HANDBOOK OF BEST PRACTICES FOR DISSEMINATION

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MOnitoring Trends In Vietnamese graduates' Employment
MOTIVE Project

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1. Aims of the handbook

The handbook of best practices for dissemination aims at ensuring that information is shared with appropriate audiences on a timely basis and by the most effective means through the formalisation of all communication and dissemination actions that can be carried out in the framework of the project.

It provides guidance to the project partners for the achievement of the project dissemination goals, namely to enhance the rate of participation of national stakeholders in project activities as well as to raise the interest of international experts.

It describes the dissemination activities to be carried out by each category of partners and the tools to be used In order to maximize the impact of the project.

It highlights some key recommendations nourished by varied field experiences gained by project partners which are noteworthy in terms of successful dissemination. The annex details the field experiences summarized in the handbook.

The handbook is intended as a sustainable deliverable at the disposal of the Vietnamese National Center for Graduates' Tracking in order to spread the Center's activities to new stakeholders during and beyond project lifetime.

2. Project dissemination goals

Five main dissemination goals are targeted by the project:

➢ **Highest possible participation rate to WP3 graduates' tracking survey**

Benchmark indicator: At least 50% of graduates interviewed

➢ **Highest possible attendance to WP4 workshops and conferences**

Benchmark indicator: 2 workshop and 2 conferences organized

➢ **Highest possible registration rate of newcoming students to the consortium web platform**

Benchmark indicator: 12.000 students' records from 9 universities registered

➢ **Highest possible number of stakeholders involved in the WP6 network creation**

Benchmark indicator: 15 stakeholders involved

➢ **Highest possible number of working papers published on the National Center for Graduates' Tracking portal**

Benchmark indicator: 9 working paper published

In order to achieve these goals, the project consortium should pool the available resources and take advantage from the field knowledge gained by each partner, seeking:

▪ to inform stakeholders of the expected benefits of the project and its progress;

- to actively involve stakeholders and encourage their interaction;
- to establish and maintain mechanisms for effective and timely communication.

The process of dissemination can be summarized through the key concepts described in the box below:

Box 1: Key concepts of the dissemination process[1]

a) **Dissemination:** a planned process of providing information on the results of programmes and initiatives to key actors. It occurs as and when the result of programmes and initiatives become available. In terms of the Erasmus+ Programme, this involves spreading the word about the project successes and outcomes as far as possible. Making others aware of the project will impact on other organisations in the future and will contribute to raising the profile of the organisation carrying out the project. To effectively disseminate results, an appropriate process at the beginning of the project needs to be designed. This will cover questions and topics such as why, what, how, when, to whom and where disseminating results will take place, both during and after the funding period.

b) **Exploitation**: a planned process of transferring the successful results of the programmes and initiatives to appropriate decision-makers in regulated local, regional and/or national systems, on the one hand, and a planned process of convincing individual end users to adopt and/or apply the results of initiative, on the other hand. For Erasmus+ this means for instance maximising the potential of the funded activities, so that the results are used beyond the lifetime of the project. Results should be developed in such a way that they can be tailored to the needs of others; transferred to new areas; sustained after the funding period has finished; or used to influence future policy and practice.

c) **Valorisation:** a term that includes dissemination and exploitation, and it aims to make the project result / product more valuable to everybody, meaning make "others" use the product. Valorisation is the sum of both dissemination and exploitation activities. The overall objective of valorisation activities is to promote the project and its results and foster their use by diff erent individuals and organisations, with the attempt of constantly spread and improve the usage and the content of the results. Valorisation involves not only the testing and dissemination of the results of the most innovative projects, but also the exploitation of these results and their development in new contexts and environments. It includes the sustainable application of these results over time in formal and informal systems, in the practices of organisations as well as in the personal learning goals of every individual.

d) **Sustainability:** the capacity of the project to continue its existence and functioning beyond its end. The project results are used and exploited continuously. Sustainability of results implies use and exploitation of results in the long term. A project can be considered as sustainable if its outcomes continue after the end of donor funding. Sustainability of project outcomes may be difficult to anticipate and to describe: outcomes can be tangible (i.e. creation of IT plaform, report delivery) but also intangible (i.e. knowledge transfer, capacity building, and network

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[1] The contents of Box 1 and Box 2 here below are inspired by the Handbook for Dissemination, Exploitation and Sustainability of Educational Projects developed by FH JOANNEUM, University of Applied Sciences in the framework of DiVa – Good Practice for Dissemination and Valorization of Educational Projects financed by the Life Long Learning Programme. For more details, consult the DiVa website.

creation). In each project some results may be maintained, while others may not be so necessary to maintain.

3. Specific actions to be carried out

In order to reach the five dissemination goals described in the previous section, all the project stakeholders should tailor their actions starting from the key questions summarized in the box below:

Box 2: Questions to be answered for an effective dissemination

- Needs to be addressed (which impact is envisaged?)
- Project expected results (which are the benefits?)
- Target groups for the dissemination activities (to whom?)
- Types of dissemination activities (what?)
- The most appropriate channels (how to do it?)
- The most efficient calendar (when?)
- The available human and financial resources (to what extent?)

➢ **Highest possible participation rate to WP3 graduates' tracking survey**

Impact:

Provision of a documentary evidence on the graduates' situation in the Vietnamese labour market so to monitor the external effectiveness of educational supply, to tune up the enrolment rates, and to implement policy reforms adjusting curricula in line with labour marker needs.

Secondary school leavers and their families will have a documentary-based guidance tool for a better choice of the university path.

Benefits:

Contribution to the improvement of the curricula offer of the graduates' belonging universities.

Target:

Graduates population according to Ministry requirements.

Activities and channels:

Promotion of the survey start on the university webpages, the project website and the national graduates' tracking centre; internal meetings at each Vietnamese institustion level so to tune the dissemination actions according to resources available and local best practices; direct mailing and/or phone contact to the alumni network explaining the benefits related to the survey participation.

Calendar:

One month ahead of the survey start, with eventual reminders during the survey implementation period so to raise the participation rate.

Key resources:

Quality assurance officers at Vietnamese universities level.

> ➤ **Highest possible attendance to WP4 workshops and conferences**

Impact:

MOET and Vietnamese universities will benefit from ideas, suggestions and recommendation arising from international dialogue for strengthening governance reform of higher education in Vietnam and creating new path for policy reform with a look to European best practices.

Benefits:
Possibility to influence the management of universities through a contribution to the recommandation paper on university governance and strategic policies in higher education.

Target:

European and Vietnamese managers, professors and researchers; Vietnamese PhD students.

Activities and channels:

Promotion of the events on the university webpages, the project website and the national graduates' tracking center; display of advertising posters and distribution of events' promotional brochures at socialisation premises; direct mailing and/or phone contact to relevant target groups explaining the benefits related to attendance; press releases beforehand and afterwards.

Calendar:
At least two months ahead of the events, with reminders one month and one weak ahead of each event.

Key resources:

European and Vietnamese project researchers and contact persons.

> ➤ **Highest possible registration rate of newcoming students to the consortium web platform**

Impact:

Beneficiary university will share their graduates' data in a unique repository allowing the possibility for them and MOET to assess the internal efficacy of their education supply and to compare the results according to university, faculty and degree level.
Students and graduates will be able to upload and continuously update their CV in Europass format (English and Vietnamese versions) as well as to apply for internship and job offers.
Firms will be able to search the most relevant profile for recruitment purposes, to download the CVs and to publish internship and job offers.

Benefits:
Contribution to improve the academic supply of the belonging universities; gain of visibility for employability purposes; better match of supply of and demand for qualified labour.

Target:

Vietnamese students close to graduation; graduates; national and international firms.

Activities and channels:

Organization of local dissemination seminars and national dissemination conferences; distribution of promotional brochures at universities' and firms' premises; face-to-face guidance sessions with students at students' offices premises; letters by the Rectors inviting the students to register on the web platform.

Calendar:

Notably during the last year of studies for students; throughout project lifetime for firms.

Key resources:

Project contact persons; students' officers; Hanoi SME; associated partners.

➤ **Highest possible number of stakeholders involved in the WP6 network creation**

Impact:

The national centre for graduates' tracking will give a more structured framework of visibility to the higher education research and activities in graduates tracking, as a unique tool common to the Vietnamese universities for further events and studies.

Benefits:
Membership in the national centre for graduates' tracking.

Target:

Any institution or individual interested in graduates' tracking.

Activities and channels:

Promotion of the centre creation on the university webpages and the project website; spreading of project video presentation; organization of local dissemination seminars and national dissemination conferences; press releases announcing the centre creation.

Calendar:

Throughout the project lifetime.

Key resources:

MOET, European and Vietnamese researchers, associated partners.

➤ **Highest possible number of working papers published on the national centre for graduates' tracking**

Impact:

Raising of interest around the topics of graduates' tracking and higher education policy reform at national and international level.

Benefits:
Increased visibility for researchers' work.

Target:

European and Vietnamese professors and researchers.

Activities and channels:

Organization of local dissemination seminars and national dissemination conferences; direct mailing and/or phone contact to the researchers' peers encouraging the production of working papers.

Calendar:

Throughout the project lifetime.

Key resources:

Project contact persons.

4. Key recommandations from field experiences

The experience of MOTIVE consortium in terms of successful dissemination of projects carried out in difference fields of expertise highlights how dissemination should start as soon as possible and has to be considered an ongoing activity to be implemented since the very beginning of the project life cycle and to be pursued beyond the end of the phase cofounded by the Erasmus+ programme.

The success of the process demands the appointment of key figures among the project staff at each partner level in charge of internal dissemination, scheduling the local events and promoting the project activities and expected results to the relevant target groups.

A good level of cooperation among partner institutions is also crucial, notably as concerns the organization of national events and the involvement of external stakeholders such as decision makers, social organization and political institutions which can help the project consortium to have a multiplier effect through the diffusion of results outside the consortium borders.

The current Covid-19 pandemic is influencing the project dissemination routines and strategies, creating new challengs but also windows of opportunity.

On the one side, the impossibility to held onsite events and face to face meetings stays as the main current hindrance in carrying out international projects.

On the other side, flexibility and creativity have been stimulated: webinars and virtual meetings have become of common use and represent an effective substitute since they can be organized more frequently and can potentially reach a wider audience; dynamic video-oriented products (remote interviews, videobook, and short video presentations) have appeared as a complimentary tool to more static dissemination materials (leaflets, brochures, etc.); social media campaigns have arised stronger than ever allowing tailored messages for specific target groups (facebook, youtube, twitter, etc.).

More details concerning the successful dissemination strategies adopted by the different MOTIVE partners are available in the annex to the handbook.