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Agreement number: 2014-1-IE02-KA203-000125 D21  
Dissemination Plan**

Claire Clivaz, Marion Rivoal

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# DELIVERABLE

**Project Acronym:** DARIAH-RC  
**Grant Agreement number:** 2014-1-IE02-KA203-000125  
**Project Title:** *DARIAH Reference Curriculum*

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## D21 Dissemination Plan

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|  |        |
|--|--------|
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| P                                      | Public |

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| Revision | Date       | Author                | Organization | Description   |
|----------|------------|-----------------------|--------------|---------------|
| 0.1      | 17/04/2015 | C. Clivaz / M. Rivoal | UNIL / SIB   | Outline       |
| 0.2      | 21/04/2015 | S. Schreibman         | NIUM         | Revisions     |
| 0.3      | 10/05/2015 | All                   | All          | Readings      |
| 0.4      | 23/05/2015 | C. Clivaz             | UNIL         | Revisions     |
| 1.0      | 31/05/2015 | C. Clivaz             | UNIL         | Final version |

### **Statement of originality:**

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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## 1. Executive Summary

This WP6 deliverable presents a dissemination strategy for the DARIAH-RC project, which will be updated during the project.

The mission of the DARIAH-RC project is to develop an open-source, high quality, multilingual reference curriculum for the Digital Arts and Humanities. The DARIAH Reference Curriculum (DARIAH-RC) will strengthen alliances and foster innovative teaching and learning practices among members of the ESFRI-roadmap Digital Research Infrastructure for the Arts and Humanities (DARIAH).

*The aims of the dissemination plan are:*

- to identify the best channels and means for communicating with each one
- to co-ordinate the dissemination activities of the partners involved to ensure that DARIAH-RC receives national, European and international coverage
- to co-ordinate and plan dissemination materials for use by the project partners
- to prepare the evaluation of dissemination activities across the project

*The objectives of the dissemination plan are to ensure:*

- a program of dissemination activities at national and international levels to maintain DARIAH-RC's profile
- dissemination activities are effective and timely
- the project's resources are used effectively to maximize the representation of the project at a broad range of events and in the media
- content providers within the sector are made aware of DARIAH-RC aggregation services
- a wide audience within and outside the sector is made aware of DARIAH-RC

The plan is a live document and it will be updated every six months to include reports on dissemination activities and with contributions from all partners.

## 2. Project Overview

This ERASMUS+ Strategic Partnership grant started on the 1<sup>st</sup> of January 2015 and it will run for a duration of two-and-a-half years. DARIAH-RC will feature flexible, localized curriculum materials as well as a central, modular portal that will host, deliver and maintain those materials. The portal will also support the development of new curricula materials and the sustainability of the project after the grant period has ended, in close collaboration with DARIAH. DARIAH-RC represents the first openly accessible Digital Humanities curriculum of its kind and will serve as a model for creating and delivering open-source asynchronous online educational materials, from which other communities can benefit.

This Strategic Partnership is under the lead of Maynooth University (Ireland, NUIM) and is comprised of Aarhus University's DIGHUMLAB (Denmark, AU), the Athena Research Center (Greece, ARC), the Austrian Academy of Science (Austria, AAS), the Belgrade Centre for Digital Humanities (Serbia, BCDH), the Erasmus University Rotterdam (The Netherlands, EUR) and the University of Lausanne (Switzerland, UNIL). These partners represent countries that are either founding DARIAH countries or working towards Cooperative Partner status; they represent a pool of experience within the Digital Arts and Humanities fields.

DARIAH-RC is the result of a working team from the VCC2 of DARIAH-RC: Research and Education (see <http://dariahre.hypotheses.org/>). VCC2 Research and Education promotes and supports the use of research data and ICT methods and technologies, including the DARIAH infrastructure. It acts as the primary contact between the Arts and Humanities research and teaching communities, providing the interface between DARIAH and researchers undertaking basic, applied and practice-led research. It seeks to understand Arts and Humanities research practices and processes, and to understand and promote the use and application of ICT-enabled methods and tools, with a particular emphasis on interdisciplinary understanding and exchange. VCC2 Research and Education is coordinated by Susan Schreibman (Maynooth University, Ireland) and Marianne Ping Huang (Aarhus University, Denmark).

DARIAH-RC values: Sharing, Knowledge, Creativity

DARIAH-RC Actions: DH Teaching, DH Learning, Digital Resources, European Networking

### **3. Purpose**

*The purpose of dissemination activities in the DARIAH-RC project are:*

- to raise awareness of the DARIAH-RC project and inform international, national and regional organizations, researchers and practitioners in Europe about its activities
- to inform the DH networks about the project and its developments
- to engage with DH communities and gain feedback from them on the activities of the project
- to promote the results of the DARIAH-RC project and encourage use of its web-portal and materials in DH communities
- to promote the DARIAH-RC project in ERIC DARIAH in order to secure its long-term sustainability

*The aims of the dissemination plan are:*

- to identify each stakeholder group and the best channels and means for communicating with them

- to co-ordinate the dissemination activities of the project partners to ensure that DARIAH-RC receives national, European and possibly international coverage
- to co-ordinate and plan dissemination materials for use by the project partners
- to prepare the evaluation of dissemination activities across the project

*The objectives of the dissemination plan are to ensure that:*

- there is a regular program of dissemination activities to maintain DARIAH-RC's profile
- the dissemination activities are effective and timely
- the project's resources are used effectively to maximize the representation of the project at research events and in the media
- to organize a multiplier event in March 2017, to reach a wide audience regarding the results of the project

The dissemination strategy for DARIAH-RC will be regularly discussed by the team.

## **4. Message and Visual identity**

### **Key message:**

The mission of the DARIAH-RC project is to develop an open-source, high quality, multilingual reference curriculum for the Digital Arts and Humanities. The DARIAH Reference Curriculum (DARIAH-RC) will strengthen alliances and foster innovative teaching and learning practices among members of the ESFRI-roadmap Digital Research Infrastructure for the Arts and Humanities (DARIAH).

### **Defining a visual identity:**

The Erasmus+ logo has to be present on all the official, project communications and in press releases in particular. A visual identity and logo has been developed for the project by UNIL's Unicom service. It is reminiscent of the DARIAH flower logo but expresses the project's own identity by the use of a pixelated flower (see the top of this report). The two logos are on the project website, as well as on our Twitter account.

## **5. Communication Plan**

### **Channels**

#### *Our own communication/dissemination channels*

The project's Twitter account has been active since the 22<sup>nd</sup> of April 2015, and the project's welcoming website pages have been online since the 8<sup>th</sup> of May 2015. The WP6 team encourages all partners to use the Twitter account to keep it updated in real time so that current news and information about project events are regularly uploaded. More formal announcements or project improvements will be reported on our website with the possibility of a RSS feed. The Twitter account is: **@dariahTeach**

Currently the project website address is <http://acdh.ac.at/wp/> but it will be replaced soon by a DARIAH web domain ([www.dariah.eu/teach](http://www.dariah.eu/teach)) with a specific email address ([teach@dariah.eu](mailto:teach@dariah.eu)). Our website will be the main communication channel used to convey information regarding project activities including events held and materials relevant to the project topics and areas of expertise. This will be a bespoke communication and dissemination platform: the Erasmus+ DARIAH-RC web-portal. The maintenance of the web-portal is the responsibility of WP 4; WP 6 together with WP 1 are responsible for the content. A content management system will be utilized for easy administrative and editorial rights for the project team.

News will be released on a regular basis, ideally monthly depending our production output: it is expected that every member will contribute to this effort by gathering news and materials relevant to the main goals of the project.

Academic oral presentations or publications will be announced regularly. Common guidelines will be used, in the case of the project, Europeana guidelines have been suggested:

<http://group.europeana.eu/web/guest/communication-tools;jsessionid=A05219C14C4769D6BBEABBB598B825C0>

To ensure that due credit is given for academic work, the following principles will be adhered to: firstly, for more generic work on the project, all our names will be used; secondly, for more specific work, the names of the contributors will be used with the inclusion of “on the behalf of the ERASMUS+ DARIAH-RC team”.

Through subscribing to the project mailing list and RSS feed, those interested in the project will be kept updated regarding the project activities. Throughout the various communication channels, the logo will be used extensively. The content submitting process will allow flexible and efficient treatment of the news: title, 2-3 lines of abstract, who, where, to whom, links to any Work packages, external and/or internal hypertext link, etc.

#### *Communication/dissemination via other channels*

Other DH related communication channels will also be utilized. These include: Isidore (via HAL-SHS), DARIAH-EU, DARIAH-VCC2, Humanistica, the Humanist Discussion Group, the French-speaking diffusion list and other national diffusion lists (such as DhD, AICUD, etc).

For official announcements, we will use the institutional communication offices of our partners, as well as public media when appropriate. See Annex 2 for media publications and press notices.

## **Content and Phases**

### *a) The first step: getting to know each other better and getting others to know us*

Achieving visibility for the project on the web: during the first phase of the project, while the web-portal is not fully functional, communication will rely mainly on social media, notably Twitter and Facebook. The part of the web-portal that will be



accessible will mainly display information regarding the project structure, goals, partners, members and future timetable.

*b) The second step: communication on ERASMUS+ DARIAH-RC dissemination*

This task will begin as soon as the web-portal is fully realized (after month 12) and the project's first productions are released: training material, scientific publications, tutorials, etc. Users of the website will be kept regularly updated with the ongoing progress of the project.

*c) ERASMUS+ DARIAH-RC final dissemination*

- Web-portal (D 25, December 2015)

After the project grant comes to an end, the portal and learning materials therein will become a Work Group of DARIAH's VCC2 (Education and Training) thus sustaining its outputs.

- Lausanne multiplier event (D 32, March 2017)

The final multiplier event scheduled in Lausanne in spring 2017 will be a major opportunity to disseminate the content of the project. All seven partners will of course be present and we will work together on the most interactive ways to present to a wide academic public the results of our ERASMUS+ DARIAH-RC grant.

- International meetings (dissemination activities)

Participation in international meetings with workshops to present the project and train others to use the modules, notably at the DH 2016 in Krakow (application before the 1<sup>st</sup> of November 2015). WP6 will regularly encourage project partners to apply for common workshops or papers at local and international meetings. The following is a list of potential international meetings that will be strongly considered (we will seek to apply for 2016 and 2017 editions, when the project will be more advanced):

o *DIGITAL HERITAGE 2015*

<http://www.digitalheritage2015.org/>

o *EDEN*

[http://www.eden-online.org/2015\\_barcelona.html](http://www.eden-online.org/2015_barcelona.html)

Universitat Oberta de Catalunya is one of the spearheads in distance and technology enhanced learning.

o *EDULEARN*

<https://youtu.be/tOdQjzbxoQ>

o *EADTU*

<http://mailings.futuron.net/t/ViewEmail/r/F83E0F7FDB979D332540EF23F30FEDED/C31D9DAFF8118A4663B21DE8DA818551>

Based within the European/UK traditions of distance learning, this may be the oldest conference in the field.

**Final report on Dissemination (D 24, May 2017)**

In coordination with all the partners, WP6 is in charge of establishing a final report on dissemination. It will describe everything that has been accomplished by including the usual steps in EU dissemination reports: aims of the project, toolbox,

dissemination, exploitation, impact and testimonials. The final report on dissemination will be the result of the ongoing updating of the preliminary report.

## **6. The ERAMUS+ DARIAH-RC web-portal: structure and content**

### **6.1 General overview**

The ERASMUS+ DARIAH-RC web-portal will be the main communication channel for conveying information regarding project activities as well as main events and materials relevant to the project topics and areas of expertise.

By publishing extended descriptions of the project goals, achievements and the team, we intend to make advanced students, teachers and researchers aware of the project and the communities of members behind it. This awareness of the project must include the training material produced or highlighted by the project team and devoted to the community of scholars.

The web-portal will gather two main sets of information:

1. Information pages (project structure, partners of the project, etc.), as well as communication and dissemination materials as part of the activities of the project. Other news, events and materials relevant to the project's topics must be included.
2. The project's training portal itself, storing the educational material produced within the project framework as well as other productions of interest.

### **6.2 Information pages**

#### *Home page*

This page welcomes visitors and simply introduces them to the main goals of the project, the main institutional affiliations, the project logo, and of the ERASMUS+ program. A Twitter widget and a RSS button allow for a continuous information update. A news page informs visitors about academic communications and publications, as well as project events.

#### *The Partners page*

For each partner, an institutional description is provided with a hypertext link to the official web site of the institution, arranged in the alphabetic order after the leading institution. The main area of expertise of each partner is listed if relevant. The tasks of the project involving each partner are mentioned, as well as the team leaders and the collaborator(s) if relevant.

#### *List of partners:*

- National University of Ireland Maynooth; team leader: S. Schreibman, WP 1 (Project Management); collaborator: Meredith Dabek
- Aarhus Universitet, Denmark; team leader: M. Ping Huang, WP 5 (Quality Assurance and Evaluation)

- Athena research and innovation Center in information communication & knowledge technologies, Greece; team leader: A. Benardou, WP 2 (Curriculum Development & Delivery); collaborator: Elisa Parpaki
- Belgrade Center for Digital Humanities, Serbia; team leader; Toma Tasovac, WP 3 (User Requirements & Benchmarking of Key)
- Erasmus Universiteit Rotterdam, Netherlands; team leader: Stefanie Scagliola, WP 7 (Exploitation and Sustainability)
- Oesterreichische Akademie der Wissenschaften, Austria; team leader: Matei Durco, WP 4 (Infrastructure Development); collaborator: Tanja Wissik
- Université de Lausanne, Switzerland; team leader: Claire Clivaz, WP 6 (Communication and Dissemination); collaborator: Marion Rivoal (Swiss Institute of Bioinformatics)

### **6.3 Modules and training portals**

This section will be the main part of the website presenting the content and the results of the project.

We will offer at least five modules, furthermore we look forward to collaborations on supplementary modules. The five modules will be presented according to a template prepared by WP 3 (available in Annex 1). The template distinguishes between the presentation of the content (abstract, description of the module, explicit learning outcomes, prerequisites, acquired Competencies, learning object metadata), and the content itself (Units and formats).

These five modules will be presented:

- 1) Introduction to Digital Humanities (all partners)
  - A. Content
  - B. Units
- 2) Text Encoding (Ireland and Serbia)
  - A. Content
  - B. Units
- 3) Multiliteracies and Audio-Visual Media (Denmark, Netherlands and Switzerland)
  - A. Content
  - B. Units
- 4) Retro-digitizing Dictionaries (Serbia)
  - A. Content
  - B. Units
- 5) Ontologies and Knowledge Management (Greece)
  - A. Content
  - B. Units

## 7. Timeline

### **1<sup>st</sup> January 2015 – 1<sup>st</sup> June, 2015 Launch phase**

- Kick-off meeting and report – Athens 22-23 March 2015
- Launch of the project twittering – April 2015
- First draft of the dissemination plan – April 2015
- Presentation of the project by partners to their organizations and signing of contracts
- Announcing the start of the project in national level press releases
- Presentation of the project by partners at the DARIAH-IE launch and the first academic communications
- Preparation of the web-portal

### **1<sup>st</sup> June 2015 – 1<sup>st</sup> November 2015 – Startup phase**

- Presentation of the project by partners at International conferences and events
- Preparation of the modules
- Technical Report on Project Development (month 9)
- Report on User Requirements: Reference Curricula to be Developed and Benchmarking Key Criteria (month 10)
- Release of the Project Portal for Communication Purposes (month 12)
- Report on Quality Assurance and Evaluation Methodology (month 12)
- Web-portal released (month 12)
- Financial and project report (month 13)
- Visualization of Benchmarking Key Criteria (month 15)
- Second project meeting and report (month 17)
- Prototype release of Project Portal for delivery of first reference curricula (month 18)
- Preliminary report on exploitation & sustainability planning (month 18)
- First reference curricula ready for testing in real-world situations by project partners (month 19)

### **1<sup>st</sup> November 2015 – 1<sup>st</sup> January 2017 – Core phase**

- Presentation of the project by partners at International conferences and events
- Preparation and release of the modules
- Continuing development of the DARIAH-RC website
- First dissemination event (month?? – deliverable 31)
- First reference curricula made publicly available (month 24)

### **1<sup>st</sup> January 2017 – 1<sup>st</sup> July 2017 – Final steps**

- Multiplier event in Lausanne (month 27)
- Final report on evaluation of reference curricula and delivery portal (month 27)

- Third project meeting and report (month 29)
- Report on impact of project work (month 29)
- Final Dissemination Plan Updated and Completed (month 29)
- Final report on exploitation & sustainability planning (month 29)
- Financial and project report (month 30)
- Creation of a post-grant editorial board (month 30)
- All reference curricula made publicly available (month 30)
- Deliverable of final version of Project Portal with all learning objects publicly available (month 30)

## Annex 1: Template pattern for the modules (in development)

### Module: XXX

#### Abstract

Very short. 2 sentences.

#### Description of the module

Description of the module. 2 paragraphs.

#### Explicit Learning Outcomes of the Module

xxxxx

#### Prerequisites

xxxxxx

#### Acquired Competencies

xxxx

#### Learning Object Metadata

- subject areas
- scholarly methods and formats
- language of the module
- language of the examples
- target audience
- ECTS Credits (to include what else the instructor may need to do to get it up to a 5 or 10 ECTS level)

#### Units and Formats

| Unit                              | Delivery Format |
|-----------------------------------|-----------------|
| <b>1. Intro</b><br>A.<br>B.<br>C. |                 |
| <b>2. XXX</b><br>A.<br>B.<br>C.   |                 |

|                                 |  |
|---------------------------------|--|
| <b>3. XXX</b><br>A.<br>B.<br>C. |  |
| <b>4. XXX</b><br>A.<br>B.<br>C. |  |
| <b>5. XXX</b><br>A.<br>B.<br>C. |  |

## Annex 2: Detailed breakdown of Events (in development)

### Conferences and workshops

| Date     | Partner         | Event  | Audience                     |
|----------|-----------------|--|------------------------------|
| .....    | .....           | .....  | .....                        |
| 15/05/15 | UNIL            | DH conference in Geneva, poster related to the project | Researchers:<br>Historians   |
| 18/05/15 | BCDH            | Slam presentation at the DARIAH-IE launch day          | Researchers,<br>DH community |
| 29/06/15 | UNIL<br>and all | Poster at the DH 2015 about the project                | DH community                 |
| .....    | .....           | .....  | .....                        |
| .....    | .....           | .....  | .....                        |
| .....    | .....           | .....  | .....                        |

### Media publications and Press notices

| Date     | Partner | Publication  | Audience       |
|----------|---------|--|----------------|
| 03/03/15 | BCDH    | Press release:<br><a href="http://www.fmk.singidunum.ac.rs/vesti/clanak/234-centar-za-digitalne-humanisticke-nauke-cdhn-osvojo-evropski-grant-za-razvoj-obrazovnog-portala-za-digitalnu-humanistiku/">http://www.fmk.singidunum.ac.rs/vesti/clanak/234-centar-za-digitalne-humanisticke-nauke-cdhn-osvojo-evropski-grant-za-razvoj-obrazovnog-portala-za-digitalnu-humanistiku/</a>  | Serbia, Public |
| 04/03/15 | BCDH    | Serbian media:<br><a href="http://www.radiobeograd.rs/index.php?option=com_content&amp;task=view&amp;id=77416&amp;Itemid=90">http://www.radiobeograd.rs/index.php?option=com_content&amp;task=view&amp;id=77416&amp;Itemid=90</a><br><a href="http://www.pressonline.rs/info/drustvo/354853/cdhn-osvojo-evropski-grant-za-razvoj-obrazovnog-portala.html">http://www.pressonline.rs/info/drustvo/354853/cdhn-osvojo-evropski-grant-za-razvoj-obrazovnog-portala.html</a> | Serbia, Public |
| 05/03/15 | BCDH    | Serbian media:<br><a href="http://www.rtv.rs/sr_ci/mladi/obrazovanje/donacija-za-centar-za-digitalne-humanisticke-nauke-fmk_574729.html">http://www.rtv.rs/sr_ci/mladi/obrazovanje/donacija-za-centar-za-digitalne-humanisticke-nauke-fmk_574729.html</a><br><a href="http://www.vesti.rs/Vojvodina/Donacija-za-Centar-za-digitalne-humanisticke-nauke-FMK.html">http://www.vesti.rs/Vojvodina/Donacija-za-Centar-za-digitalne-humanisticke-nauke-FMK.html</a>           | Serbia, Public |
| 19/03/15 | EUR     | Press release:<br><a href="http://www.eur.nl/erasmusstudio/news/newsdetails/article/71985-eur-to-receive-erasmus-strategic-partnership-grant/">http://www.eur.nl/erasmusstudio/news/newsdetails/article/71985-eur-to-receive-erasmus-strategic-partnership-grant/</a>  | NL, Public     |
| 20/04/15 | UNIL    | Swiss radio:<br><a href="http://www.rts.ch/audio/la-1ere/programmes/le-journal-du-matin/6715449-l-uni-de-lausanne-decroche-une-bourse-pour-les-sciences-humaines-digitales-20-04-2015.html">http://www.rts.ch/audio/la-1ere/programmes/le-journal-du-matin/6715449-l-uni-de-lausanne-decroche-une-bourse-pour-les-sciences-humaines-digitales-20-04-2015.html</a>  | CH, Public     |
| 04/05/15 | UNIL    | Press release:<br><a href="http://www.unil.ch/ladhul/home/news.html?showActu=1430726924419.xml&amp;showFrom=1">http://www.unil.ch/ladhul/home/news.html?showActu=1430726924419.xml&amp;showFrom=1</a>  | CH, Public     |
| 29/05/15 | ARC     | Press release:<br><a href="http://www.dcu.gr/index.php?p=news&amp;section=&amp;id=55&amp;lang=en">http://www.dcu.gr/index.php?p=news&amp;section=&amp;id=55&amp;lang=en</a>  | Greece, Public |
|          | .....   | .....  | .....          |

### Social networks, blogs, websites

| Date | Partner | Publication | Audience |
|------|---------|-------------|----------|
|      |         |             |          |