

## ***New Tools for the Integration of Transversal Skills in Modern Teaching Practice***

Proiect nr. 1/11.07.2014, finanțat prin Mecanismul financiar SEE 2009-2014 „Fondul de burse” – RO 15  
Beneficiar: Universitatea din Craiova (RO), parteneri: Bifröst University (IS), Nesna University College (NO)  
<http://proiecte.ucv.ro/transmod>

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# **ACTIVITY REPORT**

## **A9. Dissemination**

### **Final Dissemination Report**

The dissemination activities of the TRANSMOD project have focused on the presentation of the project, and have tried to create awareness about the activities performed and the achieved results and outcomes, both internally (in all three partner universities), as well as externally – throughout the media, the newsletters or the promotional materials designed by team members in order to promote the project, to inform stakeholders, to raise the impact of the project and to reach a large number of people interested in the field of transversal skills. The dissemination activities have also helped us gain useful input and feedback from external experts, while also fostering the implementation of the recommendations developed within the project.

The purpose of this Final Dissemination Report is to report all the dissemination tools and activities which have been deployed during the implementation of TRANSMOD project.

#### **1. Internal Dissemination (within the three partner universities)**

The dissemination of performed activities and achieved results represents one of the most important phases in a research project. Thus, a number of dedicated tools and activities has been performed or organised, in order to guarantee that the most relevant project outcomes are communicated to the widest audience possible within the three partner universities, in the most effective way.

The internal dissemination process of TRANSMOD project was achieved in two ways:

- ✓ During Activity A3 – Questionnaire-Based Preliminary Research, where an online questionnaire (available in English and Romanian) was created and published using Google Forms, and sent to the three partner universities and provided to teaching staff. The questionnaire was filled in both electronically and on paper. There were 147 questionnaires submitted for the University of Craiova, 28 questionnaires filled in by the teaching staff of Nesna University

College and 17 questionnaires submitted by Bifröst University. This translates into 192 teaching staff directly aware of the development of the TRANSMOD project, of its goals, of its focus on such a significant topic as transversal skills.

- ✓ Printed materials – including the logos of all partner universities, the EEA grants logo, as well as the following websites: [www.eeagrants.org](http://www.eeagrants.org) and [www.burse-see.ro](http://www.burse-see.ro), the project logo, the title of the project and its acronym, and the implementation period. Furthermore, the text “Inter-institutional cooperation project supported by a grant from Iceland, Liechtenstein and Norway” can be found on all printed materials. The poster of the TRANSMOD project was placed at the bulletin board of the Department of International Relations of the University of Craiova during the entire implementation period.

The following materials were conceived and printed in order to promote the project:

- The TRANSMOD Poster;
- The TRANSMOD Flyer;
- The TRANSMOD Presentation Booklet.

## 2. External Dissemination (available to the global academic community)

### 2.1. International Dissemination

Some of the team members participated in international events and presented the main goals and activities of the projects to the other participants in these events, as follows:

- ✓ *The International Staff Training Week in Nesna*, organised by Nesna University College (March 16-20, 2015)  
Number of participants: 20  
Project members participating in the event: Monica Tilea, Oana-Adriana Dușă;
- ✓ *Staff Training Week in Lyon and Saint Etienne*, organised by Lyon 1, 2 and 3 universities (June 22-26, 2015)  
Number of participants: 45  
Project members participating in the event: Monica Tilea, Anca-Gabriela Mic.

### 2.2. National Dissemination (in Romania)

#### 2.2.1. Media

Press releases to promote the International Joint Seminar (Activity A4): 2

Number of articles published in the written press: 4

Number of articles published online: 15

Articles published online at:

- <http://www.cvlpress.ro/28.04.2015/integrare-cu-islandezi-si-norvegieni/>
- [https://www.facebook.com/permalink.php?id=210734609029123&story\\_fbid=581350625300851](https://www.facebook.com/permalink.php?id=210734609029123&story_fbid=581350625300851)
- <http://www.lupamea.ro/articol.php?id=25444>

- <http://www.ultimele-stiri.eu/articol/seminar-international-transmod-la-universitatea-din-craiova/864372>
  - [http://www.ziar.com/articol-din-ziar?id\\_syndic\\_article=7423516](http://www.ziar.com/articol-din-ziar?id_syndic_article=7423516)
  - <http://www.radiocraiova.ro/seminar-international-la-craiova/>
  - <http://www.ziarelive.ro/stiri/ucv-seminarul-international-transmod.html>
  - <http://index-stiri.ro/150427/transmod-adeuce-la-craiova-profesori-univeristari-din-norvegia-2297559>
  - <http://ziarulolteniei.ro/ucv-seminarul-international-transmod/>
  - [http://www.stiri.com.ro/ziarul-ziarul-olteniei/i-1083.html#.VT\\_ODiHtmkp](http://www.stiri.com.ro/ziarul-ziarul-olteniei/i-1083.html#.VT_ODiHtmkp)
  - <http://www.oltenasul.ro/ucv-transmod-seminar-international/>
  - <http://www.gds.ro/Local/Dolj/2015-04-27/seminar-international-transmod-la-universitatea-din-craiova/>
  - <http://norwegian.net/cadre-didactice-din-norvegia-la-universitatea-din-craiova/>
  - <http://stirilocale.info.ro/stiri-dolj/ucv-doi-profesori-de-la-universitatea-nesna-din-norvegia-la-conferinta-internationala-language-literature-and-cultural-policies-271473.html>
  - <http://www.editie.ro/articole/actualitate/profesori-din-norvegia-la-universitatea-din-craiova.html>
  - <https://newskeeper.ro/articol?id=2E5D99FB9B73996771846EF18F5F36B3&data=2014-11-19>
- Radio news: 2 (Radio Oltenia Craiova and Radio Gold FM Romania).

The International Joint Seminar organized within the project was also promoted on the main page of the website of the University of Craiova (<http://www.ucv.ro/media/det.php?id=957>).

### 2.2.2. Newsletters

The main purpose of the quarterly newsletters was to provide up-to-date information to interested parties about the activities performed within the scope of the project.

All the activities organised within the TRANSMOD project were briefly presented in the four issues of the TRANSMOD Newsletter conceived by team members, with the purpose of informing stakeholders and raising awareness towards any potentially interested parties and ensuring that the outcomes of the project are properly communicated and exploited.

Each newsletter was prepared, published and distributed at the end of each project quarter (Month 3, Month 6, Month 9 and Month 12), and consisted of a brief presentation of three activities organised within the project. The newsletters were posted online, on the project website, at <http://proiecte.ucv.ro/transmod/media.html> and were also printed in order to be handed to participants in the International Joint Seminar organised in Craiova, from 28 to 29 April, 2015.

The newsletter issues were published as follows:

- Issue 1 was released on October 1, 2014, and included information on the activities performed during the following months of the project: July, August and September 2014.

- Issue 2 was released on January 1, 2015, and included information on the activities performed during the following months of the project: October, November and December 2014.
- Issue 3 was released on April 1, 2015, and included information on the activities performed during the following months of the project: January, February and March 2015.
- Issue 4 was released on June 30, 2015, and included information on the activities performed during the following months of the project: April, May and June 2015.

### 2.2.3. International Joint Seminar (Activity A4)

The International Joint Seminar (Activity A4) was the major event organised within the TRANSMOD project, providing team members with the opportunity of reaching a large number of potentially interested parties in a short period of time. Promotional materials and advertising materials were designed and used by team members in order to promote the project and the International Joint Seminar.

Printed materials:

- ✓ TRANSMOD International Joint Seminar Poster
- ✓ TRANSMOD - Book of Abstracts
- ✓ TRANSMOD International Seminar Agenda
- ✓ TRANSMOD Newsletters (1, 2 and 3)
- ✓ TRANSMOD Certificate of Attendance.

Advertising materials:

- ✓ TRANSMOD Banner – placed at the university main entrance during the seminar, from 27 to 30 April, 2015
- ✓ TRANSMOD Roll-up
- ✓ TRANSMOD Block Notes
- ✓ TRANSMOD Ball Pen
- ✓ TRANSMOD USB Flash Pen
- ✓ TRANSMOD Magnet
- ✓ TRANSMOD Conference Folder
- ✓ TRANSMOD Badge.

### 2.2.4. Project Website

The Internet represents at present one of the main communication media, allowing the dissemination of any kind of information to a wide audience in a fast and accessible manner. A website represents an immediate and easy-to-access entry point which is open to all relevant stakeholders, and thus able to create awareness and interest about the project by making the most important information publicly available in a concise but exhaustive manner.

The project website was created during the first months of the project and made available at <http://proiecte.ucv.ro/transmod/index.html>. It is hosted by the server of the University of Craiova, managed by one of the team members, with relevant data being actively posted by the management team. The website represents the primary source of dissemination of news and information about project activities. All the content on the website is available free of charge to interested stakeholders, so as to maximize the dissemination of results.

### Structure of the website

The content of the website has been organised as follows:

1. *Home* (<http://proiecte.ucv.ro/transmod/index.html>) – website main page
2. *About* (<http://proiecte.ucv.ro/transmod/about.html>) – containing a brief presentation of the project
3. *Objectives* (<http://proiecte.ucv.ro/transmod/objectives.html>) – including a presentation of the project's main objectives
4. *Team* (<http://proiecte.ucv.ro/transmod/team.html>) – a short presentation of the project team from each of the three partner universities, including a brief description of their professional background.
5. *Activities* (<http://proiecte.ucv.ro/transmod/activities.html>) – including the project activities, grouped by phases, in accordance with the submitted project application and the actual implementation:
  - a. *Phase 1: Documentation & Mobilities*, with detailed information on Activities A1. *Documentation* and A2. *Virtual & Actual Mobilities* (Activity reports and Photo Gallery are also available).
  - b. *Phase 2: Detection & Assessment of Actual Needs*, with detailed information on Activities A3. *Questionnaire-Based Preliminary Research* and A4. *Joint Online Workshop* (Activity reports and Photo Gallery are also available).
  - c. *Phase 3: Drawing up the Good Practice Guide*, with detailed information on Activity A5. *Drawing up the Good Practice Guide* (and an Activity report included)
  - d. *Phase 4: Results Validation and Final Design of the Guide*, with detailed information on Activities A6. *Joint Seminar* and A7. *Final Formatting and Publishing the Guide* (Activity reports, Informative Materials and Photo Gallery are also available).
  - e. *Permanent Activities*, with detailed information on Activities A8. *Project Management* and A9. *Dissemination* (Activity reports, Informative Materials and Photo Gallery are also available).
6. *Outputs* (<http://proiecte.ucv.ro/transmod/outputs.html>) – including a brief description of the main deliverables of the project: the Online Questionnaire and the Good Practice Guide (available in English and in Romanian). Both documents are available to the general public and can be downloaded free of charge.
7. *Media* (<http://proiecte.ucv.ro/transmod/media.html>) – a section where the Project team has uploaded all the Informative materials designed throughout the project, such as: the project poster, the flyer, the presentation booklet, the newsletters, etc.

8. Contact (<http://proiecte.ucv.ro/transmod/contact.html>) – with the contact details of the project management team.

### 2.3.5. Dissemination Mobilities

During the last month of the project, the main focus of the team members was the dissemination of the project, of its objectives, activities and results, as well as the promotion of the Good Practice Guide, which was published and posted online, on the project website, and was made available in two languages (English and Romanian).

This was achieved by means of dissemination mobilities undertaken by seven staff members in five Romanian universities to promote the project and the Good Practice Guide: “Lucian Blaga” University of Sibiu, University of Pitești, West University of Timișoara, Technical University of Cluj-Napoca and University Centre of Drobeta Turnu-Severin. The project results and outcomes were also presented internally, within the Department of Economics, Accounting and International Business of the Faculty of Economics and Business Administration of the University of Craiova.

Each dissemination event included a presentation of the project (MS PowerPoint presentation), a questions and answers session and one-on-one exchanges with peer teaching staff in the host universities. These events helped team members to evaluate the sustainability of the project, to receive feedback from the participants, and to identify possible follow-up activities that would ensure the sustainability of the results of the project. Participants in the dissemination events proved to be extremely active and asked relevant questions about the project. Moreover, all the participants in the dissemination events filled in questionnaires regarding the usefulness of the activity.

The dissemination events were published on the hosting universities’ websites or notified through departmental mailing lists and were organised as follows:

Location of the Dissemination Event	Period	Number of Participants	Team member(s) in charge with the dissemination event
University of Pitești	11-12.06.2015	15	Daniela DINCĂ
<a href="http://www.upit.ro/facultati/facultatea-de-litere/departamentul-limba-si-literatura-flit/evenimente-departamentul-limba-si-literatura-romana-flit.html">http://www.upit.ro/facultati/facultatea-de-litere/departamentul-limba-si-literatura-flit/evenimente-departamentul-limba-si-literatura-romana-flit.html</a>			
“Lucian Blaga” University of Sibiu	11-12.06.2015	15	Mihaela POPESCU
<a href="http://litere.ulbsibiu.ro/index.php/component/content/article/5-evenimente/126-eveniment-de-diseminare-a-proiectului-transmod-al-universitii-din-craiova">http://litere.ulbsibiu.ro/index.php/component/content/article/5-evenimente/126-eveniment-de-diseminare-a-proiectului-transmod-al-universitii-din-craiova</a>			

West University of Timișoara	25- 26.06.2015	34	Anca TĂNASIE Monica CRANTA
<a href="http://www.feaa.uvt.ro/ro/studenti/avizier-general/intalnire-diseminare-proiect-transmod-universitatea-craiova.html">http://www.feaa.uvt.ro/ro/studenti/avizier-general/intalnire-diseminare-proiect-transmod-universitatea-craiova.html</a>			
Department of Economics, Accounting and International Business, Faculty of Economics and Business Administration, University of Craiova	26.06.2015	11	Oana-Adriana DUȘĂ
Technical University of Cluj-Napoca	29- 30.06.2015	21	Anca MIC Loredana MATEESCU
<a href="http://bri.utcluj.ro/anunturi.php">http://bri.utcluj.ro/anunturi.php</a>			
University Centre of Drobeta Turnu-Severin	29- 30.06.2015	34	Oana-Adriana DUȘĂ

Printed materials were provided to participants in the dissemination events:

- ✓ TRANSMOD Poster
- ✓ TRANSMOD - Book of Abstracts
- ✓ TRANSMOD Flyer
- ✓ TRANSMOD Activities Brochure.

Advertising materials were also offered to participants in the dissemination events:

- ✓ TRANSMOD Ball Pen
- ✓ TRANSMOD Conference Bag.

### 2.3.6. The Good Practice Guide

The Good Practice Guide – Transversal Skills Development in Modern Teaching Practice is the main deliverable of the project. It was published both on paper (in English) and on the project website (in English and in Romanian), and it is available on the following link, free of charge: <http://proiecte.ucv.ro/transmod/outputs.html>.

The printed version of the guide will be sent to prominent Romanian and EU universities, in order to be introduced into their libraries and accessed by all the parties interested in the matter.

Numbers of volumes printed: 100