Project no. 609675-EPP-1-2019-1-ME-EPPKA2-CBHE-SP

Fostering Internationalization at Montenegrin HEIs through Efficient Strategic Planning
- IESP -

COMMUNICATION TOOLS

Kick-off Meeting

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Podgorica, 16 January 2020

www.ucg.ac.me

Approach

Communication and PR fundamental to project implementation

Continuity and integration of traditional and digital media

Priorities: Networking and dissemination

Transparency, teamwork and accessibility

Document Management

<dialog>

Cooperation & dialog

Communication Strategy

- Communication procedure will be included in **_Project Handbook_**.
- Use European emblem (the '**EU flag**') and the name of the European Union in all communication and promotional material (https://eacea.ec.europa.eu/about-eacea/visual-identity-and-logos-eacea/erasmus-visual-identity-and-logos_en).
- Face-to-face meetings.
- Day-to-day management (communication on the level of consortium).
- E-mail, phone and other means.
- Video conferences/Skype conferences for decision making purposes.
- According to the Quality Control and Monitoring Plan, communication activities → high-quality standards.
- Quantitative and qualitative indicators → **_Impact Analysis_** (QPLN 5.4).

Internal Communication

- Communicate project **aims and targets**, **ongoing tasks and activities** to the staff of PPs.

- Facilitate the process of **deliverables** through internal reviewing and collaboration.

- Ensure instant and direct implementation of **remedial actions** and corrective measures.

- Provide the **P1** with the information required for onward reporting of progress.

- Provide the **P1 and respective WP leaders** with detailed, up-to-date and high quality information on the state of the project allowing for constant monitoring and continuous improvement.

External Communication

- Project communication policy is built upon objectives:

  - Development of **institutional strategies** of internationalization with Action plans.
  - Development of mechanism for **monitoring and evaluation** of internationalization.
  - Enhancement of teaching and administrative **staff knowledge and skills** for participating in process of internationalization.
  - Enhancement of preconditions for **increase of mobility**.

OBJECTIVES

  - It is possible **to foresee** a different communication priority.
  - Creation of **discussion** and dissemination occasions.
  - Creation of detection and sector **information** occasions.
  - Creation of occasions for **sharing** scientific and technical information materials.

External Communication

- Project identifies the following target groups:

T A R G E T   G R O U P S

- **University management**.
- **Incoming and outgoing students**.
- **Academic staff**.
- **Administrative staff at university international offices**.
- **Administrative staff at faculties**.
- **IT supporting staff**.

- **Press office activities** targeting the sector press, national/international media to foster internationalization.
- Activities of **article marketing** and **digital communication**.
- Support to the **PR activities**.

Set-up media mix

- **Media mix include:**
  - Meetings.
  - Public events (training events, network clustering, funding opportunities).
  - Round tables/workshops/seminars.
  - Press office.
  - E-mail.
  - Conferences.
  - Newspapers: articles, newsletters, guides...
  - Television.
  - Radio.
  - Website and multimedia.
  - Communication material.
  - Internet and social media (Facebook, Twitter, LinkedIn...).

Website

- Project **website** will be put into the service (M5) to provide visibility of the project.

- **Articles and news** published.

- Creating **social media accounts**.

- **Platform** for storing and exchange of documents among all partners.

- Other electronic tools for increasing international visibility of Montenegrin HEIs:
  - **Web portal: `Scientific network`** (www.naucnamreza.me), developed and maintained by the Ministry of Science.
  - **EURAXESS portal** as a pan European initiative delivering information and support services to professional researchers.

- Exploit free-of-charge databases, such as **Google Scholar** and **ResearchGate**.

- **EU portal - Funding and Tender Opportunities**.

External Communication Contents

The project's content management relies on content issues (i.e. strategic priority of all EU HEIs, **international standing, visibility and comparability, mobility of students, mobility of academic and administrative staff, joint studies and degree** - issues related to development of internationalization, efficient strategic planning, greater opportunities for youth employment, scientific research activity, innovation activities and strengthening capacities). **The same content management process apply to the issues related to cooperation, sustainable dimension, equal opportunities and non-discrimination**.

The cooperation between PPs is a fundamental aspect of the project, whose complexity is determined from the **communicative aspect and by the necessity of interaction between entities coming from different regions.** This interaction cannot just be based on tools of bilateral communication or allowing a communication among few (i.e. Skype call or e-mail), **but needs for spaces/repositories for sharing materials and discussions. Therefore, the reserved part of the website will be provided with sections for forums and document download.** The periodic upload on the project activities/reporting and on the main actions implemented by PPs will be enabled.

WEBSITE

- URL : www.iesp.ucg.ac.me
- Responsive web site
- Public and restrictive (admin) part
- Language(s)
- Modules :
  - Pages,
  - News,
  - Image gallery,
  - Video gallery (linked with youtube)
  - Team zone
  - …

- Menu
  - Home page
  - About project
    - Objectives
    - Project background
    - Participants
    - …
  - Activities
    - Workpackages
    - Workplan
    - …
  - Dissemination
  - Gallery (photo/video)
  - News

IESP

WELCOME TO IESP

Fostering Internationalization at Montenegrin HEIs through Efficient Strategic Planning

About IESP project

IESP project aims to enhance international competitiveness and visibility of MNE HEIs, by providing the best model for strengthening capacities for various aspects of internationalization. The project will have positive impact on the international competitiveness and visibility of the MNE HEIs as a result of the developed capacities and implementation of targeted internationalization measures. HEIs will improve their management, decision and policy making, and better respond to the needs and requirements of the society, and will be brought closer to EHEA/ERA through increased international visibility and networking with EU HEIs.

The project's activities will result in: developed guidelines for enhancing internationalization; installed IT equipment with software for administration of mobility at IR offices and Language support centres; redesigned English web sites; capacity building of teaching/researchers staff in internationalization strategic planning, internationalization of research and innovation, and improved teaching skills for delivering courses in English; capacity building of administrative staff related to internationalization and improving English skills; developed internationalization

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Mobile view:

IESP

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DOCUMENT MANAGEMENT PLATFORM
TEAM ZONE

- Project document management tool

- File storage with restricted access for project members

- Different roles (administrator and reader)

- Directory and subdirectory structure

- Example :

Team zone

- WP 1
- WP2
- WP 3
- WP4
- WP5
- WP 6
- WP7 Management of the project
  - Kick off meeting
    - Presentations
    - Financial report template
  - Grant Agreement
  - Intermediate report
  - Intermediate Report on implementation of the project

Kick off meeting

- Presentations template
- Partnership Agreement for the implementation of the project

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COMMUNICATION TOOLS

Thank you for your attention!

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Podgorica, University of Montenegro, 16 January 2020