



Tempus



Dissemination WP7



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The purpose of dissemination

The purpose of the dissemination activity is to:

- Raise awareness
- Inform
- Engage
- Promote



Target audience



Work plan

- Work on WP7 began in October 2012 and will conclude in October 2015.
- Dissemination activities accompany all project activities.
- The process of selecting tools for dissemination was long but meaningful, and involved all local partners.



Deliverables

- October 2012: we issued a Hebrew booklet profiling all Israeli partners.



Deliverables

- December 2012: we issued an English booklet profiling all 19 project partners



Deliverables

- We are currently working on an updated version of the English booklet about all Israeli partners, to be distributed in national and international conferences and meetings.



Deliverables

- We are also working on an English booklet about all the Project partners.
- Designing an updated web site. Previously on the HIT server, and subsequently transferred to the Ort Braude server.
- The web site includes documents, PowerPoint presentations, materials which were developed during the Project, templates, photos etc.



Deliverables

- Distributing pens with the IRIS logo.
- Intramural college seminars in all Israeli colleges, during their regular activities, at almost no cost.
- After a long dialogue among all Israeli partners, it was decided to produce a short video clip, instead of printed material (such as brochures and posters).

Why a video clip?

- A video clip is communicative and efficient in creating strong messages.
- Visual materials online are more accessible than printed materials.
- The academic arena today uses more and more visual materials.



Video clip - Work process

- Mid-March, 2014: A partners' meeting at Beit Berl College resulted in the following decisions:
 - A video clip will be the main means of dissemination.
 - The video clip is modular. It will include a generic main section and each partner will be able to add its own specific content.



Video clip - Work process

- A request for proposal was sent to the Israeli partners film/communication departments, in order to involve students in production. We see great importance in involving students in this activity.
- A committee was formed in order to select the best proposal.



Video clip - Work process

- A proposal was received only from the Faculty of Arts – Hamidrasha at Beit Berl College.
- July 2014: the proposal was approved by the committee.
- September 15, 2014: Filming will begin.
- November, 2014: Estimated finish date.



Video clip - screenplay abstract

- The video clip will show scenes of local and foreign academic activities involving students and lecturers in Israel and in Tempus IRIS partner countries.
- Emphasis will be placed on student and lecturer mobility between Israel and European countries.

National Conference

March 11, 2015

Agenda

10:30-11:15 Internationalization in Practice

11:30-12:15 Professional Panel

13:30-15:00 Round Table Discussions / Knowledge Coffee

15:00-16:00 Internationalization in Israeli Higher Education

16:00-16:30 Summary session



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International conference

9-11 June 2015, Brussels

4 questions for discussion:

1. How do we best proceed?
Steering committee
2. Logistics - where, how many participants, invitees, speakers...
3. Attendance and topics.
4. Programme and organization –
how will the conference be structured?

