



DISSEMINATION PLAN

September 2015-August 2016

Taking into account the importance of the ECBAC Tempus project - 517200-1-2011-1-BE-TEMPUS-SMGR, as a pilot project in the process of reform of the organisational structure in higher education of vocational orientation in the Republic of Serbia, the plan of dissemination activities as well as the sustainability plan of the Network has been carefully prepared by relying on the project feasibility study. Dissemination plan is based on its general principles and its aim is to promote the idea, concept and the relevance of the project in all the circles of our society. It consists of two conceptual parts based on internal and external dissemination.

By recognizing the importance of the idea and the conceptual development of the Network, the greatest number of activities is based on the internal capacities of the Network achievable within the ICT center. Digital identity is the sign of recognisability and a long-lasting hallmark of the institution. Starting from there, expert teams of the member colleges of the Network have put efforts to reach a professional design solution. The power of the media and the internet framed in creative solutions adapted to the project goals and permanent activities should lead us to the desired outcomes in the future period. Profiles of target groups presented within the feasibility study are adapted to the planned dissemination activities. The power of the written word, scientific conferences, seminars on higher education reform, round tables with all the relevant subjects in the region and the state, as well as cooperation with the high school teaching staff have been devised to be compatible with the development phases in the process of Network institutionalisation.

Promo materials, fairs of vocational orientation, job fairs, promotion of the institutions, open days, are all devised in such a way to enable equal presentation of the capacities of the Network.

Dissemination plan is given below in seven parts:

Activities	month / duration											
	9	10	11	12	1	2	3	4	5	6	7	8
1. INFO services (duration:500 hours)	20x	50x	50x	50x	50x	50x	30x	20x	50x	50x	50x	30x
1.1. Collection of relevant information	x	x										
1.2. Dissemination of information over www.passs.ac.rs page	x	x	x	x	x	x	x	x	x	x	x	x
1.3. Dissemination of information through the mailing list	x	x	x	x	x	x	x	x	x	x	x	x
1.4. Informing by the oral request Three cycles -1000 questionnaires	x					x				x		
1.5. Information through the Call Center	x	x	x	x	x	x	x	x	x	x	x	x
1.6 WEB radio- 8 hours of programme daily	x	x	x	x	x	x	x	x	x	x	x	x
1.6 Updating database for the Cluster, Chamber and other regional subjects	x						x					
1.7. Development and publication of the e- newsletter 4x	x				x				x			
2. Approach to third parties (target groups, local and regional political structures, the Ministry, National Council, QAPK) (150 hours-fairs, periods, conferences, round tables, promotion activities)	2h 4t	5h 10t	5h 10t	5h 10t	5h 10t	5h 10t	3h 6t	2h 4t	5h 10t	5h 10t	5h 10t	3h 6t
2.1. Fairs of vocational/professional orientation												
2.2. Professional conferences		x				x			x			
2.3. Meetings with the relevant subjects	x			x	x			x		x		
3.Presentation of the capacities of the Network through round tables with the economy and other relevant parties (duration:120 hours) (organizational development, public activities, networking, fund raising, EU funds access , social entrepreneurship, public relations)												
3.1. Professional lectures 16 professional lectures from the ICT field, construction engineering, agriculture, mechanical engineering, physiatrics, radiology, textile design	x	x	x	x		x	x	x		x		
3.2. Half-day workshops in Nis, Prokuplje and Krusevac Network capacities - 2 cycles of 3 workshops (48hours)		x				x				x		

3.3. Thematic workshops in districts (4locations x 2 workshops x 8 hours= 64 hours)		x					x				x		
3.4. Preparation for project documentation development ERASMUS; IPA; HORISON 2020			x		x	x	x						
4. SUPPORT FOR MORE INTENSIVE COOPERATION OF THE NETWORK MEMBERS													
4.1. Conference organized by the Network								x					
4.2. Mailing list of the Network staff (teaching and non-teaching).	x	x	x	x	x	x	x	x	x	x	x	x	x
4.3 Capacities of Google Apps, EDU roam and web page www.pass.ac.rs	x	x	x	x	x	x	x	x	x	x	x	x	x
5. SUPPORT FOR THE REGIONAL ECONOMY DEVELOPMENT													
5.1. Mapping of active economy subjects	x												
5.2. Presentation, round table (the role of the Network and the possibilities of cooperation, interests of the community)		x					x		x			x	
5.3 Challenge day - presentation of the professional results of the Network members to the interested stakeholders from the economy in the districts and the region								x					
5.4. Encouraging cooperation with the units of local and regional self-government in terms of involvement of the Network members in the development of the local community (meetings, informing, regular contacts)	x						x		x		x		
5.5. Cooperation with the University in Nis							x		x				
Component III – Network improvement, assurance of the visibility and transparency, reinforcement of the professional and organizational capacities, programme management and quality assurance)													
6. REINFORCEMENT OF ORGANISATIONAL CAPACITIES													
6.1. results of the work of the services from the standpoint of the plan for dissemination			x				x				x		

