



# MAS

## Museum Affinity Spaces

[www.masproject.eu](http://www.masproject.eu)

*Collaborate. Learn. Include*



### Deliverable D6

## Dissemination and Communication Plan

Authors: Stefania Savva & Nicos Souleles

Museum Affinity Spaces (MAS): Re-imagining Museum-School Partnerships for the 21st century through a Multiliteracies Lens

DIDAKTOR (POST DOCTORAL RESEARCHERS) - POST-DOC/0916/0248



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## Executive summary

MAS is a RESTART DIDAKTOR programme project entailing plans for a platform of museums/galleries and learning institutions from across Europe, such as schools and universities to connect to form partnerships in order to enrich classroom experience and overcome limitations related to physically attending a museum and other outdoor activities.

The project proposes an interdisciplinary approach using design-based research, towards the close network collaboration of museums and institutions/schools mentioned above through creating an infrastructure (the MAS Portal) which features a strategic partnership finder tool to retrieve partners based on the topic of interest and other characteristics. The MAS Portal also features a forum allowing to share and discuss the experience as well as provide mutual support; it does so by creating online museum and school hub spots.

The project thus offers a platform for staff (teachers, museum educators, librarians, etc.) and students to communicate, collaborate, develop projects, share and feel and be part of a museum learning community in Europe.

The findings from the project will be disseminated to relevant stakeholders throughout the duration of the project (the next two years). We envisage that this will be a dynamic document; that is to say that our goals, strategies and tools outlined below may be subject to change over the duration of the project and we remain open to alternative ways of publicizing and disseminating our results.

Exploitation and training activities will be separate deliverables and will therefore not be discussed in depth in this dissemination plan.



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## List of Abbreviations

MAS	<i>"Museum Affinity Spaces (MAS): Re-imagining Museum-School Partnerships for the 21st century through a Multiliteracies Lens"</i> <i>DIDAKTOR (POST DOCTORAL RESEARCHERS) –</i> <i>POST-DOC/0916/0248</i>
EU	<i>European Union</i>
EACEA	<i>The Education, Audiovisual and Culture Executive Agency</i> <i>Key Action</i>
LFM	<i>Logical Framework Matrix</i>
WP	<i>Work Package</i>
MAS Portal	<i>Strategic partnership finder tool for museums and schools</i>
MAS Cabinet	<i>Virtual Museum Creator: a software developed for use</i>
MAS Hub	<i>Support mechanism for the MAS virtual community</i>
MAS Archive	<i>Open Access Educational Resources provided by the research team</i>
CLD students	<i>Culturally and Linguistically diverse students</i>
Social media	<i>The collection of software that enables individuals and communities to gather, communicate, share and in some cases collaborate or play<sup>1</sup>.</i>

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<sup>1</sup> Boyd, D. (2009). 'Social media is here to stay... now what?' Available from: <http://www.danah.org/papers/talks/MSRTechFest2009.html>. Retrieved 12/3/18

## 1. Introduction

Over the course of the project, the MAS team will be disseminating the results of the project to multiple audiences, via different channels and means of communication, etc. This is perceived as a critical step towards the purposes of raising awareness and steering the discourse on the scientific work which is being undertaken, while it is taking place. Concurrently, this dialogue and sharing of work can inform the dissemination of the project's deliverables and results to promote implementation and increase impact of the project.

It is essential to develop a mainstream dissemination strategy to achieve the fullest potential impact, visibility and credibility for the project possible. This strategy needs to be answering the following four questions:

1. What information do we want to disseminate?
2. Who is our audience?
3. How will we disseminate the project's results?
4. When will we disseminate these results and raise awareness?

## 2. Dissemination strategy

### 2.1 What are the aim and the objectives of the dissemination strategy?

The aim of this dissemination strategy is to maximize the impact, visibility and credibility of the MAS project. During the project the focus will be to combine continuous dissemination and collaboration with relevant stakeholders to develop methodologies useful to improve European online infrastructure related to museum school learning and culturally relevant pedagogies and partnerships. These stakeholders are one of several groups that will help us promote the uptake and implementation of the MAS methodologies in pedagogical infrastructure across Europe.

The objectives of the strategy are as follows:

- Design, develop and regularly update and maintain a dedicated MAS website.
- Share information about the project and publish its findings via both traditional media (e.g. newsletters, publications, etc.) and digital media (e.g. social media sites such as Facebook and Twitter)
- Transfer knowledge on instructional design with practical implementation and evaluation guidelines that could integrate the MAP framework to promote literacy learning for CLD students (e.g. through the creation of training materials, educational resources such as pedagogical scenarios and the organization of webinars) to museum professionals, researchers, practitioners like teachers and students participants and users of the MAS platform.
- Support the development of a strategy for the exploitation of the key outcomes of MAS beyond the life of the project.

## 2.2 What information do we want to disseminate?

Our intention is to provide insights into all public project deliverables, information concerning upcoming events and workshops either put on by MAS or attended by MAS, results from said events/conferences, any other type of publications relevant to the project, etc.

## 2.3 Who is our audience?

Three main stakeholder groups have been identified for this project. These categories are not exclusive and some organisations may belong to more than one of them:

- Research organisations, such as universities and research institutes. The project's scientific results will be disseminated to these organisations for the purposes of promoting uptake of the projects results and methods in other projects, as well as providing an opportunity for stimulating discussion and peer review of the projects results and activities. This will not only strengthen the MAS methodologies, but also will promote further work that builds upon the key findings of the project.
- Formal and informal learning institutions, such as museums, galleries, schools and universities. In order to ensure uptake and continued use of these methodologies, the results of the project will be used to inform instructional design of museum-school partnerships across Europe. This will result in the continued use of the projects results and methodologies in the future.
- Students. These will be targeted to ensure not only the practical use of the projects results, but also to receive realistic feedback through addressing students' voices and their employment as active designers of the learning experiences during the project. This will inform the implementation and evaluation stage of the project.

Additional stakeholder groups are:

- Public administrations responsible for the planning and implementation of educational programmes for museums and schools.
- Assistive agencies such as Non-Governmental Organisations (NGOs) that provide informal learning training and materials.

## 2.4 How will we disseminate the MAS project results and raise awareness?

The public deliverables and results of the MAS project will be disseminated via the following channels:

Academic forums, including books, journals, conferences and workshops;

Open access forums, all of the project partners are committed to open access policies; and will archive their publications and reports in green open access forums/journals, or on their own institutional repositories. The MAS deliverables and publications will also be archived and made available to the public on the project website;

Media, which may be approached in order to share project results, news websites, newspapers, radio and news broadcasters. Dissemination through these channels will help to increase public awareness of the MAS project and its objectives;

Promotional materials will be designed to raise awareness of the project without providing significant details of the projects outcomes. These will include a project brochure as well as the project website. Printed promotional material may be distributed at e.g. conferences as well as via the project's website;

Relevant networks will be used as both a channel for distribution of the projects printed output as well as to raise awareness of the project. Dissemination via networks can lead to future collaboration as well as greater uptake of the project outputs;

Digital media platforms e.g. Twitter, blogging, social networks and RSS feeds will be used throughout the project to update interested parties about the project's progress and the publication of deliverables.

A strong branding for the project will be used to ensure recognition of the projects activities. This branding will include templates for documents and reports arising from the projects scientific activities as well as presentation templates and uniform branding of the projects website.

## 2.5 When will we disseminate this information?

Dissemination will be done continuously throughout the duration of the project. However, the communication strategy (logo, templates, etc.) as well as the website were important to finish at an early stage of the project in order to make information on the project and the partners available.

Early dissemination for the purposes of promotion and review of the projects activities will be carried out while tasks are still ongoing; whereas final dissemination and publication activities will be planned to coincide with the publication of deliverables from the project and the finalization of significant results.

Partners will attend conferences, throughout the project. A provisional list of conferences, which it may be beneficial for partners to attend, is provided in part 4.1.1.

Expanding the research team's network will also be a relevant activity. Networking will take place at public events and conferences and will establish and maintain contact with appropriate stakeholders by mail or through the website. Furthermore, they will participate in discussions on Facebook and/or Twitter.

## 2.6 Conditions for dissemination

The approval procedures and IPR management procedures are laid out in the Project Grant Agreement.

## 2.7 Recording of dissemination activities

The research team will be recording their dissemination activities every six months, so we always have an updated list of all dissemination activities performed during the project. A template for the recording will be provided by the project Coordinator.



### 3. Planned Dissemination of Knowledge

#### 3.1 Description of planned dissemination activities

##### 3.1.1 Participation in conferences and other events

Attendance at and participation in conferences, seminars and workshops will be targeted by the research team throughout the project's duration, in order to inform the stakeholders of the progress of the project and get some feedback/input. A provisional list of relevant conferences is available in Table 1 below. This list will be updated at least once a year, in order to be up to date with the relevant conferences and events.

Table 1: Provisional list of Conferences and Events

Activity	Subject title	When and where
<i>Fifteenth International Conference on Technology, Knowledge &amp; Society</i>	Museum Affinity Spaces: Exploring the Potential of a New Tool for Re-imagining Museum-school Partnerships for Multiliteracies Engagement and Learning.	11-12 of March, 2019 Barcelona, Spain
<i>Museums and the Web conference</i>	Museum Affinity Spaces: A new framework for re-imagining museum-school partnerships	April 2-6, Boston, 2019 Massachusetts, USA
<i>3rd International Conference "Literacy and Contemporary Society: Identities, Texts, Institutions"</i>	Museum Affinity Spaces: The Potential Of A New Framework For Multiliteracies And The Flow Experiences Of Children In Virtual Learning Environments	October 11-12, 2019 Nicosia, Cyprus
Europeana 2019: Connecting Communities		November 27 – 29, 2019, Lisbon, Portugal
Fourteenth International Conference on Design Principles & Practices	Instructional design for culturally responsive learning in and through virtual learning spaces	16–18 March 2020 New York, USA

<i>Networked Learning Conference</i>	Pedagogical Scenarios towards Multiliteracies Engagement: Designing Flow Activities for Museum Virtual Learning Environments	May, 18-20, 2020 Kolding, DK
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### 3.1.2 Website

The website is a key activity in the dissemination process and was created at the beginning of the project: <http://masproject.eu/>



Figure 1: Front page of the MAS project website

The web page main target audience are the museum staff, teachers and students who can become members and use the dedicated spaces and different features of the website, such as the MAS Portal, the Museum Cabinet and other resources available. Apart from this specific audience, the website will be visible to the general public so anyone interested in museum school partnerships and virtual museum learning, can get information on the project. The website includes the project description, deliverables, results, news, events, publications, and links to other relevant sites. There is also the possibility to contact the research team and post comments via the Support Hub, which is the forum page of the project. More details about the features of the website are available in D7.

### 3.1.3 Training

Another important part of the dissemination phase is the training programme. The objective is to transfer knowledge on instructional design with practical implementation and evaluation guidelines that could integrate the MAP framework to promote literacy learning for CLD students. This knowledge should be transferred to museum staff such as museum educators, school teachers and researchers who work

with and for museum-school partnerships.

Extensive education and training materials will be developed and reviewed throughout the project. The training material will among other things consist of scenarios which will be made available in the Open Educational Resources section (MAS Archive) of the project website.

### 3.1.4 Publications

The project will produce different publications, such as the MAS classroom scenarios handbook and the final handbook to be presented at the final conference event of the closing of the project. Conference papers, and other articles will be published for the duration of the project. The research team is committed to open access policies, and self-archive their publications and reports in green open access forums or on their own institutions repositories. Archiving of the projects results and arising publications will also be undertaken on the projects website as appropriate.

### 3.1.5 Journals

Journals are for the partners to publish articles or research papers. A provisional list of relevant journals is available in Table 2 below.

**Table 2: Provisional list of relevant journals**

Name of journal	Article title	Online access
<i>ACM Library</i>	Design for dynamic immersive learning spaces: an ecological framework for inclusive Practice.	<i>International Conference Proceedings Series by ACM Library</i> <a href="https://dl.acm.org/">https://dl.acm.org/</a>
<i>3rd International Conference "Literacy and Contemporary Society: Identities, Texts, Institutions" Proceedings</i>	Museum Affinity Spaces: The Potential Of A New Framework For Multiliteracies And The Flow Experiences Of Children In Virtual Learning Environments	<a href="http://www.pi.ac.cy/pi/index.php?option=com_content&amp;view=article&amp;id=2467&amp;Itemid=109&amp;lang=en">http://www.pi.ac.cy/pi/index.php?option=com_content&amp;view=article&amp;id=2467&amp;Itemid=109&amp;lang=en</a>
<i>Journal of Museum Education</i>		<a href="https://www.tandfonline.com/toc/rjme20/current">https://www.tandfonline.com/toc/rjme20/current</a>
<i>Networked Learning Conference Proceedings</i>		<a href="https://www.networkedlearning.aau.dk/">https://www.networkedlearning.aau.dk/</a>
<i>Teacher Development</i>		<a href="https://www.tandfonline.com/toc/rtde20/current">https://www.tandfonline.com/toc/rtde20/current</a>

<i>Literacy Research and Instruction</i>		<a href="https://www.tandfonline.com/toc/ulri20/current">https://www.tandfonline.com/toc/ulri20/current</a>
<i>Journal of Education for Teaching</i>		<a href="https://www.tandfonline.com/toc/cjet20/current">https://www.tandfonline.com/toc/cjet20/current</a>
<i>The International Journal of the Inclusive Museum</i>		<a href="https://onmuseums.com/journal">https://onmuseums.com/journal</a>

### 3.1.6 Other relevant projects

It is important to seek and maintain an interaction with other relevant projects which have been funded under relevant FP7 and Horizon 2020 calls. Ongoing collaborative activities throughout the project will be sought with other consortia when possible. Other projects in related areas might also be interesting for us, for example, the FP7 project named, which might have relevant inputs for our work.

### 3.1.7 Network and associated partners

Each member of the research team, will be responsible for involving and informing their relevant contacts and network about the project. The project will also give the consortium the opportunity to expand their existing networks, by attending meetings, workshops and conferences.

By looking into previous EU projects and/or projects related to the project, it is possible to get in touch with previous participants/ stakeholders. Universities, who have a research interest that is suitable as well as other public administration, non-governmental organizations and educational and cultural bodies around the EU area can be contacted.

### 3.1.8 Responsible people

Persons responsible for the selection of media and the successful dissemination of the projects results are primarily those responsible for the individual deliverables and tasks within the project. However, the MAS exploitation board may make recommendations for alternative channels of delivery.

## 4. Dissemination material

### 4.1 Logo and Icon

The MAS logo and icon can be used for project publications, templates and for the website. Its size can vary, depending on what it is used for, but the color will always stay the same: fuchsia and white.



Figure 2: MAS Logo



Figure 3: MAS Icon

This project was possible by the Research and Innovation Foundation in Cyprus (Former Research Promotion Foundation):

*For communication activities: "This project has received funding from The Research Promotion Foundation Programmes for Research, Technological Development and Innovation "RESTART 2016 – 2020", DIDAKTOR (POST DOCTORAL RESEARCHERS) under grant agreement POST-DOC/0916/0248."*



Figure 4: The Research and Innovation Foundation in Cyprus emblem

## 4.2 One-pager – press release

We will be developing a one-pager, summarizing key information about the project (similar to a brochure). This will be developed in March 2019, and shared with associated partners and interested parties, so that they can be distributed to audiences attending MAS dissemination activities, but also when MAS team members from the Host Institution are attending events. It will be a great opportunity to raise the awareness around the project.

## 4.3 Newsletter

We will produce newsletters 2-4 times a year to update our associated partners and the general public about the progress of the project, the events we will attend or organize and pieces of relevant research we want to share. A template for this newsletter will be created in March 2019 and we plan to have two newsletters out in the first trimesters of 2019. All newsletters will be distributed to the associated partners and other relevant stakeholders, as well as published on the website and on Facebook. The newsletters will also be promoted via Twitter and other social media.

## 4.4 Articles, public abstract, conference papers

The research team will work on articles, public abstracts, conference papers, reports, posters or any other type of publication that promotes the project. There is no specific template for this activity as one usually gets directives from the events' organizers on which template to use. A critical element is to ensure that there are no IPR and/or confidentiality issues.

## 4.5 Social media

The project will use social media (especially Twitter and Facebook) to publicize MAS deliverables and dissemination activities to key stakeholders and members of the public throughout the duration of the project.

Facebook is a conversational and informal platform considered meaningful for the purposes of the MAS project. The intention is to continue the dialogue from the MAS website among members of the MAS virtual community, through the Facebook group developed and create a sense of belonging in a community of professionals and practitioners interested in the project and its outcomes. It is a platform for dialogue and communication of the ideas that are relevant to the project. The project Facebook group page is already active.



Figure 5: MAS Facebook page

Twitter is the second social media platform utilised for dissemination purposes. It is widely perceived as the most 'public' social media site with citizens using it to follow breaking news stories as they unfold. Our strategy will involve the targeting of influential Twitter users (or tweeps) from relevant sectors, including museum and cultural professionals, education providers and practitioners, researchers and members of the public in European countries that may have an interest in the project. The Art & Design, elearning lab team will also provide guidance on how to use social media to maximize public engagement with MAS.

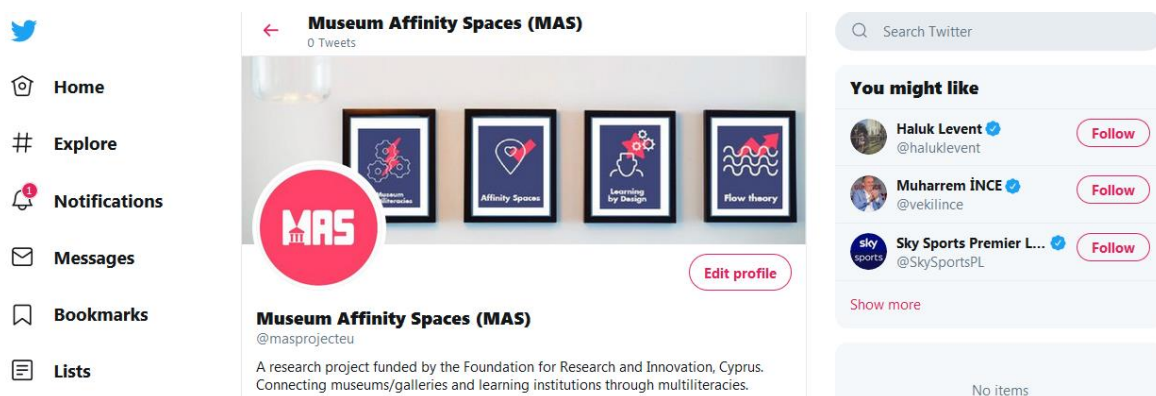


Figure 6: MAS Twitter page



## 5. Conclusion

In conclusion, the MAS project dissemination strategy employs a vast range of different ways in which to communicate about the project, including digital media with a website and a Twitter and Facebook account, to direct in person contact by attending conferences and events.

The MAS project team will be implementing this strategy for the entire duration of the project and beyond.