



Using Web Comics in Education  
142424-LLP-1-2008-1-GR-  
COMENIUS-CMP



## Project Deliverable Report

### Deliverable nr – 5.1 Dissemination plan for EduComics

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#### **Abstract (for dissemination)**

The dissemination activities will try to bring the project in front of as many educators as possible. The purpose of the dissemination plan is to design and communicate a strategy that will make educators and educational researchers well aware of project's outcomes and give them access the resources and products created by the project. The dissemination will be a systematic ongoing process that will contribute to the project by:

- Drawing the attention of the educational world of Europe to the EduComics project.
- Explaining to the educational world the aims and objectives of EduComics
- Persuading educators to contribute from their experience and knowledge to the project
- Getting as many educators as possible to help achieve the projects objectives
- Bring the results of the project, via an online and offline campaign to the educational community.

**Keywords List** Educational comics, dissemination strategies, social media



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## **Description of the Project**

EduComics is an European Union education project under the Life Long Learning Programme. Educomics will show educators how 'Web comics' can be used in the classroom to enhance learning, engage and motivate students, and use technology in a practical and effective way.

The project will collect and publish best practices on the use of Web comics in education. The best practices will include a variety of curricular areas including literacy, language learning, science education. It will also look at Web Comic authoring tools and how they can be used effectively to enhance learning strategies and lesson plans.

The project will create training material for teachers and organise seminars for teachers in Greece, Cyprus, Italy and Spain. These attending teachers will be able to apply strategies and lesson plans in their schools.

## **Dissemination aims**

The dissemination activities will contribute to the project by:

- Drawing the attention of the educational world of Europe to the EduComics project.
- Explaining to the educational world the aims and objectives of EduComics
- Persuading educators to contribute from their experience and knowledge to the project
- Getting as many educators as possible to help achieve the projects objectives
- Bring the results of the project, via an online and offline campaign to the educational community



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- To make the results and outcome of the project known and accessible to targeted educators
- To bring to the awareness of educators of the training materials created during the project and spread the knowledge collected in the project amongst educators

### **Online Dissemination strategy**

Locating institutions, association and projects that have used Comics in education.

Raising awareness of educators and local and national authorities and other interesting groups to the EduComics community and activities.

Requesting the involvement of targeted educators in contributing to the project.

Introduction to the final resources of the project to educators and other target groups.

### **Internet Dissemination Activities**

The awareness campaign will start at the beginning October 2009.

The target is schools and teachers from all European countries.

The online dissemination activities will try to bring the project in front of as many educators as possible. The purpose will be to bring them to the project website where they will be able to gain further information about the project, subscribe to the project newsletter, volunteer and offer their help and eventually be able to access the resources and products created by the project.

The primary tools and activities of the Internet dissemination strategy are:



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1. Locating target groups for dissemination
2. Identifying contacts from the Kindersite databases.
3. Data mining and updating contact details of targeted groups
4. Preparation a of database of appropriate ListSers and Social networks to place postings
5. Preparing the site for the campaign – adding monitoring and analyzing tools, adding the newsletters and postings, making the registration of newsletter subscriptions, contact form etc.
6. Preparation of Meta tags for the website to enhance visibility (Kindersite)
7. updating the web site to correlate with the information sent in the newsletters and other marketing activities
8. Dealing with enquiries from the website.
9. Preparation of the website with appropriate information
10. Preparation, with partners, of an article on the project for posting on other websites
11. Writing newsletters and postings for informing target groups about the project and its aims
12. Placing postings in ListSers and Social networks of educators
13. Completing the sending of newsletters
14. Monitoring site visitors
15. Collecting of responses to campaigns and delivering them to partners for answering
16. Connecting the educators offering to help
17. Linking the EduComics website to social (Web 2.0) and synergetic websites to raise website visibility
18. Placing of Promotional video and text on Web 2.0 sites and educator Social networks



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## **Offline Dissemination Activities in correlation with the online activities**

The offline activities will focus on several areas:

1. Academic conferences that partners are attending
2. Individual partner activities in their local area
3. Design of brochure

These activities will be backed up by the preparation of publicity materials, brochure, posters.

Each partner will be requested to complete a dissemination event. These can be within their institution or local area.

### **Preparations for the awareness campaign:**

Before starting the first dissemination campaign, some preparations should be made:

- ◆ Full instructions for teachers taking part in the pilot. (examples of usage and pedagogic methodology)
- ◆ A guide for using the Web comic book creator autonomously.
- ◆ Teacher and student questionnaire to enable research to be collected (the questionnaire should include questions that will permit Empirical pedagogic data to be collected on the effectiveness of the methodology)
- ◆ Template for usage analysis by teachers (teachers will complete a template to describe their usage in the classroom)
- ◆ The web site will need to be prepared by having:
  - Google analysis script on every page



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- Contribute and send info
- Newsletter signup
- Instruction page with downloadable documentation for the piloting teachers
- Downloadable questionnaires for the piloting teachers and students
- Downloadable template for usage analysis by teachers
- A website section for autonomous piloting schools to upload the results of their work, and where users can view the data and images of the web comics produced.
- The Kindersite team will get data from the Google analysis statistics of the EduComics website so they can track effectiveness of the campaigns and dynamically adjust messages if necessary

### **Phase 1: Awareness raising to the EduComics community**

This community will be targeted as they are the most likely to initially understand the concept of the project and act as further dissemination partners for the project.

The activities will include:

1. Research to locate institutions and projects that have used Comics in education
2. Research to locate associations and web sites that are involved in Comics in education
3. Making contact and raising awareness, to the above, of the EduComics project



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The activity will be completed by the partners responsible for researching the use of comics in education, and will be as a result of making contact with institutions and individuals involved.

## **Phase 2: Awareness and involvement of educators of the project**

Educators across Europe and Teacher trainers will be targeted via an Internet campaign. The message delivered will be to request that they visit the website of the project. On the website they will be able to access further information about the project and also to:

1. Subscribe to the project newsletter to be advised of project products availability
2. Offer to be a piloting school

This task will require (partner/s involved):

### Preparation

1. Updating and editing of the Kindersite database of schools (Kindersite)
2. Updating and editing of the Kindersite database of Teacher training institutions and local and national authorities (Kindersite)
3. Preparation of database of appropriate Listservs and Social networks to place postings within (Kindersite)
4. Preparation of the website for registration of newsletter subscriptions (coordinator)
5. Preparation of website contact form. This should include a webmaster contact (for technical issues) and enquiries contact.
6. Preparation of the website with appropriate information (Kindersite and coordinator)
7. Preparation of an article on the project for posting in other websites (partners)





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8. Preparation of Meta tags for the website to enhance visibility (Kindersite)
9. Preparation of email address from the EduComics domain for sending the newsletter, email address from the EduComics domain for the coordinator (to be placed as the addressee of the newsletter), unsubscribe system
10. Addition of Google web analysis tools to the website to allow detailed analysis of visitors to the resource (coordinator). Note, the Kindersite will require access to the Google analysis reports to enable responses to be noted and collated for reports.

In addition, at this stage, a research will be initiated by the Kindersite and other partners, to build a database of Synergetic websites for web linking.

#### Newsletter

1. Writing and translation of a newsletter (Kindersite and partners)
2. Sending of the newsletter (Kindersite)
3. Responding to enquiries for further information (partners in appropriate languages)

#### Other channels

- Posting of messages in Listservs and Social networks (Kindersite)
- Delivery of messages in offline media (conferences) (partners)
- Linking of the Educomics website on the partner websites (partners)
- Contacting Local authority International/European officer to utilize their help in local or national dissemination



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## **Task Breakdown**

The Kindersite will complete most of the tasks in the phrase, project partners tasks will include (please separate document EduComics Dissemination Partner Tasks)

1. Translation of materials (partners)
2. Partner preparation of a database of websites for linking (social and synergetic) within their local territory (Kindersite and partners)
3. Partner inclusion of a link to the Educomics website on their institutional website (partners)
4. Responding to user responses in their language from the newsletter campaign (Kindersite and partners)
5. Contacting their Local authority International/European officer to utilize their help in local or national dissemination (partners)

## **Phase 3: Introduction to the final resources of the project**

The final phase of the dissemination will deliver the messages:

1. To inform the educational community about the resources created within the project
2. To announce the launch conference
3. To announce the teacher seminars

### Preparation

1. Preparation of the website with appropriate information translated in to the project languages (Kindersite and partners)
2. Preparation on the website of project documentation and teacher guides (coordinator and partners)
3. Preparation of final newsletter and translation (Kindersite and partners)
4. A video will be prepared including information on the project.  
(Kindersite and partners)

### Final campaign



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1. Sending of the final newsletter (Kindersite)
2. Responding to enquiries for further information (Kindersite and partners)
3. Linking of the website to the prepared database of Social and Synergetic websites (Kindersite and partners)
4. Posting a final message in Listservs and Social networks (Kindersite)
5. Placing of the promotional video in Web 2.0 websites (for example, YouTube, Facebook etc.) (Kindersite)

### **Task Breakdown**

The Kindersite will complete most of the tasks in the phrase, project partners tasks will include:

1. Translation of materials
2. Partner linking of the website on social and synergetic websites within their local territory
3. Responding to user responses in their language from the newsletter campaign
4. Utilizing the Local authority International/European officer

### **Reporting and Analysis**

The Workpackage will complete an Interim report of activities and tasks completed and a final report detailing all activities.

The final report will include web analysis figures that detail the number of visitors to the web resources created and any other resources placed on the Internet to promote the project. For example, a promotional video on You Tube.