on promoting the project and its participants and raising public and industry awareness of the potential benefits of project outcomes. Dissemination and exploitation are some of the most important aspects regarding the visibility of the project. For this purpose, all the consortium partners worked to design the **Dissemination and Communication Strategy/Plan**. This plan laid the foundation for the strategic approach of the project to disseminate and promote the activities. The most common way to promote the project was through the internet and social media platforms. First, it was designed the QA-SURE project website (<https://qa-sure.com/>) to provide a full overview of the project activities, events and results.

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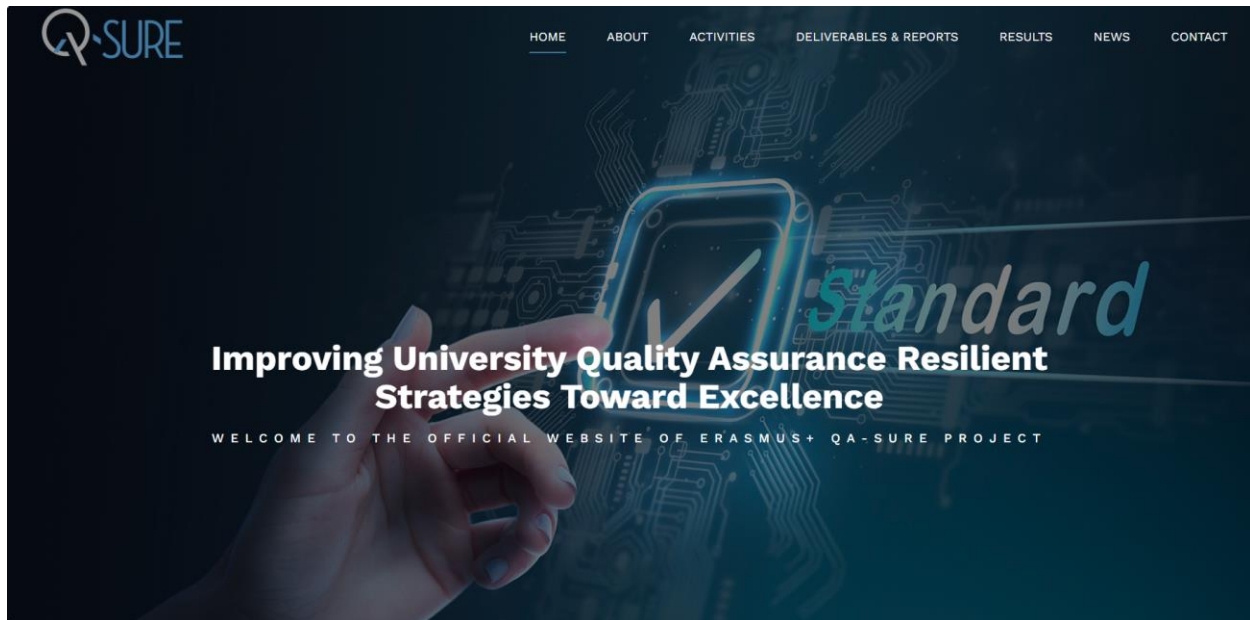


Figure 1. QA-SURE project home page

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2. Website design and structure

To design and implement the QA-SURE project website, an open-source content management system (CMS) like WordPress is used.

1. [Home Page](#)

The home page serves as the gateway to the project website, providing a snapshot of the project's purpose and key information.

- **Header:**
 - **Project Logo:** A prominent display of the project's logo to establish branding.
 - **Navigation Menu:** Links to primary sections such as About, Activities, Deliverables & Reports, Results, News, and Contact.
- **Main Banner:**
 - Visual image that captures the essence of the project.
 - A concise summary of the project's objectives and significance.
 - **Key Highlights:** Bulleted points or icons summarizing main features or benefits.
 - **Link to Detailed Information:** A link leading to the project details pages for more in-depth information such as Consortium, Objectives, and Work Packages
- **Latest News:**
 - **Recent News Articles or Blog Posts:** Snippets with links to full articles.
 - **Upcoming Events or Milestones:** Key dates and brief descriptions of upcoming activities.

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- **Footer:**
 - **Quick Links:** Shortcuts to major sections.
 - **Social Media Icons:** Links to social media profiles.
 - **Contact Details:** Email, phone number, and physical address.
 - **Disclaimer:** Visual identity of the website

2. About the project page

The About page is designed as a drop-down menu, to provide an in-depth look at the project's background, mission, and goals.

- **Project Background:**
 - **History and Context:** A narrative about the origins and development of the project.
 - Explanation of the issue the project addresses and why it is important.
- **Mission, Vision and objectives:**
 - **Mission Statement:** A clear and concise statement of the project's purpose.
 - **Objectives:** Short-term objectives that contribute to achieving larger goals.
 - **Vision for the Future:** A forward-looking statement describing the desired long-term impact and specific objectives to be achieved by the end of the project implementation.

Consortium

The Consortium page introduces the key individuals and partners involved in the project.

- **Consortium Members:**
 - **Logos and Links to Partner Organizations:** Visual representation and links to partner websites.

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3. Project Deliverables and Reports

This page elaborates on the specifics of the project, including methodologies, timelines, and deliverables.

- **Project Scope:**
 - **Detailed Description:** Comprehensive information about what the project encompasses.
 - **Key Deliverables:** Specific outputs or products the project will produce.
- **Methodology:**
 - **Approach and Methods:** The strategies and techniques employed to achieve the project's goals.
 - **Frameworks or Models:** Any specific frameworks or models guiding the project.
- **Timeline:**
 - **Project Phases:** Breakdown of the project into distinct phases.
 - **Key Milestones:** Important dates and achievements throughout the project lifecycle.
 - **Timeline Visual:** A visual representation of the project schedule.

4. [News Page](#)

This section keeps stakeholders informed about the latest project developments and news.

- Blog posts providing insights, updates, and stories related to the project.
- Formal announcements about project milestones, events, or newsworthy developments.
- **Links to Articles and Interviews:** References to media mentions and external coverage of the project.

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- **Upcoming Events:**
 - **Event Name, Date, Location:** Key details about each event.

- **Past Events:**
 - **Recaps and Highlights:** Summaries of previous events.
 - **Photos or Videos:** Multimedia content showcasing past event activities.

5. Contact Page

Provides multiple ways for visitors to reach out to the means of contacting.

- **Contact Form:**
 - A form for visitors to submit questions, feedback, or requests for information.
- **Contact Details:**
 - **Email Addresses:** Specific emails for general inquiries, support, and media.
 - **Phone Numbers:** Direct phone numbers for immediate contact.
- **Social Media Links:**
 - **Links to Social Media Profiles:** Icons linking to the project's social media accounts.

This detailed structure ensures that a project website is comprehensive, user-friendly, and informative, effectively communicating the project's purpose, progress, and ways to get involved. The website has been launched and will be updated and improved continuously. To measure continually the performance and activity of pageviews/visitors, there are used tools to assess easily the measurable and quantified KPIs. The project's Social Media accounts, Facebook, and LinkedIn are set up to enable communication with all the stakeholders. Continuous and expanded presence in social media channels and work towards community engagement will result in a broader audience.

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The news about the activities organized in the framework of the QA-SURE project is published on the website, under the News menu (<https://qa-sure.com/news/>), starting from the first initial meeting held on 15-16 January 2024 until the closing event. All activities such as workshops and promotion by each partner were promoted on the project website. Promotion is done not only through the official project website and social media but also through the official institutional websites and social media. Regular news is prepared and published by each consortium's partners and will be published online on their respective websites and all social media.

Partners have shared the link to the project on their as follows:

WBU <https://wbu.edu.al/en/qa-sure>

LUARASI <https://luarasi.thinkific.com/pages/projects>

POLIS <https://universitetipolis.edu.al/en/projects/>

UIBM <https://www.umib.net/erasmus-lajme/qa-sure/>

IBC-M <https://www.ibcmirovica.eu/projects/>

ISSBS <https://mfdps.si/mednarodni-projekti/>

SEEU <https://mvdsi.seeu.edu.mk/projects/qa-sure/>

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