

## Minutes of dissemination meeting, 19th May 2017, hangout conversation

Participants: Špela Arhar Holdt, Aleksander Kobylarek, Verena Lyding, Lionel Nicolas, Carla Parra, Manny Rayner

Minutes: Verena Lyding

The objective of the meeting was to get the ball rolling on dissemination activities by exchanging first ideas, commonly brainstorm on them and assign tasks to follow up on, where possible. Prior to the meeting people had the chance to input their ideas into a document, which served as basis for discussion.

<https://docs.google.com/document/d/1PypwocWvkJJldCEdfel6IF8qiRbsuSxQ3DD2HIEHSpA>

### Website

At the Kick-Off meeting in March Rina Zviel-Girshin came forward with the idea, to create the first version of the website by means of a student assignment. Different teams of students would design a website prototype, of which the best version is chosen.

The prize for the winning Website is a participation to the Action meeting in September in Bozen to present the website + an internship (STSM) at a partner institution with CMS/LMS expertise to transfer the static website prototype to a CMS/LMS-based dynamic back-end, which allows for extendible and dynamic functionalities.

A first working website is expected to be available by end of September.

Manny pointed out that it would be good to collect more details about the expected functionalities and content of the Website.

**ToDo:** **Lionel** will set up a document for collecting comments regarding content and functionalities.

Aleksander suggested to use the Website also to share documents and coordinate WGs in order to avoid googletools in the midterm.

### Social Media

Twitter: Carla reported on positive experiences with a project Twitter account, for sharing and re-posting news on publications, etc.; can be embedded; also good for reporting to the commission, analyzing Twitter activities.

Facebook: Špela pointed out the possible drawback of facebook to filter the information, which is presented; also facebook page would need regular clean up as everybody can add posts

Youtube: Špela got some positive experience with a youtube channel.

LinkedIn: Aleksander proposed to consider creating a LinkedIn account for the project.

ACADEMIA/researchgate: Manny mentioned these two platforms as possible alternatives; they have recently been are very active in drawing their users attention to new projects, which supports the objective to increase visibility

Overall there were many interesting options pointed out and the general conclusion pointed towards choosing a restricted selection of means, as somebody has to follow them and keep the channels up to date continuously.

**ToDo: everybody** is invited to express interest, if he/she would like to set up and follow any of the discussed channels.

During the meeting, Špela gave her availability to [look into youtube](#).

### **Target group oriented dissemination**

The strategies for how to communicate to the different stakeholder groups of enetCollect will be defined in the Dissemination Plan. For the moment five stakeholder groups are distinguished: teachers/learners, scientists, non-profit associations, industry/commercial organizations, general public

**ToDo: everybody** is invited to express interest, for working on sections of the Dissemination Plan for one or several of the target groups.

During the meeting, Špela, Carla and Manny gave their availability to contribute to the Dissemination Plan. Lionel and Verena will create a first sketch of this document on a collaborative platform.

### **Design and templates for enetCollect**

Špela suggested to think about a uniform design appearance for the Action, including document and presentation templates, logo, etc.

Corina Forascu had already some time ago prepared a draft description for a logo competition that can be distributed among partners, their students, etc.; we could extend this to include features of a general design theme (colors, fonts, etc.).

Verena pointed out that Eurac has a service department for communication support (including design/graphics) and maybe other partners might have something similar as well.

It has also been discussed to get professional external support (in the WBP some money is reserved for this) for the design tasks.

**ToDo:** finalize a call for logo/design competition and distribute it within the Action.

**Who?** Corina? + ??

**ToDo: everybody** communicate availabilities of design/graphics support within their institutions, as well as pointers to professional design/graphics services that have proven valuable in other contexts.

### **Dissemination at conferences and through publications**

In the brainstorming document, Branislav suggested to promote enetCollect also at local level (and in the local languages) through conferences, events, etc.; he further suggested to collect information among partners on relevant international and local conferences/events.

Manny supported the idea and suggested to set up the information on a shared notice board or similar, also with the aim to facilitate the building of teams for writing collaborative papers.

Carla suggested to consider publishing Action results in an open access journal (e.g. 'LangSci'), core group members could be part of the programme committee of the journal with recurrent issues filled by open calls for papers; this could be considered at a later stage of the Action (e.g. 2<sup>nd</sup> year and onwards)

**Commented [1]:** YouTube channels are great if we plan to record our own content and publish it. For larger events/conferences we could also look into educational portals, such as <http://videlectures.net/>. Simon Krek knows the creators of this specific portal, I'm sure he can explain how the cooperation works.

**ToDo: everybody**, consider who could be the person to set up a first version of shared conference/events calendar.

**Commented [2]:** I would be up for it; anyone else would like to join in?

**ToDo: Lionel** will provide info on the online conference calendar set up by a colleague of ours.

#### **Involvement of Action members into dissemination activities**

Špela addressed the question of how to involve all Action members into dissemination activities and plan measures to prevent that members loose motivation; little motivational presentations at WG meetings as well as speaking to people during coffee breaks could be viable first options. Manny proposed to try to define very tangible tasks that can be distributed.

Manny also proposed to start collecting information from enetCollect members, about related projects they are involved in and resources they have been using (e.g. CALL platforms/project pages). Lionel added that it is already foreseen to collect this type of information through surveys for each WG.

**ToDo: everybody**, consider to help encoding strategies for fostering the involvement of Action members into dissemination activities into the Dissemination Plan.