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Erasmus+ Programme  
of the European Union



Project number: 610448-EPP-1-2019-1-IL-EPPKA2-CBHE-JP

## ***PROMENTORS***

### ***Promoting Mentors' Work in Education***

ERASMUS+ – EU programme for education, training, youth and sport  
Capacity Building in Higher Education

## **Deliverable D5.2**

### **Dissemination and exploitation plan**

Due date: March, 30, 2020

Submission date: June, 14, 2020

Project start: January 15<sup>th</sup>, 2020

Duration: 36 months

Beneficiary and staff leading the preparation of this deliverable: Gordon College of Education:  
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Dissemination Level: PUBLIC

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Document number: D5.2

Document Title: Dissemination and exploitation plan

Work package type: Dissemination and exploitation

Work package: WP.5 Dissemination and Exploitation

Document status: Final

Date: 14.6.2020

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Abstract

In this document we present PROMENTORS' approach to dissemination and exploitation of the program's results, the obligations of visibility in the dissemination of PROMENTORS' programs and events, the different dissemination activities that will be implemented and the exploitation strategy as presented in the application. This whole document is based on the application's working package of Dissemination and Exploitation further clarifying various processes and topics.

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Keyword list: Mentors, Beginner Teachers, Schools, Policy Makers, Ministry of Education, Teacher Training.

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## **Introduction to Working Package 5: Dissemination and Exploitation of PROMENTORS' programs**

In this document we present PROMENTORS' approach to dissemination and exploitation of the program's results, the obligations of visibility in the dissemination of PROMENTORS' programs and events, the different dissemination activities that will be implemented and the exploitation strategy as presented in the application. This whole document is based on the application's working package of Dissemination and Exploitation further clarifying various processes and topics.

Disseminating the project from the beginning of its implementation and creating the conditions for the wide adoption of its results is one of the important objectives of the PROMENTORS project. The process continues not only until the end of the project (January 14, 2023) but also after the life of the project.

**According to ERASMUS+ KA2 programs, Dissemination includes** activities intended to spread the project's goals, principles, working methods, and opportunities in order to address the rationale for the consortium's establishment. Dissemination occurs through all stages of the program. **Exploitation:** activities are aimed to enable positive use of the project's results for the benefit of the HEI's participating in the project, additional users or educational stakeholders who are not part of the consortium. Exploitation begins once project results are available and continues after the life of the project.

The broad purpose of the dissemination and exploitation activities of PROMENTORS is to make the project known to the wide educational community in Israel on the one hand, and to specific audiences – teachers, and mentor teachers in particular, school principals, practitioners, local authorities, policymakers, and higher education institutions (HEI) – on the other hand, all of which could benefit from the project's work and results. Moreover, it is our hope that the models for mentoring that we are developing for the Israeli educational systems will also be able to be exploited in other countries. Most important is that sustainable impact will result from the dissemination and exploitation processes that are presented in this framework plan.

### **Target audiences for dissemination**

The target audiences are on different levels:

1. Teachers, interns, practitioners in MITs and mentor teachers of all education levels, beginning and senior. This target group will be reached through training programs that combine the work in the Multiplayers Induction Teams (MITs) and in workshops and academic courses, as well as Continuous Professional Development (CPU) courses offered by the HEI's.
2. Academic institutions and faculty who specialized in teacher-training. This target group will be reached directly through our Israeli consortium members who will

organize roundtable discussions, symposiums, mini-conferences, meetings and lectures on PROMENTORS' training program. In addition, publications of project results will be made available to this target group.

3. Local educational authorities' officers, school principals, administrators and other school staff, other stakeholders in the community. This target group will be reached through meetings, MIT training events, roundtable discussions and mini-conferences. In addition, publications of project results will be made available to this target group.
4. Policymakers of various ranks in the Ministry of Education who are involved in mentor training and the work done in school during induction and CPD. They will be reached through meetings, roundtable discussions, symposiums and mini-conferences. In addition, publications of project results will be made available to this target group.
5. Regional and division directors, inspectors, of the Ministry of Education, Teacher Education Induction, and CPD divisions. This target group will be reached through meetings, roundtable discussions, symposiums, conferences and mini-conferences. In addition, publications of project results will be made available to this target group.
6. Israel's Council of Higher Education. This target group will be reached through meetings, conferences and publications.

**Aim: To create a recognized professional training program for Mentors through:**

- sharing of knowledge, learning from EU and IL good practices and developing a program of training for Mentors.
- disseminating the project's objectives, principles, work and work methods and results.
- ensuring the project's results are received with interest and have long-term, ongoing, and even evolving effects on the processes of mentoring beginning teachers in the schools and in the methods of training teachers and mentor teachers in the colleges and universities.
- enabling effective teamwork and successful collaborations between the project's partners and with key stakeholders involved in education.

**Reporting processes**

- Task force leaders at each HEI are responsible for reporting on dissemination events in their institutions or implemented by the members of their institutions and list details about events, activities, press releases, publications, announcements and any other disseminative activity that members of his institution have implemented.
- The tasks force leaders will fill in each event on an online-dissemination table form which will be available in the work area of the project website. A copy of this template with explanations on how to fill it out is in this document.
- WP leaders will receive tri-annual reports (every 4 months) from the task force leader on all dissemination events and activities.

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**Dissemination activities are listed in the Table of Achieved results.**

Important processes and activities of our dissemination were listed in the logical frame matrix and work package #5 in the application and include the following issues:

**PROMENTORS' website** will be an important center for our dissemination and is at the following address: <https://promentors.org/> PROMENTORS' website, which is being managed by The MOFET Institute is based on a Wordpress structure and is our public face and presents our programs, announce major accomplishments and events, etc. PROMENTORS' innovative training handbook/manual will be available for downloading from this site. There will also be a closed section for our work where each working team is able to share their collaborative work together securely. We expect at least 1000 viewers each year.

**A facebook page** will be opened for this project. In addition, all members of the consortium are expected to disseminate the program through their own professional networking sites: Linked-In; Academia; Research Gate; Twitter, etc. These ads or announcements should be copied and reported to the task leader of each IL HEI.

#### **Roundtables, workshops, conferences and dissemination events.**

These events are aimed to raise awareness of project results to all target groups mentioned above. Each Israeli partner is expected to run at least 2 events each year. In the first year there should be at least one event for their own faculty and key stakeholders so that the members of their institution will be aware of this ERASMUS+ program that their institution is participating in. Some of these workshops and round tables will be on regulatory frameworks for internships and new methods for improving teaching skills of future teachers. Yearly schedule of these dissemination events should be given to the WP leader by September of each academic year (September 2020, 2021, 2022).

**Multiplier workshops (2 per institution in years 2 and 3 of the program)** to academic staff in non-consortium institutions will present project results to other professionals who are involved in teacher-training and the mentoring process of new teachers. These workshops will begin in years 2 and 3 of the project when the developed mentoring program is being piloted and results are available and enable PROMENTORS' trained academic staff to provide lessons learned and best practices from the Mentoring training system (in the MITs' academic courses for teachers' students as well as with -the CPU of our institutions). Yearly schedule for these workshops should be submitted to Working package 5 leader in September 2021, 2022 and can be combined with the events above.

**Multiplier training workshops for Mentors' certification:** Each IL HEI will run their Mentoring Training program which was developed through PROMENTORS' training program with the EU partners. The pilots will be coordinated by the induction units at each HEI with strong contacts with the mentoring unit and the pedagogical guiding unit in each institution. Pilots results will be evaluated through our quality assurance – evaluation plan with tight connections with the training unit at the Ministry of

Education. The successful completion of this training program will result in certification in the last year of the project.

**Publications:**

Reports, articles, conference proceedings and any handbook or manual that is produced relating to the program that PROMENTORS develops for training mentors and their certification. Required logos and disclaimer (details below) must be on these publications.

**Press releases, interviews, and dissemination to key regional and national stakeholders in higher education.**

All HEIs will strive to make PROMENTORS' activities as visible as possible through media as well as present PROMENTORS innovative mentoring training program to key stakeholders in the Ministry of Education, Israel's Council of Higher education and other Key officials.

**Photographs and videos of various events**

It is of great importance to take photographs and video films during regular activities and various events held in connection with the project, to post the photographs and videos on the website and incorporate them into the reporting documents. These video clips and pictures should be sent to MOFET INSTITUTE (Shadia) for review before uploading to the website.

**WE ARE OBLIGATED TO FOLLOW BASIC GUIDELINES FOR PUBLICITY AND DISSEMINATION.**

In the **GENERAL GRANT AGREEMENT SIGNED**, Article II. 8 states the general obligation to use relevant logos according to the regulations and also found in the website: [https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en)

**In the Guidelines for the use of Grant: Section 1.7.1 Publicity**

“CBHE beneficiaries must make themselves familiar with the publicity provisions stipulated in both the specific and the general conditions of the Agreement in conjunction with the guidelines for beneficiaries available on the following Agency website: [https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos\\_en](https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en)

CBHE beneficiaries should also carefully follow the instructions sent by email concerning the Erasmus+ Project Results Platform and familiarise themselves with the Frequent Answer Questions and instructions on the platform web-site on how to log on and upload their project results:

<http://ec.europa.eu/programmes/erasmus-plus/projects/eplu-help/>

Any communication, publication or output resulting from the project, made by the beneficiaries jointly or individually, including at conferences, seminars or in any information or promotional materials (such as brochures, leaflets, posters,

presentations, etc.), must indicate that the project has received European Union funding. This means that all material produced for project activities, training material, projects 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:**

*When displayed in association with another logo, the European Union emblem must have appropriate prominence.*

Any publication should mention the following sentence:

*"This project has been funded with support from the European Commission. This publication [communication] reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein"*

In the grant holders' meeting in Brussels, the coordinator shared a PowerPoint relating to VISIBILITY with the consortium that is available on the website. Meanwhile, the relevant slides relating to visibility are:

**2. Visual identity – requirements**

**LOGO**

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**Logo**

The European Union emblem (flag) must be used and the name of the European Union displayed in full.

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- ❑ Equipment
- ❑ Dissemination material
- ❑ Official publications & studies
- ❑ Website & social media accounts

Please check [Visual identity page](#), [Basic rules and Graphic Design user Guide](#)

**It is a MUST!**

The Agency may apply a 20% reduction of the grant initially provided for (Article II.7)

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...added to the inner pages of the **publications** and **studies** written with support from the European Commission!



**All equipment needs the following logo:**

### **Summary Strategy and principles of PROMENTORS' dissemination efforts**

The dissemination and exploitation goals and activities are the responsibility of ALL consortium members. The following are some suggestions regarding dissemination and exploitation efforts:

- \* Regard all HEIs activities as an opportunity for dissemination. Thus, in opening meetings of your institute or major institutional events try to receive "time" to present PROMENTOR to members of your institution.*
- \* Project activities should be well publicized within your HEI and also beyond if the activity is relevant to the community.*
- \* There are many opportunities for dissemination: Professional network groups, teacher's rooms, workshops, conferences and even in the classroom when you are teaching. All these areas are opportunities to promote PROMENTORS' program.*
  
- \* It is important to document every event in the tables of achieved results and use the reporting template to describe in detail the event. Important to take pictures*
- \* It is extremely important that you give "collective credit" for PROMENTORS events, activities and courses. Our programs were developed as part of a collaborative effort and it is important to validate this effort which is itself a great achievement.*
- \* The project's logo should appear in every visual presentation of the project (presentations, documents, reports), as well as the Erasmus+ logo and disclaimer according to the guidelines.*

### **Using TABLES OF ACHIEVED RESULTS FOR REPORTING on DISSEMINATION.**

An online ongoing reporting document was created for daily reporting on different types of dissemination and exploitation activities. [LINK TO DISSEMINATION TABLE OF ACTIVITIES.](#)

The following is a reporting table of achieved results which will be an ONLINE table which each task force leader needs to update periodically (best immediately after the



event). Please note the different deliverables and what events should be listed in the specific deliverable. The references should be made to the different categories presented in the document: website; various dissemination documents and papers; seminars, workshops; establishing and maintaining a community of beginning teachers; scientific conferences; scientific publications; photographs and videos of various events; press releases, interviews, and similar activities; dissemination activities aimed at policymakers and other influential persons or organisations; participation in events, including non-academic events; and more.

### TABLE OF ACHIEVED / PLANNED RESULTS \_

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Title and reference number of working packages:	Wp5: Dissemination and Sustainability of PROMENTORS Program
Indicators of Achievement and number/performance as indicated in project proposal	Number of people and places where PROMENTORS' programs are disseminated. 56 dissemination events. Development of dissemination plan, website views, delivery of certification of Mentors

### Activities carried out to date to achieve this result

Activity	Title	Start date	End date	Place	Description	Specific measurable indicators of achievement
WP 5.4	Setting up and delivering training --a certification for Mentors					
WP 5.5	Conferences, Roundtables, Workshops, training centers and other dissemination materials and events including meetings for promotion and adoption of mentoring systems, data collection and networking.					

