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[SpeakApps]

[WP5.1 Dissemination Plan and Activities]

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1 Introduction

Dissemination within the SpeakApps project has been a key and a defining feature engaged in energetically by partners to promote awareness but also as a means to support and develop a vibrant community. Partners actively ensure that dissemination activities engage existing networks and connections but also include new and potentially influential stakeholders and communities. A key component of dissemination is its association with activities engaged in other work packages such as WP2 with the delivery of teacher training to target users and participants. Particular attention has been given to disseminate at relevant international conferences and through other European Channels. This report outlines the dissemination activities engaged in by partners and associate partners through the lifetime and extended lifetime of the project.

To enhance the impact and reach of activities a range of dissemination channels are incorporated, these channels build on the original channels developed as part of the original SpeakApps project (511552-2010-KA2MP). Dissemination activities will include the following: the localisation of the SpeakApps website in the target languages to enhance awareness in the additional language communities; the writing and updating of the SpeakApps blog to inform users of upcoming events and outcomes achieved within the project; the development and publication of a SpeakApps newsletter in an online and offline version to attract new users and to inform policy makers of project events and outcomes; the cultivation of the SpeakApps social media presence to drive traffic to the SpeakApps website and ultimately to the SpeakApps Open Educational Resource and finally, to publish SpeakApps results in open forums such as Slideshare to disseminate results in broader online forums. Furthermore, on foot of the dissemination activities implemented nationally and in the online space, the SpeakApps partners, aim to increase the awareness of the Life Long learning programme and to illustrate the benefit of engaging in technology enhanced language learning.



1.1 Project Summary

The overarching aim of SpeakApps 2 is to further enhance Europeans' language learning skills through both self-directed learning and purposeful, teacher-designed materials that can leverage an ever-growing body of Open Educational Resources (OER). The project targets Higher Educators and teacher trainers but also those in VET and Secondary Education, and aims to widen the pool of resources for building language teaching skills via scalable trans-European collaborations and innovation using ICT and mobile technologies. The project will:

- Expand the use of the original SpeakApps results by incorporating 5 new languages, including new institutions in other education sectors in each partner country, plus engage actively with the project's Associate Partners.
- Develop a scalable digital framework able to bring in more languages, while spreading SpeakApps' methodologies and mobile solutions

1.2 SpeakApps Objectives

The objectives of the project include:

- To continue to promote the exploitation of interactive tools for online language learning and teaching which were developed within the frame of SpeakApps project. The SpeakApps project focused on six languages (Catalan, Dutch, English, Irish, Polish and Swedish) and two educational sectors (Higher education and Adult education- the tools and language learning materials were developed, piloted and validated with reference to Common European Framework of Reference for Languages.
- To augment the visibility of the innovative SpeakApps solution (tools and learning activities and materials/ ready-to-use platform) for improving speaking skills in foreign languages by reaching new foreign languages (French, Spanish, Italian, German and Croatian) and targeting other educational sectors (secondary education and VET).
- To conduct teacher trainings and workshop, to develop pedagogical content and to disseminate findings in appropriate arenas.

1.3 SpeakApps 2 Consortium

The SpeakApps 2 Consortium consists of all of the original SpeakApps partners, in full partner or associate partner capacity. The project partners have a unique combination of pedagogical and technological expertise, the research background and capacity to draw from to achieve the SpeakApps 2 objectives. The project partners include:

Project Partners
Universitat Oberta de Catalunya (UOC)
Rijksuniversiteit Groningen (RUG)
Dublin City University (DCU)
Jagiellonian University (UJ)

Associate partners will be involved for each of the sectors and languages addressed to warrant that the tools and tasks are culturally appropriate and of adequate quality to be used by the groups of learners targeted. There are currently 6 Associate Partners:

Associate Partners
Ruhr-Universität Bochum
Polskie Towarzystwo Kulturalne
Fundació Pere Closa
University of Southern Denmark
University of Nice
University of Jyväskylä

1.4 Dissemination: Target Groups

The main target groups associated with the project include foreign-language or language teachers across the project's target languages; these include teachers within four areas of education:

- Higher Education
- Vocational Education and Training
- Secondary Education
- Adult Education

2 Dissemination Strategy

The underpinning goal of SpeakApps dissemination is to raise awareness of the SpeakApps project and to facilitate those users to exploit the results of the project such as the OER, the pedagogical content i.e. tasks aimed at target languages and sectors and finally, the teacher training materials. Dissemination activities will be consistently engaged in throughout the duration of the project and are intertwined with the activities engaged in other word packages. This dissemination plan provides an overview and a basis by which partners will engage in dissemination, which will be completed from the project's outset until completion. An important aspect is to maintain and further the SpeakApps brand using the following communication measures:

- Use of the project logo on dissemination materials including presentations
- Use of Word and PPT templates for producing material related to the project
- Expanding of the SpeakApps website through its blogging function and its translation into the new project languages
- Presence of SpeakApps on SlideShare and other web 2.0 tools.
- Include the logo of the LLP and project details in any of the communication products or actions derived from the SpeakApps project

The SpeakApps2 messages are fundamentally aimed at re-enforcing and spreading the motivations and objectives of the project i.e. additional target languages, the availability of an open educational resources and the availability of workshops and teaching training to stakeholders from each sector. Key messages of the original SpeakApps project are updated in the following table and a description of how these messages will be/have been supported in this second iteration of the project is also provided:

SpeakApps Characteristic	Updated SpeakApps 2Message	Medium of the message and SpeakApps 2 Activities
European Project supporting and facilitating multilingualism	The European Lifelong Learning Programme (LLP), favouring multilingualism, funds a single portal of virtual educational applications for the oral practice of Catalan, English, Dutch, Irish, Polish, Swedish, French, Italian, Spanish, Deutsch and Croatian.	Blogs on the SpeakApps website and presentations at national and international conferences. Web 2.0 Slideshare
A comprehensive focal point which solves the problem of providing adequate practise time to those learning to speak/practise non-native languages.	Learning a language does not consist simply of reading and writing it. It also has to be spoken: Chat with other students through SpeakApps!	Message on the project website Intent Tellecollaboration presentation Article in academic journal
Online resource both technical and pedagogical whose function and educational applicability have been assessed and demonstrated	Quality resources available through the Open Education resources VideoChat available to support tellecollaboration Platform available to solve these issues	E-zine Workshops and presentations associated with task development and the Open Educational Resource
Web environment whose growth is subject to the participation of students, teachers and European institutions working in foreign language learning (both those contemplated in the project and other new ones).	Are you learning a language? Do you teach it? SpeakApps offers you a free solution with which to complement spoken practice of foreign languages.	Workshops and presentations at conferences
The final objective of the project is to foster foreign language learning as part of Lifelong Learning in the European sphere.	Join the SpeakApps community and practise when you want and where you want.	Slogan associated with the SpeakApps brand used in dissemination activities.

2.1 Channels of Communication with Target Groups

2.1.1 SpeakApps Website & Blogging Functionality

The SpeakApps website www.speakapps.eu plays a central role in the dissemination and wider objectives of the SpeakApps project. The objectives of the website are to:

- Act as an important information source or hub for all interested stakeholders and target groups
- Function as a gateway to the SpeakApps platform, where users can engage directly and access SpeakApps tools, the SpeakApps Open Education Resources, the community area and pedagogical & technical materials
- Access SpeakApps project deliverables

The website provides information relating to the aims and objectives of the project and further details relating to the participating partners. The site houses appropriate project outputs and results from the various work packages. The website presents information on project events and it links to other social media and disseminations channels including: Twitter, Slideshare and YouTube. Short videos are also embedded on the main webpages, the function of the video are to act as a visual introduction to the project's tools and to explain in an accessible manner the project's objectives. The website incorporates a multi-lingual element with translations of the main webpages and content in the project's target languages. The website hosts a blogging functionality which provides information on SpeakApps activities and events and links to further areas of interests. Blogs are written in one of the project's target languages with an accompanying English translation. The project aims to submit on average two blogs per month.

Project Activities

- www.speakapps.eu - translated into five new target languages and updated in all project languages
- 28 Blog Posts posted to the website
- All SpeakApps deliverables (except services) available from website
- Website analytics reveal over 18,001 unique sessions and over 38000 page views

2.1.2 SpeakApps Publications & Materials

Publications will be produced to disseminate knowledge and information through a variety of outlets. The SpeakApps e-Zine, published twice in soft and hard formats is directed at language practitioners/teachers and policy makers. The publication format includes content on SpeakApps'



events, awards and the integration of the tools in a variety of educational contexts. The electronic distribution of the e-Zine is based on email lists as compiled by project partners and is also available from the SpeakApps website. Further means of distribution can include the direct mailing of hard copies to project target groups and distribution at SpeakApps Events including workshops and presentations.

Project Activities

- Compilation and creation of Two Newsletters – [Issue 1](#) & [Issue 2](#)
- E-zine disseminated both electronically and hard copies at SpeakApps events including presentation to new sectors such as secondary schools

To facilitate knowledge dissemination to the academic community, language practitioners and those involved in technology enhanced learning, the project team will submit papers for publication in conference proceedings at relevant national and international conferences. The 2014 Eurocall Conference identified by the project partners as the primary European gathering of the Computer Assisted Language Learning Community is targeted as providing a vehicle for the dissemination of both practice and research papers, at least three SpeakApps related papers will be submitted for publication in the conference proceedings. All partners will participate in SpeakApps Eurocall workshop. Partners will also participate in national and international conferences and or seminars, with the view that each partner will complete at least one presentation at such events. Partners will use SpeakApps templates in all presentations and associated logos etc. in each presentation. Partners will recognise accordingly when disseminating any aspect or action of the SpeakApps project “this project has been funded by the LLP....”.

Project Activities

- Over thirty dissemination events participated in by SpeakApps team, please review Stakeholder Engagement Record for full details of these events.
- Five SpeakApps’ related presentations delivered at [Eurocall 2014](#)
- Three papers published in Eurocall Conference [proceedings](#)
- Participation in the international [EDENRW8](#) Workshop 27-28th October 2014
- Article in Dutch Teaching practitioners’ magazine [Levende Talen](#)
- Paper published in the ICICTE Conference [proceedings](#)
- Journal Article accepted for publication within the [International Journal of Information and Learning Technology](#) entitled *Designing the Online Oral Language Learning Environment*
SpeakApps

2.1.3 SpeakApps Social Media

Building on the online presence the SpeakApps team will tweet on regular occasions. SpeakApps presentations delivered at SpeakApps events will be uploaded to Slideshare to ensure that these materials are available to a wider, international and varied audience. Images taken at SpeakApps events will be uploaded to the SpeakApps Picassa account. The use of social media will be used to inform of SpeakApps events and activities but also as part of wider awareness campaign on technology enhanced learning.

Project Activities

- 82 [Tweets](#) and 401 followers
- Over 2500 You Tube Views of the Video [Tandem MOOC](#)
- Over 20 presentations uploaded to [SlideShare](#), views for the top five SpeakApps Slideshare presentations are presented in the following table:

Views	Presentation Title
521	How to design, create and share tasks to facilitate oral language production online
219	SpeakApps_Worshop Eurocall 2014
171	24/7 Speaking Resources
124	Mündliche Produktion und Interaktion im virtuellen Fremdsprachenunterricht
92	Eurocall SpeakApps Presentation - Open Educational Resources and the CEFR

2.1.4 SpeakApps Workshops, Seminars and Presentations

An integral element of WP2 is the hosting of workshops these events provide unrivalled opportunity to disseminate to target groups on the project outcomes. Each partner will participate in at least one local workshop and the major event during the Eurocall conference. Partners will participate in seminars in Krakow and Barcelona during the project. Workshops and seminars as developed in WP2 will be localised to national contexts but will draw from the SpeakApps developed templates.

Workshops and seminars are augmented by online training courses and by presentations at conferences aimed at the project's target groups. Partners will follow publication and dissemination guidelines.

Project Activities Include*

- Presentation at a symposium organised by the SIG ICT and Blended learning of the BVNT2 15th November 2013
- Demonstration at the NUT-docentendag: Blended Learning. 24th January 2014
- Presentation to "Telecollaboration in University Foreign Language Education" at the University of León (Spain) 12-14th February 2014
- Presentation to the annual meeting of the Catalan Association of English Teachers (APAC) 22nd February 2014
- Two presentations to the 28. AKS-Arbeitstagung 2014 in Braunschweig 27 Februarys- 01st of March
- Workshop to Polish CALL practitioners and academics at [CALL-PL CONFERENCE Building Bridges](#) between School and Academia.
- Demonstration of SpeakApps at the annual Study Day of the [Language Centre](#) of the [University of Groningen](#) 24th March 2014
- Presentation at the IV Simposi Internacional sobre l'Ensenyament de Català 01st April 2014
- Presentation to the Institute for Educational Support and Innovation (ESI) at the University of Groningen 10th April
- International Online Teacher Training 24th March – 11th April 2014
- Presentation at TISLID '14 at the University of Salamanca (USAL) 7-9th May 2014
- Online Teacher Training for Spanish 26th May – 15th June 2014
- Workshop Teachers of Irish as a Foreign Language 19th June 2014
- Presentation at the 5th International Conference on New Horizon in Education - [INTE 2014](#) 25-27th July 2014
- Online Teacher Training for German 17th-30th June 2014
- Presentation at the 22@ Association Summer Innovation Meetings 17th July 2014
- International Workshop [Eurocall](#) 20th August 2014
- International conference and workshop for Teachers of Polish [Krakow](#) 19-20th September 2014
- Presentation [International Conference](#) of Association of Teachers of Polish as a Foreign language 26-27th September
- Workshop and Teacher Training for Irish at Third and Second Level 14th October 2014
- Demonstration at the annual Study Day of the SIG ICT and Blended learning of the BVNT2 (Association of teachers of Dutch as a second language in the Netherlands and Belgium)
- Three Workshops Irish Language Teachers in Training 08th & 28-29th October



- Online Teacher Training for Irish 27th-30th October 2014
 - 7 Learning Irish at Second Level Presentations, 07, 12th & 19th November
 - Demonstration University of Groningen 20th November 2014
 - Demonstrations at the Tionól Teagaisc, seminar of Irish language secondary School Teachers 28th November 2014
 - International conference and workshop [Barcelona](#) 13th December 2014
- *Please refer to the Stakeholder Engagement Record

2.1.5 SpeakApps Partners Responsibilities

DCU will co-ordinate the implementation of this plan but all partners are equally responsible to ensure that the activities and objectives of the dissemination plan are achieved. Dissemination will be reported regularly at SpeakApps' project meeting if there are any difficulties with any element of the dissemination plan partners should report this to the WP co-ordinator.