



Enhancement of research excellence in Mathematics Teacher Knowledge

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WP 3: Dissemination

D3.1 Project manual for dissemination

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Declaration

This report has been prepared in the context of the MaTeK project. Where other published and unpublished source materials have been used, these have been acknowledged.

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1. Objectives of Communication and Dissemination

MaTeK's manual for dissemination aims to raise the awareness and impact of the project. Through the communication and dissemination activities, we aim to make the Twinning collaboration visible to all stakeholders, particularly by sharing the outcomes of the Twinning collaboration with mathematics teachers, Ph.D. students, and junior and senior mathematics education researchers.

Activities for the communication and dissemination of the MaTeK Project will be actualized in two phases: (1) Preparation Phase and (2) Action Phase.

2. Preparation Phase

The preparation phase involves the following activities that are planned to get consistent communication tools that will be used by each partner. Project logo, document templates (with theme colors and font types), and communication materials kit (EU logo, partners logos, disclaimer text, ...) form the project's Design manual.

2.1. Developing Project Logo.

The logo alternatives presented in Figure 1 were developed and shared by the project partners and voted for.

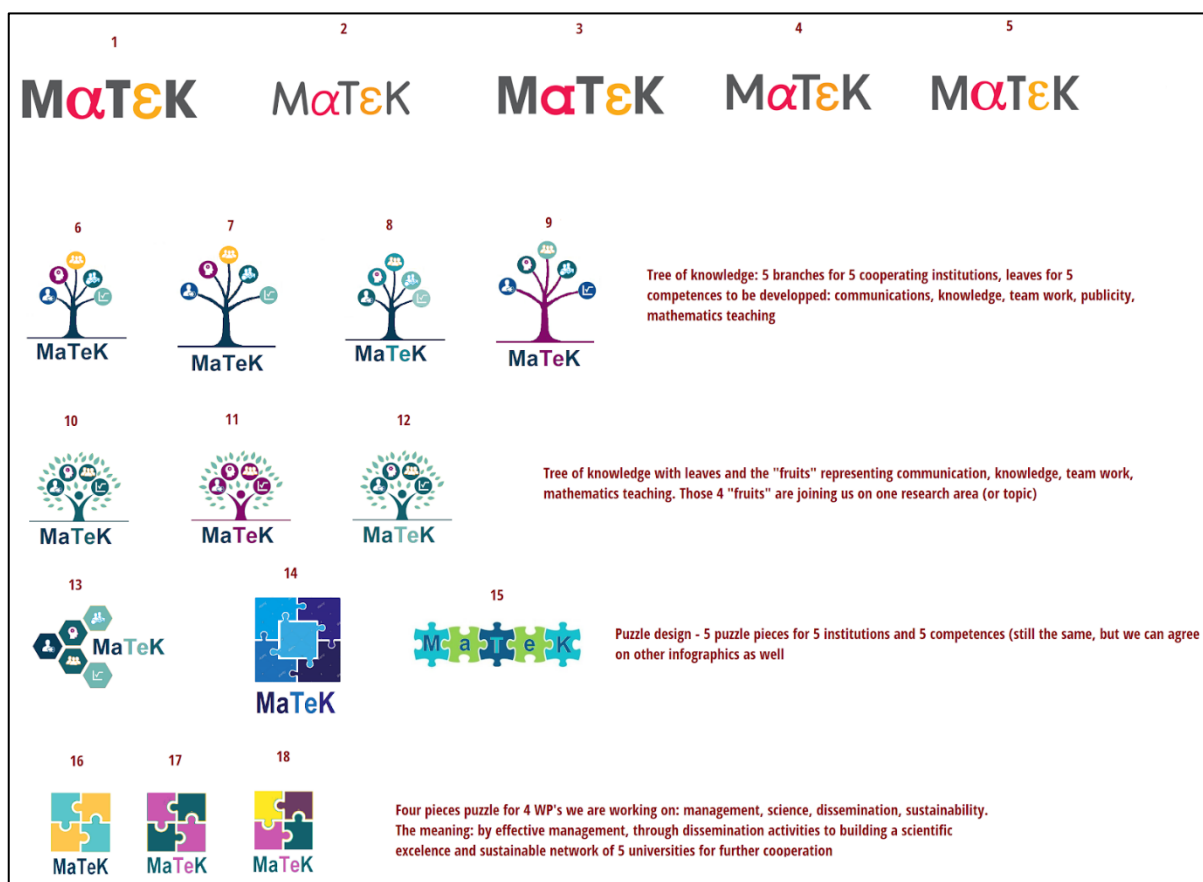


Figure 1. Logo alternatives for voting

Among these logos, #11 was selected. After further refinements, the final version of the Project logo was created (Figure 2). The tree of knowledge with leaves and four fruits represents enhancement, mathematics knowledge, teamwork, and impact. The fruits are also standing for four partners who are closely linked with each other but mainly with the tree trunk – the coordinator (UK BA), forming together a strong consortium.



Figure 2. The Project Logo

2.2. Purchasing Website Services.

A domain name for the project website has been purchased with the name “http://projectmatek.eu”.

2.3. Document Templates

Word and PowerPoint templates for reports and presentations are prepared, and the logos, footnotes, theme colors (Figure 3), and font types (Open Sans) are set in these templates. These templates ensure that project outcomes and other relevant materials are consistent and comply with the Horizon 2020 visual guidelines.



Figure 3. Colour Palette to be Used in Project Visuals

2.4. Communication Materials Kit

A folder including communication visuals such as the EU logo, partners logos, disclaimer text required to be placed in project docs, and templates are prepared. These visuals are present in the shared cloud folder.

2.5. Creating a Shared Cloud Folder

All documents that will be shared with partners will be placed in the cloud folder. This folder will facilitate communication between partners, especially when the shared folders exceed the size of an email.

2.6. Getting a project email address

A project email account will improve communication with the stakeholders. This email address may also be used to get the applications for seminars and summer schools and communicate with training participants. The project email address is: "projectmatek@gmail.com".

3. Action Phase

The action phase involves communication and dissemination activities that aim to make the project actions visible and project partners reachable by all stakeholders (i.e., mathematics teachers, Ph.D. students, junior and senior researchers, mathematics teacher students, local mathematics societies, pedagogical centers, etc.). The following activities also aim to inform the stakeholders about MaTeK Project's four action plans and their outcomes. For each activity, we determined key performance indicators that aim to capture results and impacts.

3.1. Project Website: projectmatek.eu

The website will serve two primary purposes.

- Introducing the project objectives and twinning partner institutions
- Sharing the collaboration outcomes such as trainings, seminars, workshops, summer schools, and publications with all stakeholders and the general public.

The website includes a tab containing brief information about collaborating partner institutions and all the involved MaTeK researchers. There is a link to the websites of the corresponding institutions for those who would like to contact for local needs and questions. Also, a summary of project information will be placed in the home tab. An overview of the MaTeK project and the MaTeK website link is posted on the websites of the consortium partners.

The website will include a tab that presents a list of publications (and reports) related to teacher education and professional development of teachers, if available, with links to publication.

The website has an "Activity" tab, which will announce the upcoming trainings, seminars, and summer schools (i.e., dates of the events and invitation for participation to local events). Also, as those events are accomplished, some media (pictures, videos, or written work) recorded will be shared with teachers, mathematics education graduate students, and senior mathematics education researchers.

Hence, the website will be updated frequently to reflect the project's accomplishments. Key performance indicators for this communication and dissemination activity will be the

number of visits to the website. The amount of information will gradually increase as the project progresses.

The project website is available since the end of February 2020. METU will be responsible for the maintenance and the update of the website.

3.1.1. KPI for the Website

- The number of visits to the website.
- The number of users from different countries.

3.1.2. Relation to Project's Action Plan

This communication and dissemination activity serves for all four action plans of the project in the following ways:

- Action plan 1. Staff Exchange: The staff exchanges and their experiences in the visiting institutions can be shared with all stakeholders on the web page.
- Action plan 2. Training: All training events will be announced, and interested parties will be invited through the web page. Also, the outcomes of these activities will be shared on the web page.
- Action plan 3. National/international research and innovation activities: The national/international research related to the MaTeK Project objectives can be shared with the public through the web page.
- Action plan 4. Gender issues: The content of the web page and all media will be sensitive to gender issues and aims to make the empowerment of equal rights visible.

3.2. Social Network

Since the social network is the way of communication in the 21st century and novice researchers are very active in social media, creating a social network in academic or professional networks will improve the visibility and recognition of the MaTeK Project both in the national and international scope. Regarding this communication and dissemination activity, MaTeK Project accounts have been opened on the following social media platforms:

- Facebook: facebook.com/projectmatek
- Instagram: [@project_matek](https://www.instagram.com/project_matek)
- ResearchGate: researchgate.net/project/The-MaTeK-Project

In social media accounts, we will frequently post updates about the project's accomplishments. METU will be responsible for managing social media accounts.

3.2.1. KPI for Social Network

- The total number of followers on the social network platforms.
- The number of likes per post
- The number of comments on the posts
- Average views per post on social media.

3.2.2. Relation to Project's Action Plan

This communication and dissemination activity serves for all four action plans of the project in the following ways:

- Action plan 1. Staff Exchange: The staff exchange experiences can be visible quickly through pictures, postings, and short story videos on Facebook and Instagram accounts. These experiences may motivate graduate students in mathematics education and teachers.
- Action plan 2. Training: Upcoming conferences and publications, dates and content of summer schools, workshops, seminars, innovative activities in schools will be announced through these platforms. For postings during the training events, seminars, workshops, and summer schools, related hashtags (such as #matek) can be created, and training participants can be informed to share their experiences with those hashtags. This may create a community of learners for these trainings. The training content and announcement flyers can be shared in Academia and ResearchGate entries to inform the mathematics education researchers.
- Action plan 3. National/international research and innovation activities: The national/international research related to the MaTeK Project objectives can be announced quickly on social media accounts (Facebook and Instagram). Also, links to all MaTeK publications will be added to ResearchGate accounts to share with mathematics education researchers.
- Action plan 4. Gender issues: In social media posts, gender issues and the empowerment of equal rights will have special attention. The gender distribution among collaborators and training participants may make the empowerment of equal rights visible.

3.3. Communication Materials Kit (Media)

In addition to online postings on the web page and social media platforms, some other materials (such as press releases, brochures, flyers, and posters) designed by each partner will be shared at professional events or scientific conferences. These materials will not only support the social media postings but also provide more information about the content of the events and training. Materials will be translated by local teams to partner countries' languages if needed.

3.3.1. KPI for Communication Materials Kit (Media)

- Number of media designed and shared locally and internationally.
- A collection of media shared at professional events or scientific conferences

3.3.2. Relation to Project's Action Plan

This communication and dissemination activity serves for all four action plans of the project in the following ways:

- Action plan 1. Staff Exchange: The summer school and workshop aims and activities will be summarized in brochures, flyers, or posters, which may motivate the staff exchange.
- Action plan 2. Training: Workshops, seminars, and summer school trainings will include priceless professional development events. The content and maybe supplementary materials can be released in different forms such as booklets, brochures, etc.
- Action plan 3. National/international research and innovation activities: The national/international research related to the MaTeK Project objectives can be included in the flyers, booklets, or brochures that are going to be designed in the action plan 2. So, these activities and related research may be taken into account by all parties.
- Action plan 4. Gender issues: Similar to online materials, all hard copy releases will have special attention on the empowerment of equal rights.

3.4. Workshops, Seminars, and Summer Schools

Each participating institution will take part in organizing workshops/seminars or summer schools. These events will have two broad goals:

- To enhance communication and dissemination activities within the MaTeK partners and researchers
- To increase the visibility and partnerships of MaTeK with the national and international stakeholders.

3.4.1. KPI for Workshops, Seminars, and Summer Schools

- Number of workshops, seminars, and summer schools conducted.
- Number of participants to workshops, seminars, and summer schools.
- Number of staff exchanges among partner institutions.
- Summary of written surveys from the participants to assess the impact of the event.

3.4.2. Relation to Project’s Action Plan

- Action plan 1. Staff Exchange: During the summer schools and workshops, opportunities for staff exchange will be explored and planned.
- Action plan 2. Training: Workshops, seminars, and summer school trainings are directly related to this action plan and will make these events visible to all stakeholders.
- Action plan 3. National/international research and innovation activities: There will be local workshops, as well as international summer schools.
- Action plan 4. Gender issues: Similar to online materials, all workshops, seminars, and summer schools will have special attention to the empowerment of equal rights.

4. Summary

MaTeK's manual for dissemination aims to increase the awareness and impact of the project. Through the communication and dissemination activities described in this document, we aim to make the Twinning collaboration visible to all stakeholders. Table 1 summarizes the key performance indicators that aim to capture the results and impacts of the MaTeK project.

Table 1: A summary of Key Performance Indicators

Communication/ Dissemination Activity	KPI
Project Website	<ul style="list-style-type: none"> • The number of visits to the website. • The number of visitors from different countries.
Social Network	<ul style="list-style-type: none"> • The total number of followers on the social network platforms. • The number of likes per post. • The number of comments on the posts • Average views per post on social media.
Communication Materials Kit (Media)	<ul style="list-style-type: none"> • Number of media designed and shared locally and internationally. • A collection of media shared at professional events or scientific conferences.

Communication/ Dissemination Activity	KPI
Workshops, Seminars, and Summer Schools	<ul style="list-style-type: none">• Number of workshops, seminars, and summer schools conducted.• Number of participants to workshops, seminars, and summer schools.• Number of staff exchanges among partner institutions.• Summary of written surveys from the participants to assess the impact of the event.
