



Evaluation of Quality of Cooperation in Education Ecosystem
as a Mechanism for Building Professional Competencies



ALSR DISSEMINATION ACTIVITY IN E3M TEMPUS PROJECT

Final International Conference
Nizhnevartovsk State University
9 November 2016

ALSR MOSCOW
EVGENY OSETROV



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PRESENTATION CONTENT



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3. Dissemination objectives and tasks
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10. Message to successors



DEFINITION



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• **DISSEMINATION** – opening of the subjects to widespread discussion and debate, proliferating new knowledge or skill, providing access of many people to the information or practice, results of a research, project, etc.

Dissemination in applied science is too important to be overestimated. For Tempus E3M project it is of special importance, as the project is addressed to Russian education system, not only 4 Russian HEIs – members of the consortium. To let it be known for the entire community of RU HEIs – this is a prime objective of our consortia. Without dissemination the project is good for nothing. So, to request the prolongation of the project life for dissemination reasons is right only in terms of the authorization for consuming the unspent budget, as it can be consumed only prior to the terminal date of the project. In terms of the actual dissemination (free of EU funding) this process has no time limits.

Dissemination is a means of ensuring sustainability of the project. And dissemination within the life of the project is only a part of this long process, it supposes to be carried out a long time after the official time frame of any project.



DISSEMINATION CHANNELS/INSTRUMENTS



1. **Internet channels** (HEIs' websites, E3M website)
 2. **Social Media**
 3. **Verbal dissemination** (workshops, seminars, lectures, master classes, conference proceedings, etc.)
 4. **Printed matters dissemination** (monographs, articles, handbook)
 5. **Audio records** of the proceeding of the Moscow workshop
 6. **Video records** of the Moscow Workshop on Evaluation & Exploitation (ALSR, 12-16 October 2015)
 7. **Pictures/photographs** taken during the Benchmark (2014-2015) and awareness campaign visits (2016);
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OBJECTIVE & SUBJECTS OF DISSEMINATION



Dissemination objectives and tasks:

1. To commercialize EU education products, advertise EU best practices, promote EU universities on the Russian and global markets (among students, teachers, education staff, businesses, authorities, policy makers, legislators, executive officials, and society at large);
 2. Promote the spirit of collaboration for ensuring a better understanding the EU policy, values, standards, priorities, and targets;
 3. Streamlining and consolidating the “soft power” instruments in Russia for building and restoring the EU & Russia intellectual potential;
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ALSR PLANNED DISSEMINATION



1. CIRCLES OF DISSEMINATION- DISSEMINATION AGENTS
 2. STUDENTS – BENCHMARK VISITORS
 3. TEACHERS – BENCHMARK VISITORS
 4. STAFF – BENCHMARK VISITORS
 5. OFFICIALS – PARTICIPANTS OF MOSCOW WORKSHOP
 6. ALSR TOP EXECUTIVES – CEO-RECTOR, PRESIDENT, CFO
 7. TRADE UNION POLICY MAKERS – WORKSHOP PARTICIPANTS (SOCIAL PARTNERSHIP DEPARTMENT)
 8. TEACHERS-MEMBERS OF THE ALSR INTERNATIONAL COMMITTEE (ONCE IN SEMESTER)
 9. ALSR ACADEMIC COUNCIL MEMBERS – (MONTHLY BASIS)
 10. ALSR HEADS OF FACULTIES/DEPARTMENTS – MEMBERS OF RECTORATE (WEEKLY BASIS)
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DISSEMINATION OUTSIDE ALSR



- I. ALSR NET OF BRANCHES IN 15 RUSSIAN REGIONS:
 - Saint-Petersburg Trade Union University of Humanities
 - Bashkortostan (Ufa-City) ALSR branch (bashkir Institute of Social Sciences)
 - Volgograd branch of ALSR
 - Krasnodar branch of ALSR
 - Orenburg branch of ALSR
 - Ekaterinburg branch of ALSR
 - Kurgan branch of ALSR
 - Chelyabinsk branch of ALSR
 - Sevastopol branch of ALSR
 - Yakutsk branch of ALSR
 - Ulan-Ude branch of ALSR
 - Krasnoyarsk branch of ALSR
 - Irkutsk branch of ALSR
 - Dagestan branch of ALSR
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DISSEMINATION AGENTS OUTSIDE ALSR



- Annual ALSR Student International Conference “Labour and Social Sphere” dedicated to the annual ALSR birthday (end of March each year) – a dissemination site for E3M Tempus project
 - Annual ALSR “Trade Union Week of Actions” (September each year – another dissemination site at ALSR among its partner universities in Russia and foreign partner Universities across the world;
 - ALSR branches’ regional and international forums and other events hold annually;
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ALSR AWARENESS CAMPAIGN WITHIN E3M PROJECT



AWARENESS CAMPAIGN: 2 BUDGETED VISITS-2016

1. **ALTAI** (BARNAUL-CITY) STATE UNIVERSITY III INTERNATIONAL EDUCATION FORUM (22-23 SEPT'16)
2. **VORONESH** STATE UNIVERSITY – INTERNATIONAL SEMINAR (5-6 OCTOBER 2016)

On 22-23 September and 5-6 October 2016 ALSR team (Evgeny Osetrov and Andrei Kapterev) were on E3M planned awareness campaign visits to the Altai State University (Barnaul, Russia) and Voronezh State University (Voronezh). Altai region is about 3000 km east of Moscow in the South-Eastern part of Siberia along the way to the Russia's border with Kazakhstan and Mongolia, a sacred place in Russia for its equal distance from all oceans – just the centre of Eurasian continent, where Rerich, an outstanding Russian traveler and scientist had been searching for a mysterious Shambala. The Voronezh State University – 500 km south of Moscow – is one of the best classical Universities of Russia.



ALSR AWARENESS CAMPAIGN-2016

This visit was a part of a dissemination campaign to proliferate the results of E3M Tempus project dedicated to professionalization of the education system in Russia with the help of good European practices. The 3 –year project is financed by EACEA agency.

The above 2 trips offered a nice opportunity to meet students, teachers, academics, professionals in education and science, to tell them about the project's objectives, the way it was implemented, the benchmark visits to EU member-states' universities of applied science, their good practices to build a quality ecosystem to bridge industry and universities, project's website, tools to carry out the tasks, the history of the projects development, its key actors, action plans and road maps, follow-up actions for the near future, work packages tasks distributions, etc.



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DISSEMINATION FOLLOW-UP ACTIONS



- Getting rid of conservatism of the old system of classical universities (University of Tartu) for boosting the technological progress and industrial development;
 - Introduction of the entrepreneurial education – specialized courses for undergraduate, graduate and doctoral degree students;
 - Organizing students' free time good for attending the Idea Lab, Intellectual Hub, etc.;
 - Setting up interdisciplinary students' sites for the research and development of new concepts in the learning process and industry;
 - Involving students and 'think tanks' of young academics as the main force to change the mindset of academic community in the frames of the new development plan;
 - Integrating the career service of the university with the students' and town activities;
 - Motivating the academicians additionally to start collaborate with industry and create new start-ups;
 - Commercializing the research and technological innovation work results;
 - Setting up a centralized One Stop Agency to support students entrepreneurship integration with start-up support service and employers;
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MESSAGE TO SUCCESSORS (DISSEMINATION)



- web site pages with all documents good for setting up own small businesses;
 - Holding consultations with business experts on an joint universities information and communication platform;
 - Setting up international consortiums for consolidating resources and funds;
 - Setting up the crowdfunding network in the internet;
 - Monitoring and amending the teaching curriculum on the base of meeting the businessmen;
 - Establishing partner relations with local Chambers of Commerce and Industry as mediators between enterprises and HEIs; involving their institutional resources to motivate industries and businesses to collaborate with HEIs within winter and summer business schools, information days, etc.;
 - Establishing good partner contacts with innovation centres to promote training and internships at enterprises;
 - Networking with municipal bodies in charge of economics, business development, and education;
 - Engaging the Professional Education and Training system (colleges), classic universities and applied sciences universities to cut costs and upgrade the effectiveness of entrepreneurial teaching;
 - Setting up student cooperatives for creative and service business at small and medium companies;
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ALSR AWARENESS CAMPAIGN VISITS -2016

VORONEZH STATE UNIVERSITY

5-6 OCTOBER 2016

ALSR AWARENESS CAMPAIGN VISIT-I





ALSR AWARENESS CAMPAIGN VISITS - 2016

*VORONEZH STATE UNIVERSITY
5-6 OCTOBER 2016*





ALSR AWARENESS CAMPAIGN VORONEZH -2016

Prof Andrei Kapterev and Evgeny Osetrov – ALSR in Voronezh





ALSR AWARENESS CAMPAIGN VISITS-2016

Voronezh-River – the Russian Navy Cradle





ALSR AWARENESS CAMPAIGN VISIT TVORONEZH – 2016

*Evgeny Osetrov of ALSR lecturing for students
Of International Relations Faculty on E3M Tempus project*





ALSR AWARENESS CAMPAIGN VISITS - 2016

*A lovely city of Voronezh – ALSR awareness campaign
visit 1 – 5-6 October 2016*

