

ERASMUS+ PROJECT 2023-1-RS01-KA220-HED-000156660

EPIR | E-Procedure of Institutional Recognition of
Foreign Higher Education Documents

DISSEMINATION PLAN

Workpackage 4: Promotion, Dissemination and Sustainability

Updated Version - November 2024

Executive Summary

This updated Dissemination Plan for the EPIR project provides a broad framework for promoting project objectives, activities, and results to maximize impact and ensure recognition across the higher education sector. The plan includes guidelines on the type of dissemination activities, performance indicators, measurable impact mechanisms, and protocols for implementing Erasmus+ visual identity guidelines.

The EPIR project aims to enhance digital and green capabilities of the higher education sector in Serbia, Croatia, Italy, and Romania by conducting the digital transformation of partners' recognition procedures for higher education documents of international students. Through strategic dissemination activities, the project will reach key stakeholder groups including international student candidates, relevant HE departments, international relations offices, universities without established recognition procedures, and policy makers in higher education.

This plan reflects the importance and comprehensive scope of the EPIR project idea, ensuring participation of all partner institutions in dissemination activities and establishing a framework for measuring impact throughout the project lifecycle and beyond.

EPIR project partners:



UNIVERSITY
OF NOVI SAD



UNIVERSITÀ
POLITECNICA
DELLE MARCHE



ROMANIA
1 DECEMBRIE 1918
UNIVERSITY OF ALBA IULIA



50 years of
University
of Split



REPUBLIC OF SERBIA
Qualifications Agency

1. Project Overview and Context

1.1 Project Background

The EPIR project addresses a critical need in the higher education sector: the modernization and digitization of recognition procedures for foreign higher education documents. Through the development and improvement of information systems and the creation of well-informed institutional environments underpinning digital transformation, the project will advance the recognition process by increasing efficiency of workflows, improving access to higher education, and reducing costs, stress, and complexity in the admission of international students.

1.2 Key Project Activities

- Development of new and upgrading of existing IT tools for the recognition procedure of higher education documents
- Creation and adaptation of appropriate institutional legal provisions and organizational structures
- Training of students and staff for IT skills in the field of digital recognition procedures
- Dissemination of the advantages of e-services in higher education through recommendations and exchange of best practices

2. Dissemination Objectives with Measurable Indicators

The EPIR project is designed in such a way as to enable each partner institution to advance its recognition procedures of higher education documents according to the specificities of its national academic surroundings, its institutional capabilities and aspirations, and its specific modalities of dissemination possibilities.

The dissemination activities, which all partner institutions are encouraged to utilise, are designed to achieve strategic objectives, each supported by measurable indicators:

2.1 Enhance Visibility and Recognition

- Informing the academic community of project objectives and developments
- Promoting and enhancing the project website
- Physical and social media engagements with stakeholders

2.2 Promote Best Practices

- Sharing best practices with other national HEIs during meetings, conferences, events
- Creating international opportunities for raising awareness of the topic of EPIR (educational trainings, networking events, conferences, fairs, etc)
- Engaging in public media appearances

2.3 Engage Key Audiences

- International student candidates
- Relevant HE departments at faculty and university levels
- Relevant policy and decision makers
- National and international HE community

3. Digital Platforms and Online Presence

3.1 Project Website - Enhanced Strategy

Enhanced Content Structure

Erasmus+ Visual Identity Compliance

Accessibility Improvements

Partner Content Management Protocol

- Each partner designated as content contributor with website access
- UAB coordinates overall website management and ensures equal representation

Measurable Indicators

- Total website visits
- Unique visitors
- Average session duration
- Bounce rate
- Resource downloads
- Contact form submissions
- Content updates
- Partner content balance

Monitoring Tools: Google Analytics for traffic monitoring, user behavior tracking, and conversion measurement.

3.2 Social Media Presence

Platforms: LinkedIn (primary professional network), Instagram (visual content for students), Twitter/X (news and updates), Facebook (community engagement)

Visual Identity Compliance

- **All graphics include Erasmus+ emblem**
- Profile banners display EU flag and co-funding statement
- Consistent use of EPIR logo and branding across all posts

Monitoring: Native platform analytics with monthly reports compiled by UAB and shared with consortium

3.3 Media Outputs

- **Podcast Series:** Discussions on recognition challenges and student stories, distributed via YouTube and partner social media
- **Video Testimonials:** Real student experiences using EPIR tools, aimed at building trust and awareness

4. Monitoring, Evaluation, and Impact Measurement

Monitoring and evaluation mechanisms able to measure the impact of dissemination activities and ensure continuous improvement.

4.1 Performance Monitoring Framework

Data Collection Methods:

- Google Analytics for website traffic, user behavior, and conversion tracking

- Social media insights (LinkedIn Analytics, Instagram Insights, Twitter Analytics, Facebook Insights)
- Post-event surveys and feedback forms (target 70% response rate)
- Pre/post-training assessments
- Participant registration databases and contact lists
- Media monitoring for coverage analysis

4.2 Quality Assurance Mechanisms

- Regular partner coordination calls to discuss dissemination progress
- Content review process to ensure quality and consistency across all materials
- Visual identity compliance checks for all promotional materials
- Partner contribution tracking to ensure equal participation
- Stakeholder feedback integration into ongoing activities

4.3 Impact Assessment

Short-term Impact Indicators:

- Reach: Number of individuals and institutions contacted
- Engagement: Website visits, social media interactions, event attendance
- Awareness: Surveys measuring recognition of EPIR project among target audiences

Medium-term Impact Indicators:

- Adoption: Number of institutions implementing EPIR tools or best practices
- Knowledge transfer: Skills acquired by training participants and their application
- Network building: New partnerships and collaborations established

Long-term Impact Indicators:

- Systemic change: Policy adoption and institutional transformation
- Sustainability: Continued use of EPIR resources beyond project lifetime
- Scaling: Replication of EPIR model in new institutions and regions

5. Sustainability Strategy

To ensure long-term impact and continued use of EPIR results, the following sustainability measures are integrated into the dissemination strategy:

- The project website will remain active for at least 5 years post-project, maintained by UNS
- Social media platforms will be maintained by the lead institution with regular updates
- All training modules will be integrated into regular academic activities at partner institutions
- Best Practices Manual will be distributed widely and archived in institutional repositories
- EPIR collaboration network will be encouraged among interested higher education institutions
- Continued participation in international conferences and events to maintain project visibility

6. Conclusion

This updated Dissemination Plan reflects the scope and significance of the EPIR project. Through specific, measurable activities with clear indicators, robust impact measurement mechanisms, partner participation, and full compliance with Erasmus+ visual identity guidelines, the plan ensures that EPIR project results achieve wide recognition and lasting impact.

The dissemination activities are designed to engage key stakeholders, promote best practices in digital recognition procedures, and support the modernization of higher education systems across Serbia, Croatia, Italy, and Romania. By combining strategic planning with monitoring and evaluation, the EPIR consortium is committed to maximizing the project's visibility, impact, and sustainability.

The enhanced website content structure, with directly accessible materials (avoiding compressed folders) and equal representation of all partner contributions, will ensure that project results are readily available to the wider target audience and continue to serve stakeholders long after the project concludes.