



Strategic Communication Plan

Dissemination targets

The main target groups for project output dissemination are:

1) Students of primary school level (K-6) as well as secondary school level (K-9). Deployment of project systems and results provide direct support for learning algebraic thinking and computational thinking skills. Learning through digital tools and processes requires new materials and models to be developed during the project in WP2-4.

2) Teachers teaching mathematics, informatics, or ICT in lower secondary programs to allow them to connect daily life and academic problems through the effective use of technological tools and applications. Academic members of teaching staff engage in Continual Professional Development (CPD) activities to maintain and expand their skill sets and competencies. This is achieved through Multiplier Events and strategic communication initiatives (whitepapers and short videos).

3) Research Academics in the areas of Technology Enhanced Learning (TEL) and on-line learning. TEL is a very broad term, and although there is a significant body of TEL research and development, the international research base is quite fragmented. The knowledge gained and shared within this project is designed to aid TEL researchers in the domain of Mathematics and Computer Science providing potential for development and inclusion of the knowledge in complementary domains, such as technology in Sweden and design in the UK.

4) Policy makers and education providers, school leaders and educational institutions wishing to use the materials, knowledge and expertise generated within the project to enhance their own curricula at national, regional or local level.

Indirect target groups include:

A) Teachers and academic staff at primary level to allow them to better understand the materials used when students make the transition to second level.

B) Other educational institutions desiring to use the materials, knowledge and expertise generated within the project to enhance their own curricula. A goal of the project is to enable other similar institutions to gain from the collaborative and communicative processes of the project in an accessible manner.

Dissemination strategy

WP5 links key project results to stakeholder groups where they contribute to change in three dimensions, Policy, Academy and Education. To achieve this activity is coordinated by a strategy group that meets regularly throughout the duration of the project. All dissemination is managed through three main channels, targeted multiplier events - ME's, white papers and social media entries, including short films.

Communication of outcomes to policy makers is implemented through the production of a series of whitepapers linked to (6) half-yearly information meetings in which the strategic communications group summarises the relevance of the project outcomes for school districts and schools. This activity informs school education ministers and other relevant educational service providers. Outputs are a paper report and a short film. This links the work done in the main work packages of the project to events designed to inform education ministers, boards of education, education providers and school principals.

Project outcomes relevant to academic audiences target teacher education departments, teacher educators and university researchers. Information events are designed to provide useful information about project results and raise awareness of the impact of those results for teacher training and teaching practice. Multiplier events engage large numbers of teacher educators and teachers ensuring widespread adoption of key elements of the educational framework. Distribution of multiplier events throughout the project network ensures active engagement of all partners in promoting the project in their countries and throughout the rest of Europe.

Education focused dissemination events engage in-service and pre-service teachers, directly involving these target groups during the different phases of the project and including them in the development and deployment of CT&MathABLE. These workshops and training events also bring added value to schools and teachers through building CT and Mathematics educational capacity.

Dissemination targets

Engagement in the dissemination event provides training to teachers in local schools. Teacher training dissemination activities proceed according to the timeline in Appendix 1.

White papers and short films summarising key milestones in the project will be delivered to education departments in all partner countries, as well as school regions and schools through the collaborative partners.

The CT&MathABLE Educational Summit gathers the project team and policy makers to achieve high level input and facilitate systemic adoption of the CT&MathABLE education architecture in national and state education systems at the conclusion of the project.

The main results of this work package:

R5.1: Bi-annual briefing reports (executive summaries), and 3 minute films summarising key outcomes: 6 deliverables over three years delivered in June and December;

R5.2: Articles in teacher magazines, workshops and presentations at professional development events for teachers;

R5.3: Multiplier events in each country: each partner university will organize one dissemination event for policy makers in their country, and each school partner will organize one activity for teachers of associated partner schools in their country.

R5.4: Final Event - CT&MathABLE Education Summit (Sweden). CT&MathABLE Education Summit - policy makers(10), politicians(2-4), teacher educators (20), educational service providers (10), partner school management (10).

Dissemination metrics

Quantitative Indicators:

- 6 white papers distributed to educational service providers and education policy makers. Target, 6 national educational policy officers, and 14 boards of education comprising a minimum of 200 schools across the whole consortium;
- 5 reports distributed to educational stakeholders per partner, 3 articles in national teacher magazines.
- Social media updates, on average 1 per month for each partner;

Per national training event - project partners, external experts, teacher educators, trainee teachers, and in service teachers (target minimum 30 per event).

Teaching practice focused events (lead by UTU) educate 100 teachers and teacher educators in order to achieve high impact on student learning and performance in national and PISA tests. Educators are particularly important, since wide adoption of the system and techniques is best achieved by having the system as an integrated part of teacher education in such subjects as Maths, Physics, and Technology & Design.

Cumulative participation in Multiplier/Dissemination events - collective quantitative metrics from project partners (10), external experts (10), teacher educators (20), trainee teachers (50), and in service teachers (50) over the whole consortium. Collected by surveys throughout the project.

Policy focused event (CT&MathABLE Summit) (lead by ELTE and KTH) briefs 50 leaders of Education Providers (Municipalities, School Boards, Heads of Education Depart. etc.) on the outcomes of the project, the learning gains that can be achieved, and why the system and its associated pedagogies should be widely adopted. This event emphasizes the systemic benefits on school system performance and assessments. Measures: 50 people in total attendance, 4 policy makers, and a minimum of 10 representatives of education provider organisations.

VILLE Performance Statistics

- From year 2 minimum 200 students engaging in training CT and Math skills in the online system each year;
- Interactive tasks are assessed as highly relevant and engaging by pupils, assessed by survey;
- Learning analytics in the system show demonstrated learning following the proposed CT&MathABLE learning architecture;

Qualitative Indicators (all surveys have 80% response rate targets):

- Satisfaction of participants attending the multiplier/dissemination events, assessed by quality assurance survey;
- Satisfaction of participants about the Final Summit event, assessed by quality assurance survey;
- Policy maker evaluations of white papers and films, evaluated by interview.

