



Workplace-based e-Assessment Technology for Competency-based Higher Multi-professional Education

## Deliverable D7.1: Start-up WATCHME Dissemination Campaign

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Delivery month Annex I	Months 3		
Actual delivery month	Months 3		
Lead participant: Charité	Work package: 7	Nature: R	Dissemination level: PU
Version: 1			

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## 1. Introduction

This is the report on the start-up dissemination campaign for the WATCHME project (deliverable D7.7.1), funded by the European commission (FP7, grant #619349). The start-up campaign as part of the WP7 Dissemination and Exploitation program aims to widely disseminate and exploit the results of the WATCHME project in a sustainable, feasible and tailored way for the identified relevant target groups: users (medical schools, schools for veterinary education and institutes for teacher education), scientific community, industry and work practice.

For the start-up dissemination campaign, WP7 defines the following project objective:

- to set up a project-wide infrastructure for effective, continuous and widely dissemination of the project objectives, progress and results (WP 7, objective 1, DOW page 33)

The start-up dissemination campaign is an essential step for both the initial and sustained dissemination and exploitation of the WATCHME project goals, progress and outcomes. The purpose of this document is to report on the start-up campaign's dissemination activities carried out in the first 3 months of the WATCHME project. These activities focused on establishing internal and external communication channels of dissemination and to undertake actions to make the WATCHME project public in general and for specific target groups.

## 2. Dissemination and Exploitation Management

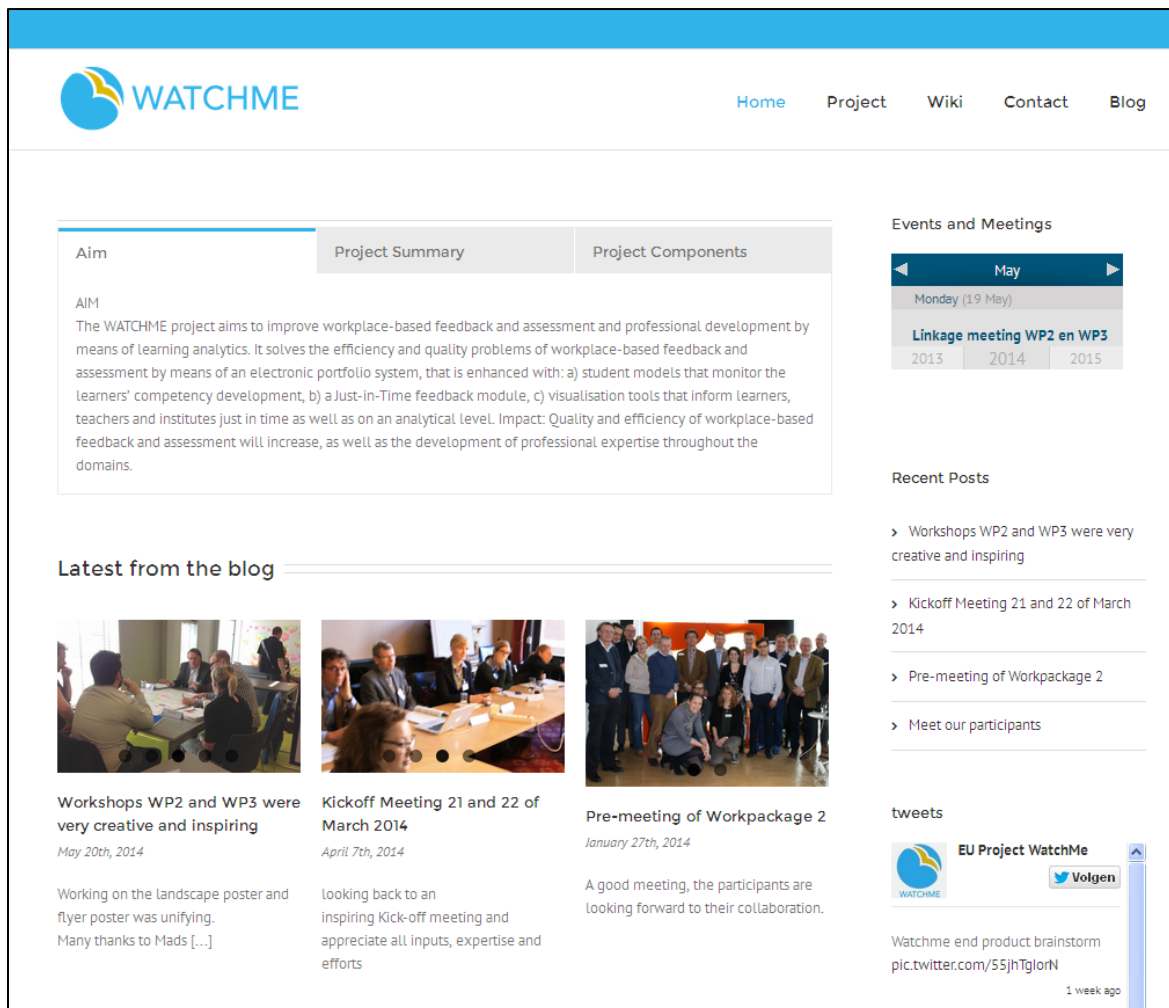
The position of the Dissemination and Exploitation Manager was allocated to Prof. Dr. Harm Peters (Charité - Universitätsmedizin Berlin). He is the head of the Dieter Scheffner Center for Medical Education and Educational Research and is qualified to fill this position as to his profound experience in the scientific community. The Dissemination and Exploitation Manager is responsible to coordinate the dissemination and exploitation of all work package outcomes, in close collaboration with the project coordinator. With respect to the start-up campaign, he is in charge of managing the establishment of dissemination channels and the production of dissemination materials.

## 3. Website and Online Media

The WATCHME website and logo was developed, tested and placed online in March 2014 (<http://www.project-watchme.eu/>) with the main contribution by the consortium partner Jayway. The website represents the main interface for dissemination of WATCHME project objectives, progress and results. It provides access for the wider public and experts in the field. The website provides key information on the aims of the WATCHME project, including project summary, project components and a detailed description of every work package. The consortium members are introduced and a link of each member's websites was established. Additionally, actual news on the progress of the project and its results are presented and updated continuously. A regularly updated blog has been included to provide information on actual project-related activities such as consortium meetings, national and international conferences and trade shows related to the dissemination and exploitation of the WATCHME project. A Wiki was established on the WATCHME web site by the University of Maastricht to facilitate internal communication among the consortium partners. The Wiki provides a platform for internal exchange of information, documents and data files and for documentation of

the WATCHME meeting and project progress. The management of the WATCHME website is provided by the University of Utrecht.

In the subsequent project phase, the WATCHME website will be further developed and updated in order to provide the public and topic-related community with a continuous access to project results and dissemination materials according to Annex I. As part of the start-up campaign, all consortium partners are providing a summary of the WATCHME project and a link to the main WATCHME website on their local institution webpage.



The screenshot displays the WATCHME website interface. At the top, there is a navigation menu with links for Home, Project, Wiki, Contact, and Blog. The main content area is divided into several sections:

- Project Summary:** A tabbed interface with 'Aim' selected. The 'Aim' section describes the project's goal to improve workplace-based feedback and assessment through learning analytics and an electronic portfolio system.
- Events and Meetings:** A calendar view for May 2014, highlighting a 'Linkage meeting WP2 en WP3' on Monday, 19th May.
- Recent Posts:** A list of blog entries with expandable text:
  - 'Workshops WP2 and WP3 were very creative and inspiring'
  - 'Kickoff Meeting 21 and 22 of March 2014'
  - 'Pre-meeting of Workpackage 2'
  - 'Meet our participants'
- Latest from the blog:** A grid of three blog posts, each with a photo and a short summary:
  - Workshops WP2 and WP3 were very creative and inspiring** (May 20th, 2014): Working on the landscape poster and flyer poster was unifying. Many thanks to Mads [...]
  - Kickoff Meeting 21 and 22 of March 2014** (April 7th, 2014): looking back to an inspiring Kick-off meeting and appreciate all inputs, expertise and efforts
  - Pre-meeting of Workpackage 2** (January 27th, 2014): A good meeting, the participants are looking forward to their collaboration.
- tweets:** A section showing a tweet from 'EU Project WatchMe' with a 'Volgen' button and a link to a brainstrom image.

**Figure:** Exemplary screen shot of the WATCHME website (www.watchme-project.eu)

A Twitter account, Facebook and LinkedIn groups have been established for WATCHME to facilitate project dissemination and exploitation. The WATCHME website has been linked to WATCHME Twitter account and the Facebook and LinkedIn groups. The Twitter account became active in March 2014 and reports on the up-to-date activities of the project. The Facebook and LinkedIn group were established in May 2014 and are providing information on the project. This infrastructure will be used in the subsequent WATCHME project as a platform to provide up-to-date information on the project progress to the community.

#### 4. Dissemination Material

The logo of the WATCHME project was developed in March 2014. Project business cards were printed and distributed in March 2014 as well. WATCHME leaflets, flyers and posters summarizing central information about the objectives of the project and its partners were developed in May 2014 and were made available to each consortium member. The dissemination materials will be used to direct the audience to the WATCHME project website, as well as to the corresponding Facebook, LinkedIn and Twitter accounts.

#### 5. Scientific Conferences and Tradeshows

In order to ensure a wide expert attention about the WATCHME project, the project partners will introduce WATCHME at attending conferences and tradeshows in 2014 and distribute the WATCHME flyers, leaflets, posters and business card to the interested and targeted audience. In addition, several consortium members have already successfully placed presentations and workshops related to the WATCHME project objectives and deliverables in 2014 conferences.

The most prominent conferences attended or being attended by WATCHME consortium partners for dissemination purposes in 2014 are listed below.

- Association of Medical Education Conference (Italy, international, including workshop)
- Modernising Medische Vervolgopleidingen Congres (Netherlands, national)
- Netherlands Association for Medical Education (Netherlands, national)
- Ottawa Conference, Canadian Conference on Medical Education (Canada, international, including symposium and workshop)
- German Society of Medical Education (German, national, including workshop )
- International Conference on Computer Assisted Assessment (Netherlands, international, including poster presentation)
- SURF Special interest group on Learning analytics (Netherlands, national)
- European Association for Research on Learning and Instruction (Spain, international, including symposium)
- Faculty of Veterinarian Medicine of the University of Utrecht Conference on Education (Netherlands, national)

Most of these events are annual or biannual and will, beside others, be visited also in the coming years of the project.

#### 6. Closing summary

The present report documents the timely and fully roll-out of the start-up WATCHME dissemination campaign (deliverable D7.7.1) as outlined in the WP7 description on the project dissemination and exploitation plan. A project-wide infrastructure for effective, continuous and widely dissemination of the project objectives, progress and results is set-up and is providing the basis for future continuous dissemination and exploitation of the WATCHME outcomes according to the project objectives and deliverables.