



COST Action enetCollect - CA16105

European Network for Combining Language Learning with Crowdsourcing Techniques

Minutes of the Dissemination meeting, co-located with the 2nd Annual Action meeting

Chaired by Verena Lyding and Špela Arhar Holdt

11:45am-1:00pm, March 16, 2018, Iasi, Romania

Mihai Eminescu Aula, Alexandru Ioan Cuza University, Bulevardul Carol I, Nr.11

Attendees:

Špela Arhar Holdt (SI), Branislav Bédi (IS), Reka Dodé (HU), Elzbieta Gajek (PL), Marta Giralt (IE), ?Nina Gorovaia-Zeniou (CY), Alexander König (IT), Verena Lyding (IT), Liam Murray (IE), Adriana Nagyova (SK), Christos Rodosthenous (CY), ?Katerina Zdravkova (MK), Rina Zviel-Girshin (IL), ??

Minutes by: Verena Lyding, Špela Arhar Holdt

Verena Lyding opens the meeting of the dissemination coordination group. The meeting aims at discussing the current state of the dissemination activities in enetCollect, brainstorming on further activities, involving more members and distributing tasks.

Communication means related to the dissemination group include the googlegroup-dissemination-email-list and the dissemination group on ILIAS.

All interested participants are encouraged to sign up for both communication channels to keep themselves informed. The degree of involvement into activities is up the availability of each member.

Špela Arhar Holdt leads through the meeting based on the aspects discussed during the February online meeting (see minutes of 2018-02-07).

Website

- Link from official COST page to our enetCollect webpage → this link is already online, it will be updated once the URL of our Webpage is changed to its official domain, **ToDo@LyV**
- Members should be displayed on the Webpage; a searchable members' directory should be interlinked with member profiles (e.g. information about WG involvement, etc.), **ToDo@Chairs**
- Change of the final domain name should be communicated once it occurs, **ToDo@Chairs**

Social Media

- Twitter account for enetCollect has been created and is managed by Carla Parra, a Twitter squad has formed and guidelines for posting etc. have been prepared.

- Twitter has to be complemented by other social media channels as it is not popular in all countries (e.g. little used in Israel and Hungary)
- Facebook, although initially not favored, seems to be a valid and unavoidable option; after the meeting **@RoC** has created a facebook account
- Instagram is not foreseen for the moment
- In general, posted content should be broadcasted on different enetCollect channels automatically; e.g. central newsfeed on Wordpress Website which is automatically sent to Twitter and Facebook, **ToDo@KöA: check technicalities**
- Researchgate is planned but only useful for publications → to be applicable we need to have publications first.
- **@GaE** points out the eTwinning platform, a community for schools in Europe
 - o Offer Webinars related to enetCollect? (Twin-space)
 - o Reach out for partnerships with schools
 - o Budget required?

Target group oriented dissemination

- Aims at addressing different target groups in the most adequate ways
 - o How to address the general public?
 - Connect to known events like “European day of language”
 - Address associations related to language, e-learning, etc.
 - o Curate enetCollect vision specific to each stakeholder group (research)
 - o How to involve business partners?
- It was suggested that multiple social media accounts would be needed to address the different target groups; this is probably more relevant at a later point; first step is to create the dissemination capacities.
- Collect all local dissemination activities (e.g. announcements on members institutions webpages) in a central location, **ToDo@LyV**
- Prepare a generic ‘press kit’ with information on enetCollect, **ToDo@?**
- Create an events calendar with color-coding for different events, **ToDo@Chairs**

Dissemination materials and enetCollect corporate identity

- We have: Webpage, logo
- We might want: flyers, information cards, expression of interest forms, bookmarks, postcards, templates for slides/reports/leaflets/posters/program, **ToDo@ArS**
- Catchphrase to communicate enetCollect’s ambition, e.g. “connect to collect” **ToDo@all**
- Animated video, 1-minute film, **ToDo@?**

Communication within Dissemination coordination group

- We decided that it would be good to communicate through the ILIAS dissemination group, **ToDo@all: sign up to ILIAS dissemination group**
- Notification on updates on ILIAS should be enabled and communicated how to do so, **ToDo@chairs: communicate procedure**

Overview of tasks and people in charge

Task	Person in charge
Website	
Coordinator for updating Website content	? PhD student of Manny Rayners project (CH)
Add link to official COST page	Verena
Add members list to Website	Chairs
Communicate final domain name	Chairs
Social Media	
Create generic enetCollect Twitter account + coordinate/follow Twitter activities	Carla Parra and Twitter squad
Check conditions for videolectures.net (cost, technical requirements, statistics)	Spela
Create generic enetCollect researchgate account	Lionel
Coordinate population of researchgate with content	
Create generic enetCollect Mendeley account (latest news: Zotero will be used instead of Mendeley)	Lionel
Coordinate population of Mendeley (→ Zotero) with content	
Create generic Facebook account + coordinate/follow Twitter activities	Christos, Aleksander Kobylarek?, Facebook squad?
Check how central messaging on enetCollect Website can be automatically posted on Twitter and Facebook	Alexander König
Target group oriented coordination	
Targeted dissemination for (1) general public coordinator; including press releases and newsletter	Verena
Targeted dissemination for (2) teachers and learners coordinator	Elzbieta
Targeted dissemination for (3) companies/business partners	?
Coordinators for each research community within enetCollect	?
Check open publishing possibilities, free referenced platforms.	?

Check for language associations, e-learning, day of languages	Reka
Set up conference/events calendar on ILIAS.	Lionel
Coordinate the population of the calendar.	?
Draft of dissemination plan.	Verena
Collect local dissemination activities of enetCollect members	Verena
Prepare a 'press kit' for enetCollect	?
Short video/animation film strip for enetCollect	?
Design and templates for enetCollect	
Define the set of dissemination template materials we need	Spela
Contact graphics companies and get their offer.	Agnieszka Rovšnik (referred by University of Ljubljana)
Dissemination group internal communication	
Sign up to googlegroup mailing list and ILIAS group	all
Check for automatic updates notification on ILIAS → notification are available, details on how to use it will be communicated	Chairs