

# JOB PLACEMENT APP

## Dissemination Strategy

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This plan will be enriched with the forthcoming project's achievements and contributions from all partners.

## Contents

Description of the project .....	4
The objective of E-Motive .....	4
Action Lines .....	4
Target groups .....	5
EfVET roles.....	6
All partners roles .....	6
Dissemination Tools .....	7
Dissemination Timetable .....	7
DISSEMINATION REPORT.....	8

## Description of the project

Recent European studies and partners experience have shown a shortage of soft skills among the students entering the labour market. The current Labour market needs new approaches and methods to get the necessary qualified work force. The aim of the project is to reinforce these skills through the direct application of the innovation model and tool, JOPAPP (job placements app), in the implementation of the module called "job placement", in which students spend a training period working in a company abroad.

Nowadays, students do not seek their own work practices, it is the center who looks for, manages and develops the whole process. Therefore, the student should lead the development of this process, they should be the driving force of their own learning process, which would develop their skills, time management abilities, strong work ethic, problem solving skills, self-confidence, flexibility and adaptability, working well under pressure, competences for innovation in VET students.

This JOPAPP model implements the contents and best practices of the RAINOVA model, previous European project, adapting it to a learning environment and creating a Manual of Implementation for teachers and counsellors and creating an innovative app to guide students through the process of finding their work placement.

## The objective of JOPAPP

After lengthy experience with the RAINOVA model, previous European project, adapting it to a learning environment and creating a Manual of Implementation for teachers and counsellors and creating an innovative app to guide students through the process of finding their work placement.

The objective aimed to:

- Enhance innovation activities related to business management
- How to reach the company workers and their training
- Teach VET students how to be innovative in their workplace

## Action Lines

Firstly we want to check current practices in the management of classroom activities in VET section in Europe are, following the Rainova model.

This process will contribute to accelerating the spirit and commitment of teachers with innovation in the classroom. And they help raise awareness of the importance of innovation and the characteristics that favour it, contributing to a better transfer of competencies for innovation to the students.

The second will be the adaptation to the module called "job placement", in which students spend a training period working in a company abroad. It has two parts, one prior to going into the company which should comprise an extensive knowledge of the company, the culture of the country and the working environment and a second one which is the working practice itself. Teachers and counsellors often deal with disappointment and unfulfilled students' expectations. Working extensively in the first stage can develop both the employability skills required by the labour market, as well as a better knowledge and real expectations of the labour market from the student's point of view, leading to a successful job training period.

## Target groups

The dissemination plan is divided into three main strategic target groups, so that the focus is based on where and when the effort of the dissemination is most needed and effective. The partners' networks and VET providers will be reached mainly through VET associations in each country.

The main strategic target groups are:

- Local level and Regional level (VET schools, VET consortiums and associations, applied sciences colleges, students unions and association, employment agencies)
- National level (VET schools, VET consortiums and associations, applied sciences colleges, students unions and association, employment agencies)
- European/International level (European networks and other networks)

We will also approach a more general fourth group composed by social partners or enterprises.

TARGET GROUPS	WHY IS IMPORTANT TO REACH THIS GROUP	HOW CAN WE REACH THEM
A) Teachers/trainers	<ul style="list-style-type: none"> <li>● To interest them in JOAPP activities and products/modules</li> <li>● Provide feedback regarding their experience necessary to design a tailor model</li> </ul>	<ul style="list-style-type: none"> <li>● Partners' distribution model</li> <li>● The use of the module tool</li> </ul>
B) trainees/students	<ul style="list-style-type: none"> <li>● To engage them in the promotion of JOAPP final products..</li> <li>● Provide feedback regarding their experience necessary to design a tailor model</li> </ul>	<ul style="list-style-type: none"> <li>● Partners' distribution model</li> <li>● Representatives of local, regional and national public bodies</li> </ul>

TARGET GROUPS	WHY IS IMPORTANT TO REACH THIS GROUP	HOW CAN WE REACH THEM
C) The European Level	<ul style="list-style-type: none"> <li>To engage them in the promotion of JOPAPP's final products</li> </ul>	<ul style="list-style-type: none"> <li>Officers in DGs</li> <li>National Agencies</li> </ul>

## EfVET roles

EfVET as a European umbrella organization for TVET institutions will play a major role in the project dissemination on all four levels - European, national, regional and local.

The association will take care for the wide dissemination across Europe and countries in which the consortium is not directly represented. This will be done especially through its website and online communication (bi-monthly newsletter, direct emails and social media). Furthermore, the EfVET team will disseminate the project via direct presentations and material distribution at conferences and meetings in Brussels and throughout Europe. In particular, the EfVET and partner team will assure a visible representation at the EfVET annual conference in October 2016 in Valencia (Spain) and in October 2017. The project summary will be included in the conference publication. Thanks to its privileged positions in Brussels EfVET will also contribute in creating links with other European Networks (like EUCIS), interested in the topic.

Moreover, EfVET will coordinate partners' local and national dissemination activities and contribute to the national valorisation in the partner countries.

Promotional material of brochures or leaflets to be used at EfVET Conference and other conferences and meetings in Brussels and other European countries will be produced (update of existing ones). The individual partners will take charge of the distribution at other international conference/seminars/workshops. Sharing of information with local, regional, national relevant stakeholders and interested parties (National agencies, experts, social actors, EPAL, other VET institutions, etc.) via the partners' networks will be another important aspect of dissemination in each partner country.

Indeed, the consortium recognises that an effective valorisation of the project is possible only if dissemination takes place at national level. Partners have responsibility for the implementation of the strategy within their own country, ensuring that dissemination opportunities are realized at local, regional, and national levels.

## All partners roles

All partners have a responsibility to disseminate the project at a local, regional and national level and within their European networks. In order to plan a good dissemination work, partners will be filling in draft dissemination activities (see **Annex 1**) which will help them to self-monitor their progress towards the objectives of the general dissemination plan of the project. Each partner has appointed a contact person for the project, who has a lot of experience and contacts in the field of education and training. Therefore it would be only natural that they continue to disseminate the results of the project and, more specifically, the diploma also after the project's run.

## Dissemination Tools

The dissemination of the results of JOAPP will take place using a variety of media. At organizational level, the project will be particularly beneficial to partner organisations themselves, enabling them to provide a practical solution for their staff and teachers, as well as expanding their access to international best practice in fields of direct relevance to their ongoing work.

Some activities are expected to have a greater impact than others. Here we evaluate the use of different media:

**Facebook and LinkedIn** – we have decided not to use Facebook group for this project, but we will disseminate JOAPP and its activities through the partners' Facebook and LinkedIn pages, specially EfVET

### Website

#### Logo

#### Newsletters or Press releases

**Brochure**– an initial leaflet will be created at the beginning of the project which will be updated towards month 18, including up to date information about the project

#### A short promotional video for use on the website

#### Local events, seminars, conferences, community forums

#### Online activities

## Dissemination Timetable

The following grid illustrates the dissemination activities of the project based upon a month delivery schedule. The scheduling of these activities is closely aligned with key project deliverables.

These time frames should be regarded as indicative.

Dissemination activity	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	
Dissemination strategy /plan																											
Project Website																											
JOAPP logo																											
Social networking																											
EFVET																											
Facebook																											
Brochure and poster																											

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Newsletter																
Press release																
Final events																
Dissemination reports																

## DISSEMINATION REPORT

The screenshot shows a Microsoft Word document titled "Annex 1\_Draft Reporting dissemination activities - Word". The main content is a table titled "Reporting dissemination activities for JOAPP". The table has the following structure:

Organisation:	PIC No.:		Period:	Country:					
Type of Activity:	Please specify if necessary (short description, papers, videos, web addresses etc.)	Detail/ Duration Frequency	Place	Target Levels:	Distribution level Characteristic of Target Group:	Reached Number of institutions/ organisations	Approx. number of persons reached	Comments / Problems/ monitoring	Evidence n.
			L R EUR						
	a) Media based activities (Newspapers, specialist magazines, News agencies, Press releases, Online activities, etc.)								
	b) Internet based activities (Websites, newsletters, social media, etc.)								
	c) Face to face activities (Workshops and trade fairs, Training seminars, Promotional events, visiting centres, Meetings/roundtables)								

The document footer indicates: PAGE 1 OF 2, 5 OF 158 WORDS, ENGLISH (UNITED STATES), and 50% zoom.