

SpeakApps:

Production and interaction in a foreign language
through online ICT tools

Dissemination Strategy Plan (June 2011)

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1. Introduction

The success and the impact of such an innovative project as SpeakApps, the main aim of which is to become an online portal of reference geared towards the oral learning of foreign and second languages through innovative applications, depends to a large extent on the communication and dissemination activities.

In order to ensure strategic planning and optimum management of the communication and dissemination activities, the partners in the SpeakApps project have been provided with this Communication Plan, which comprises the following elements:

- Objectives
- Target groups
- Communication actions
- Responsibilities of the Project Communication

We should also highlight that the funding of the project by the European Lifelong Learning Programme (LLP) obliges us to consider and respect its current regulations.

2. Objectives

The **general objectives** of the SpeakApps Project Communication Plan are:

- To optimise the information flow between the partners in the project and organise efficient communication between the various organisations participating in the project in order to foster collaboration and productivity.
- To make the project known to the potential actors and principal beneficiaries in Europe, so favouring the growth of the SpeakApps environment.
- To open up the SpeakApps online portal to other languages not initially contemplated in the project with the aim of establishing the SpeakApps portal as a European environment of reference for the practice of oral skills, when learning languages.
- To report on and communicate the results to European society with the aim of promoting foreign language learning and, in short, multilingualism among the inhabitants of the European Union.

The **specific objectives of the internal communication (IC)** are:

- IC.1. To systematise communication between partners.
- IC.2. To create easily navigable and accessible spaces for all the partners and for the Lifelong Learning Programme committee responsible for the monitoring and assessment of the project results.
- IC.3. To keep the Lifelong Learning Programme monitoring committee informed of the common actions and of the administrative, financial, monitoring and assessment obligations.

The **specific objectives of the external communication (EC)** are:

- EC.1. To inform the target public of the SpeakApps project: what it consists of, its objectives, reason for its creation and partners.
- EC.2. To publicise the advances made in the project and the results obtained during the course of it.
- EC.3. To carry out specific communication actions aimed at potential SpeakApps users, thus promoting the growth of the environment and establishing a language teaching community that contributes in the development of ideas, pedagogical material, teacher training materials among others.
- EC.4. To involve the open source technology community in the development and creation of tools geared towards the oral practice of foreign languages.
- EC.5. To disseminate the base research of the SpeakApps project among the scientific community specialising in education relating to foreign language learning.
- EC.6. To establish, through strategic communication, alliances and agreements with organisations working in foreign / second language learning that may be key in the dissemination, growth and internationalisation of SpeakApps.
- EC.7. To provide a documentary base and reference material related to the technological and educational aspects of the applications and tools provided by the SpeakApps platform.

The **specific objectives of the General Dissemination (GD)** are:

- GD.1. To communicate the subjects relating to the project effectively and transparently to the whole of society with the aim of (a) fostering multilingualism and foreign language learning, and (b) establishing a growing "SpeakApps" community.

3. Message

The messages of the SpeakApps Project sum up the "essence" of the project and form the basis of any of the communication actions subsequently described. Similarly, the messages highlight the motivations and objectives of the project and underline its added value and benefits.

The following lists the key messages that convey a priori the principal qualities of the SpeakApps Project:

SpeakApps Characteristic	Message	Medium of the message (example)
European Project favouring 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 and Swedish.	Message in the Project Launch Press Release.
Entirely new and benchmark portal in the European sphere that finally solves the existing vacuum when practising	Learning a language does not consist simply of reading and writing it. It also has to be spoken: Chat with other	Message on the project website

speaking non-native languages.	students through SpeakApps!	
Online applications whose function and educational applicability have been assessed and demonstrated through pilot trials.	Find quality guarantees in the applications offered by SpeakApps.	Documentation of the SpeakApps base research, as well as the documentation associated with each application, describing pilot trials and demonstrations on the correct use, case studies, etc.
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.	Principal message in the dissemination actions (online and on-site) that are carried out between European agencies and institutions working in language teaching.
The base infrastructure and the components of the architecture of the SpeakApps portal will be constructed on the basis of Open-Source Software. The educational applications will be free or low-cost, combining a "pay for use" system that will ensure the sustainability of SpeakApps.	The SpeakApps Project is committed to Open-Source Software, and therefore to rich, reliable and low-cost educational environments.	Message in leaflets about SpeakApps
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.

4. Target recipients

The aim of the SpeakApps communication actions is to convey a series of messages to a clearly identified target public. The following specifies the target recipients of SpeakApps:

Target recipients of the IC:

- Partners in the SpeakApps Project.
- People responsible for monitoring and assessing the European Lifelong Learning Programme.

Target recipients of the EC:

- Universities, schools, agencies and companies in the foreign language learning sector, especially:
 - those that are collaborating or have collaborated with the partners in the SpeakApps project.
 These organisations will be invited to add companies and agencies as target recipients who, in turn, collaborate or have collaborated with them (viral communication).

- Public agencies that may contribute to increasing the SpeakApps community such as those working in education administration or in providing grants related to foreign language learning.
- Students and teachers who depend on the centres specified in the previous point.
- Open-source e-learning platforms, such as sakai, Moodle, blackboard and Google Sites, and other leading agencies in educational trends, such as the WikiMedia Foundation.
- European networks of excellence specialising in online learning and education.
- Specialist public attending benchmark conferences in the field of education and open-source software.

General target recipients:

- Policy decision-makers in the field of education.
- Media.
- Society as a whole.

5. Creation of the SpeakApps logo and corporate image

As part of the "brand creation" process, SpeakApps undertakes the following communication measures:
The project logo and its corresponding usage manual.

- The elaboration of the project logo and its corresponding usage manual.
- Creation of Word and PPT templates for producing material about the project.
- Design of the SpeakApps website.
- Opening of a SpeakApps channel on YouTube.
- Presence of SpeakApps on SlideShare and other web 2.0 tools.
- Production of an audiovisual piece explaining the nature of SpeakApps.

6. Strategies, Communication Actions and Tools

With the aim of responding specifically to the various target recipient groups, the communication actions and the materials produced for their dissemination will be grouped in three central action cores:

1. **Internal Communication (IC):** geared towards the project partners and managers.
2. **External Communication (EC):** geared towards the actual and potential beneficiaries and actors of the project.
3. **General Dissemination (GD):** sectors in society that set out the education guidelines and society as a whole.

The relationship between the communication and dissemination actions, the target recipients and the tools is as follows:

Internal Communication (IC)

Objective	Action	Preliminary Action	Target Recipient	Assessment	Example of Dissemination
IC.1. IC.2. IC.3.	(1) Creation of the SpeakApps wiki (2) Project website (3) Minutes (4) Meetings on-site and online	(1) creation of the distribution list: SpeakApps Partners and Managers (2) Drafting of meetings and reports calendar (3) Determine and register the LEARNING APPS domain (4) Design of the SpeakApps website and brand	- Partners - Project Investigators - Administration staff	Questionnaire after 6 and 12 months on the efficiency of the internal communication.	- Link the website on each partner's website - Mailing of the minutes to the SpeakApps distribution list
External Communication (EC) and General Dissemination (GD)					
Objective	Action	Preliminary or Complementary Action	Target Recipient	Assessment	Products and dissemination
EC.1. EC.2. EC.5. EC.7. GD.1.	Website	(1) Conduct a study of the portals where linking the project website would be recommendable.	- Partners - Monitoring Committee - Beneficiaries and potential beneficiaries of the project	- Monitoring visits to the website with google analytics	- Partners' websites - Related portals
EC.1. EC.2. EC.3. GD.1.	SpeakApps on Facebook	(1) Designate a SpeakApps user manager on Facebook (2) Design online activities that promote the creation of a social network around the SpeakApps project.	- Partners - Managers - Beneficiaries and potential beneficiaries of the project - General Public	- Monitoring of visits	- Dissemination by the project monitors and partners.
EC.1. EC.2. GD.1.	SpeakApps YouTube channel	(1) Creation of audiovisual material for the project and of the communication and dissemination actions of the project	- Partners - Managers - Beneficiaries and potential beneficiaries of the project - Open Source learning platforms - General Public - Media	- Monitoring of visits	- Link to the project website - Link to the partners' websites - Always send out the link in press releases
EC.1. EC.2. EC.3. EC.6.	SpeakApps Express A quarterly audioblog which will combine all project languages – CAT, ENG, SWE, POL, IR, DUT-. SpeakApps Express, will use the LangBlog tool (one of the tools provided by the project) and will consist of a set of exercises for	(1) Compilation of potential beneficiaries of the project associated with any of the partners. Or anyone associated with the partners. (2) Design of the Langblog site where the SpeakApps Express will be published.	- Partners - Beneficiaries and potential beneficiaries of the project - Agencies working in foreign language learning - Students and teachers	- Monitoring the growth of the target recipients of the SpeakApps Express. - Monitoring the visits of the LangBlog where the SpeakApps Express will be ubicated	- Mailing actions - The SpeakApps Express will be posted on the SpeakApps website - It will also be posted on Facebook

	improving the oral skills of a language. These exercises will be based on the SpeakApps tools and pedagogical research and thus, will evolve accordingly with the progress of the project itself.	(3) Creation of the distribution list.			
EC.1. EC.2. EC.3. GD.1.	SpeakApps celebration of the 2012 European Day of Languages (26th of September)	<p>(1) Design a different event every year. Each one will always have a brief explanation on how the project s going. One of them could consist of using the Tandem tool to connect students from the partners' countries so that they get to know each other that day and practise the language that they are learning both online and also doing something on-site at each partner's university (we could do something on Rambla Catalunya). Perhaps we could organise dating sessions between countries...</p> <p>(2) Draw up the list of VIP guests that encompass managers from public agencies and institutions related to the subject area of the project.</p> <p>(3) Set it up through Facebook.</p>	<ul style="list-style-type: none"> - Partners - Beneficiaries and potential beneficiaries of the project - General Public - Collaboration of public agencies working in education - Students 	<ul style="list-style-type: none"> - Success of participation - Impact in the media 	<ul style="list-style-type: none"> - Dissemination of the event on Facebook - Dissemination among students from partner universities in the project and collaborating universities. - Dissemination of the results of the experience on the website, newsletter, facebook Media
EC.4. EC.6. EC.7.	Presentation at international conferences and publication in specialist journals	<p>(1) Election of three annual conferences at which SpeakApps should be presented</p> <p>(2) Drafting of papers to be submitted to specialist journals</p>	<ul style="list-style-type: none"> - Specialist public - European networks of excellence - E-learning platforms 	<ul style="list-style-type: none"> - Impact of the talk and the paper - Recording of new collaborations, any interested in taking SpeakApps to other languages 	<ul style="list-style-type: none"> - Papers - Creation of new collaborations - Creation of agreements
EC.5. EC.7.	Production of teaching and educational material that explains the base research of SpeakApps, applications and its pilot trials	<p>(1) Conducting of the pilot trials</p> <p>(2) Production of the base research of SpeakApps (Workpackage 2)</p>	<ul style="list-style-type: none"> - Partners - Managers - Beneficiaries and potential beneficiaries of the project - Specialist public 	<ul style="list-style-type: none"> - Monitoring loyalty in the use of applications - Monitoring file downloads 	<ul style="list-style-type: none"> - Posting this material on the website. The manuals should be associated with each tool.

7. Responsibilities of the SpeakApps Communication

The SpeakApps project appoints Eva Loste from the Office of Learning Technologies (Open University of Catalonia) as the Communication Manager for the project:

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As communication manager, Eva Loste should ensure the good progress of this Plan:

- Making sure that all the activities that are included in this Plan are carried out successfully.
- Coordinating so that each beneficiary's communication activities are consistent with each other.
- Managing the specific communication of each action or event included in this Plan.

8. Requirements of the Lifelong Learning Programme (LLP)

The funding of the SpeakApps project by the European Lifelong Learning Programme (LLP) lead us to consider certain regulations to be observed in matters of communication and dissemination such as:

- To include the logo of the LLP in any of the communication products or actions derived from the SpeakApps project.
- To always highlight the funding organism when disseminating any aspect or action of the SpeakApps project (mention along the lines of: "this project has been funded by the LLP....").

SpeakApps Project

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