D6.2.1 Dissemination materials

Final version

Project Acronym   **EMMA**

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Dissemination level		
PU	Public	√
CO	Confidential, only for members of the consortium and the Commission Services	
PP	Restricted to other programme participants	

REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
V01	06/03/2015	JVK,SR	ATiT	

Statement of originality

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

• CONTENTS

1 Introduction to this document

This deliverable relates to task **T6.2. Setting up a visual identity and creating dissemination materials**, and will give an overview of the work to date. A first status of the dissemination material has already been outlined in D6.2 (delivered on 30/7/2014), this document provides an update.

The task involves establishing an appropriate **logo**, **tag-line** and other visual elements necessary for the effective branding of the EMMA project and establishment of a strong visual identity for the EMMA project, one that is supported and agreed upon across the partnership. A Brand book has been produced in order to agree on a common house style for EMMA, this Brand book has been shared in the consortium.

Work to date:

- An attractive **project website**
- An attractive **EMMA platform**, were participants can enroll and follow MOOCs has been launched
- A **splash page** to let people choose between the project website or EMMA platform has been set up
- 3 **social media channels** have been set up (Facebook, Twitter, YouTube)
- **Project Leaflets** in all languages are available
- The partners decided on a **tagline** for EMMA
- A special **QR code** has been produced
- A **Promotion Video** has been made
- A General **PowerPoint presentation** has been designed, which can be easily adapted by partners to fit their needs.
- A **special leaflet** to announce the joint **EMMA Summer school** (in collaboration with EATEL and Federica Web learning) has been designed.

Posters and pull-ups all based on the brand book will be made available in the coming period.

Where possible, materials are being prepared in multiple language versions to facilitate dissemination across the partnership according to an agreed style.

This task also includes the timing and release of a series of **press releases** related to key moments in the lifetime of the project, at this time 3 press releases have been sent out (14/4/2014, 13/10/2014, 25/02/2015). Furthermore a **newsletter** with the latest news about EMMA has been sent out 6 times (Sept 2014 - January 2015) aimed at stakeholders and potential MOOC providers

2 Logo

The final version of the logo has been made available by UNINA in 4 options:

1

4

2

3

The logo has been extensively used in all centralised communication led by ATiT as well as in national activities led by partners.

3 Brand book

The main purpose of the Brand book was to set guidelines with regards to the correct use of the logo, specify a colour palette to use in future dissemination materials, choose a typeface to use in future dissemination materials, choose a first set of brand icons to use on the website and other communications and design some first brand images to be used in future dissemination materials. A copy of the Brand book can be found in D 6.2.

4 Tagline

The general tagline chosen for the EMMA project is: **"Providing multilingual access to European MOOCs**", this tagline explains the unique selling point of EMMA very well: the translation and transcription services EMMA offers for MOOC content in different European languages. This tagline was used in the first Press Release, on the leaflet and is used on the project website.

5 Website

1. Website

When deciding to set up a project website, the management team agreed that this needed to be closely linked to the EMMA platform which is the focus of all dissemination actions since the first MOOCs become available. It was therefore agreed that the website would be developed by the UNINA team with the support of ATiT in the preparation of the content. Following some discussion amongst the partners, a URL was chosen than points clearly to the core themes of EMMA – www.europeanmoocs.eu.

A stepped approach as to how the site was to be made visible was agreed as follows:

- Phase 1 (April 2014 – October 2014) – the URL will bring visitors directly to the project website where information about the project could be found.
- **Phase 2 (October 2014 – end of project)** – the URL was to bring visitors directly to the so-called splash page which provides the visitor with several options; go directly to the platform, join one of the social media channels associated with EMMA or go to the project website for more information about the project including the constantly updated news reel and event announcements. *(current status)*

The splash page provides links to 6 different possible locations:

- **Project**: The EMMA project site
- **MOOCs**: The EMMA MOOC platform
- **News:** News and updates about EMMA
- **Be one of us**: Location aimed at new providers
- **Stay Tuned**: A newsletter subscription page
- **#EUmoocs**: links to the Facebook & Twitter channels

This page provides links to multilingual information, while still retaining the partner logos and the relevant funding and contact information.
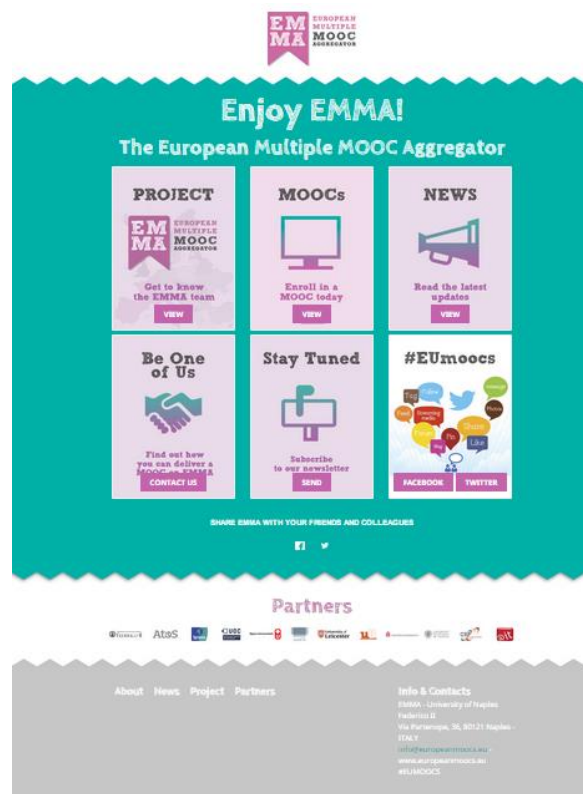

Figure 1 Splash page EMMA

The EMMA platform, which is at the core of EMMA has been launched in October 2014. This platform is

being built using the same design approach as the project website and splash page, below you can find a screen shot for illustration, the platform is currently undergoing extensive updates in order to prepare for the new round of MOOCs starting in March-April 2015.
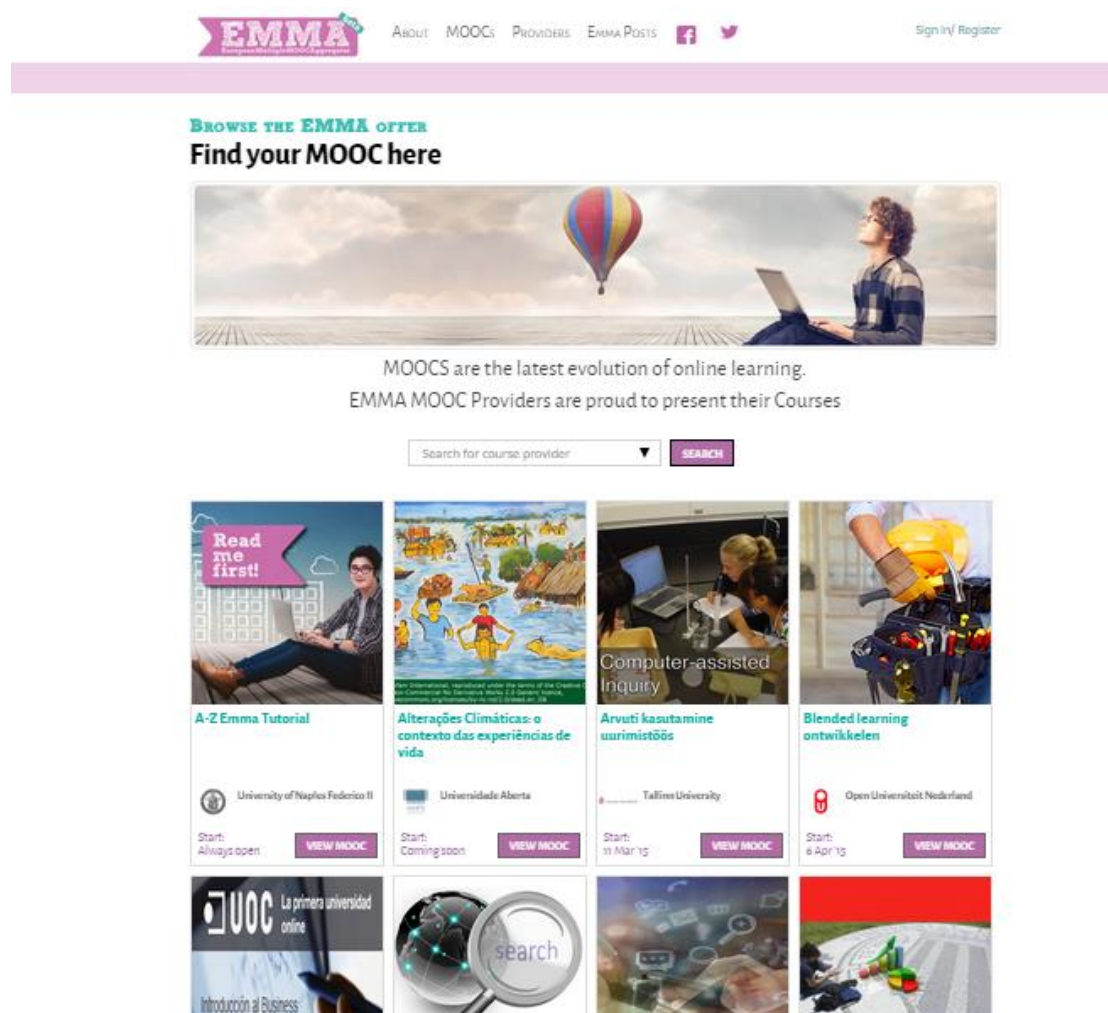

Figure 2 screenshot EMMA platform

Again the emphasis is upon showing the MOOCs available as well as the operational EMMA service offer.

Care is being taken to ensure a common style to all web development so that the visitor starts to associate a specific look to all manifestations of EMMA online.

2.   *Current project website*

The current project website was launched on schedule in Month 3 of the project lifetime and is made up of several sections based on the wireframe design prepared by ATiT and realized by UNINA. The project website can be directly reached at: http://project.europeanmoocs.eu/

The front page is designed to get across key information about EMMA based on the strengths of the project, namely its experienced consortium and the variety of MOOCs it will offer. It also includes a regularly updated newsreel service which aims to promote news about not only the EMMA project but other activities, research initiatives and developments related to MOOCs particularly in Europe.

Relevant events are also included in this section and the team specifically highlights events in which EMMA team members are present and where the EMMA platform is being promoted. Such news is regularly updated with a target of at least 2 news items per month and one event and this is being monitored and reported on as part of the indicator process related generally to WP6.

Figure 3 screenshot EMMA project website

A button "Join us" is available in the footer to invite people to subscribe for the EMMA Newsletter. Further enhancements planned for the EMMA project front page include a Twitter feed. Revolving banners for the top section are also under consideration whereby key events and developments can be highlighted, e.g. the first MOOC launched, the first key target numbers reached, invitations to EMMA events like summer schools and training courses, etc.

This site has an analytical programme in operation and the growth of visitors is tracked. This information also forms part of the indicator review process for WP6.

A series of tabs lead to several other sections of the website and function as follows:

- **About** – this section is intended as a way in which the most basic and essential information about the project is available for visitors. It is based on several simple questions and will be adjusted according as the project develops. It includes at the top the so-called 'elevator pitch' which is intended to get across the basic idea behind EMMA in just a few sentences.
- **News** – this section provides an archive of all the news articles that have appeared on the front page each of which are linked to a further page for a more elaborated version of the news article. As the site is based on a blog structure, visitors can add comments to news items if they wish. Each news item always includes a link for further information and is accompanied by an image.
- **Project –** this section offers 5 further drop-down tabs in addition to a simple description of the project and the time-frame under which it is operating. These are Partners, Outcomes, Progress, Press and Get involved. Under "Partners", the visitor can find a description of each of the partners involved, the names of the staff associated with each who are working on the project and a link to a relevant website. Under "Outcomes" is a list of public deliverables that will be produced and made available by the partners. These deliverables will be added when they are finalized and have been approved by the European Commission review process. Under "Progress" the visitor will find short progress reports published every 3 months by the management team describing the main steps that have been taken by EMMA in the

preceding 3 months and the status of the EMMA platform. Under "Press" you can find the EMMA project Leaflet for download in the 7 partner languages. You find the Press Releases listed and a list of the Newsletters brought out. Under "Get Involved" we explain what possibilities there are to get involved with EMMA: People that are interested to follow a MOOC on EMMA (as a learner) are guided to the platform, people that are interested to become a MOOC provider are directed to a page with more information. Also potential MOOC providers are invited to attend the EMMA Summerschool on MOOC design in July 2015.

- **Events** – this section provides a list of relevant events and highlights in particular where and when information about EMMA is being presented in a public event. After an event has taken place partners are asked to post a short summary of their experience and outcomes in the news section.
- **MOOCs** – this section provides a link to each of the currently planned and/or available MOOCs. For each there is a description of the MOOC, how it is structured and when it is planned to start along with the name of the institution who is providing the MOOC and a link to the EMMA platform where people can enroll in the MOOC of their interest.
- **Contact** – this section provides information as to how visitors can contact the project management team.

Links to the EMMA Twitter channel and Facebook page as well as an RSS feed are provided at the right top corner of the website.

6 Social Media Channels

Three different channels were set up to provide a social media presence for EMMA. To be in line with the website url (www.europeanmoocs.eu) the Twitter channel was branded as @EUmoocs, with #EUmoocs as an extra tag. The Facebook channel can be reached via https://www.facebook.com/EUmoocs. A YouTube channel was also set up, to host different videos produced during the life time of EMMA (promo video, specific MOOC videos). For the lay-out of the channels an image in line with the Brand book image style was used, in future these headers can be adapted to eventually to fit to the promotional campaigns. An automatic feed was created to feed news from the EMMA website into the Twitter and Facebook Channel. Each social media channel has its own editorial team, who is responsible for putting regular posts and tweets about EMMA activities but also about MOOC developments in general. At this stage the twitter channels has 415 followers (launch April 2014) and the Facebook page 710 likes (launch June 2014). On the next pages screenshots can be found of the three channels.
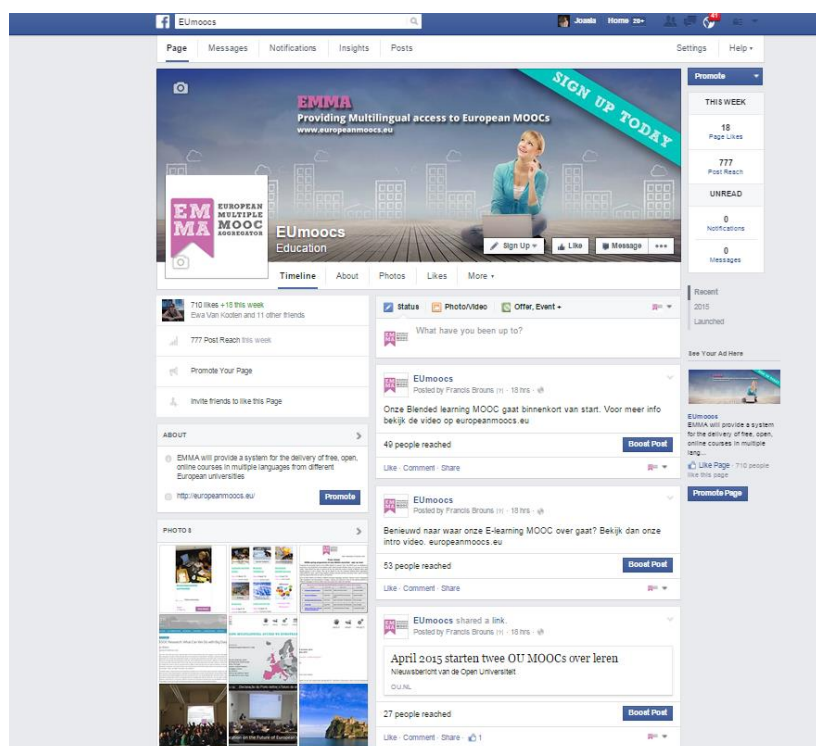
Figure 4 screenshot EMMA Twitter Channel

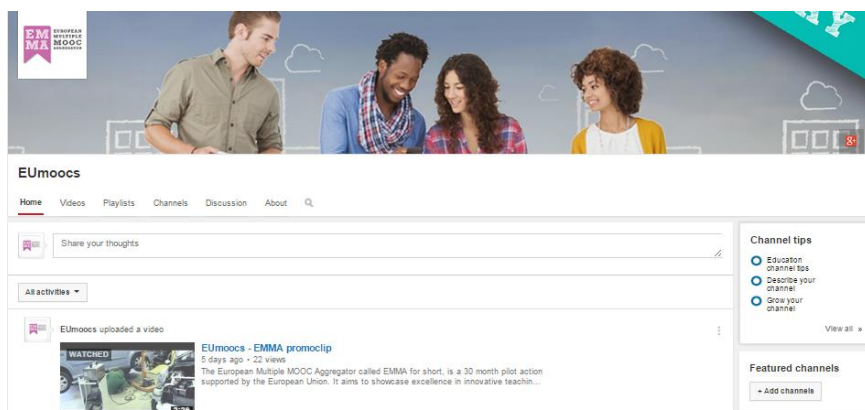*Figure 5 screenshot EMMA Facebook Page*

Figure 6 screenshot EMMA YouTube Channel
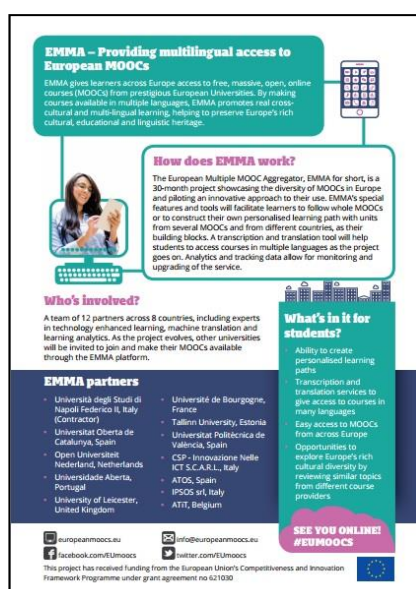
7 Leaflets

Figure 7 EMMA introductory leaflet EN

The simple leaflet available in all partner languages provides basic information about EMMA along with basic information related to the partners, project duration, type of MOOCs available, main features of the platform etc. A basic introductory leaflet about EMMA was already produced to help raise awareness about the project in the lead in and first months of its existence and distributed at both the Media & Learning Conference in December 2013 and the eMOOCs14 Summit in February 2014.

The introductory leaflet was produced in all partner languages and can be found in Annex I. A printed version (5000 copies) in English was distributed to the partners in time for the main launch of the platform in October 2014. The translations in the different partner languages have been made available here: http://project.europeanmoocs.eu/project/press/.

8 Newsletters and Journals

The partnership is committed to the preparation and release of its own newsletter activity aimed at stakeholders and MOOC providers. This action is part of the campaign aimed at both stakeholders and potential MOOC providers and is currently being sent to the dedicated EMMA database which now includes 1494 subscribers.

At this stage 5 newsletters have been sent out (click on the titles to go to the Newsletter, or find them at http://project.europeanmoocs.eu/project/press/):

January 2015	EMMA team preparing for new round of MOOCs
December 2014	Time for the EMMA team to review and plan for 2015
November 2014	EMMA MOOCs first pilot well underway
October 2014	EMMA: Launch of first multilingual MOOCs underway
September 2014	EMMA: Providing multilingual access to European MOOCs

This newsletter contains several sub-sections namely;
- **An introduction**, a short progress report is given (the status of the project activities, other highlights about the project)
- An **INSPIRE** section with an article on the MOOC phenomenon written by an invited author, ca.500 words plus images, writers are project partners and known experts in this area.
- An **UPDATE** section with news items related to MOOCs based on the news published in the EMMA project website
- An **ENGAGE** section where in other Universities and Institutions are encouraged to take part in EMMA and develop their own MOOCs through the EMMA platform (this section will be included after the EMMA pilot MOOCs, most likely around January-February 2015)
- **Events** list with related conferences
- A **Highlight** with an interesting announcement like a call for papers, event, development or news item.

The Newsletter provides links to the EMMA website as well as to the social media channels. The targeted number of issues of these newsletters is 9 times per calendar year.

9 Press releases

The EMMA project aims to send out press releases with highlights of the project every few months. The press release is mainly targeted at stakeholders, policy-advisers and decision-makers at institutional, regional, national and European level. The first press release created in April 2014 was sent out to announce the launch of the project, further on in October 2014 (first MOOC round) and February (second MOOC round) press releases were sent, and similar press release are planned for the future at key moments in the project.

Below you can find (links to) the press releases that were sent out until now and ones that are planned (also available in different languages at http://project.europeanmoocs.eu/project/press/):

14 April '14	Meet EMMA – a brand new multilingual MOOC Platform for Europe Press release 1 announcing the launch of the project accompanied by news on website and twitter campaign
13 October '14	First European Multilingual MOOCs go live, sign up now! Press release 2 announcing the launch of the EMMA platform accompanied by news on website and twitter campaign
25 February '15	EMMA spring programme of new MOOCs launched - sign up now!

Press release 3 announcing new MOOCs (from new providers TLU, UOC and OU) accompanied by news on website and twitter campaign

April '15   (Planned) Press Release to announce the new iteration of the MOOCs organised in October + possibly 2 new MOOCs.

These will be followed by press releases in average every 6 months according as there are new announcements.

10 Other dissemination materials

The following dissemination materials are being made available to disseminate the EMMA project during the course of the project and updated as necessary:

An introductory **presentation** about the project which can be translated and used by all partners introducing EMMA suitable for both showing as part of a presentation or introductory talk and as a stand-alone that can be left playing on a stand for example at an exhibition. This presentation will cover the main activities and phases of EMMA along with a description of who is involved and what the main outcomes will be. See Annex II

A **leaflet** specifically aimed to attract potential new MOOC providers to the joint **EMMA summerschool** (in collaboration with EATEL and Federica Web Learning). See Annex III.

A **QR code** that can be used on printed material

Figure 8 QR code leading to www.europeanmoocs.eu

A **Promotional video clip**, created by students at UNINA that shows how easy and much fun it is to take a course on EMMA. The clip can be viewed here: https://www.youtube.com/watch?v=MrCKMwOyVwl

Figure 9 screenshot EMMA promo video clip

Several other types of dissemination materials are planned to be produced in coming months:

A design for a **poster/pull-up** which will be produced in English for use at international events and which can also be translated in partners' own languages for local production and use. This is a design for a promotional rather than an academic poster and one which will use few words but focus rather on key images in an attractive visual style with keywords.

Other dissemination and promotion tools and ideas will be investigated during the lifetime of the project to help build up interest in and engagement with the EMMA community and service offer. Such tools include the use of 'digital badges' which MOOC participants can 'earn' according as they pass certain agreed milestones as a way to receive recognition for their achievements. Other digital devices such as the use of a 'blue ribbon' to denote particular quality will also be considered as part of the social media campaign and/or ways in which individuals can indicate that they are a friend of EMMA on their own sites and channels. Furthermore short witness style video clips will also be investigated as a way to promote participation in the MOOC offer.

11 Annexes

Annex I   Introductory leaflet (English)

PROVIDING MULTILINGUAL ACCESS TO EUROPEAN MOOCS

EMMA – Providing multilingual access to European MOOCs

EMMA gives learners across Europe access to free, massive, open, online courses (MOOCs) from prestigious European Universities. By making courses available in multiple languages, EMMA promotes real cross-cultural and multi-lingual learning, helping to preserve Europe's rich cultural, educational and linguistic heritage.
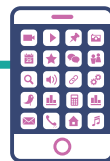
How does EMMA work?

The European Multiple MOOC Aggregator, EMMA for short, is a 30-month project showcasing the diversity of MOOCs in Europe and piloting an innovative approach to their use. EMMA's special features and tools will facilitate learners to follow whole MOOCs or to construct their own personalised learning path with units from several MOOCs and from different countries, as their building blocks. A transcription and translation tool will help students to access courses in multiple languages as the project goes on. Analytics and tracking data allow for monitoring and upgrading of the service.

Who's involved?

A team of 12 partners across 8 countries, including experts in technology enhanced learning, machine translation and learning analytics. As the project evolves, other universities will be invited to join and make their MOOCs available through the EMMA platform.

What's in it for students?

- Ability to create personalised learning paths
- Transcription and translation services to give access to courses in many languages
- Easy access to MOOCs from across Europe
- Opportunities to explore Europe's rich cultural diversity by reviewing similar topics from different course providers

EMMA partners

- Università degli Studi di Napoli Federico II, Italy (Contractor)
- Universitat Oberta de Catalunya, Spain
- Open Universiteit Nederland, Netherlands
- Universidade Aberta, Portugal
- University of Leicester, United Kingdom
- Université de Bourgogne, France
- Tallinn University, Estonia
- Universitat Politècnica de València, Spain
- CSP - Innovazione Nelle ICT S.C.A.R.L., Italy
- ATOS, Spain
- IPSOS srl, Italy
- ATiT, Belgium

SEE YOU ONLINE! #EUMOOCS

europeanmoocs.eu

info@europeanmoocs.eu

facebook.com/EUmoocs

twitter.com/EUmoocs

Annex II   Introductory PowerPoint presentation

EMMA
EuropeanMultipleMOOCsAggregator

Providing Multilingual access to European MOOCs

www.europeanmoocs.eu

Belgium   Italy
Estonia   Netherlands   Spain
France   Portugal   United Kingdom

EMMA Partners

UOC
Universitat Oberta de Catalunya

University of Leicester

UNIVERSITAT POLITÈCNICA DE VALÈNCIA

Atos

Open Universiteit
www.ou.nl

uB

CSP

Ipsos

AbERTA

TALLINN UNIVERSITY

ait

EMMA: providing multilingual access to European MOOCs

EMMA gives learners across Europe access to free, massive, open, online courses (MOOCs) from prestigious European Universities. By making courses available in multiple languages, EMMA promotes real cross-cultural and multi-lingual learning, helping to preserve Europe's rich cultural, educational and linguistic heritage.

EMMA is:

- an aggregator and hosting service for 10 existing MOOCs which will be made available in 2 or more language versions

- providing support to other potential MOOC providers in order to help them to set up and publish their own MOOCs on EMMA

What's in it for students?

- Ability to create personalised learning paths

- Transcription and translation services to give access to courses in many languages

- Easy access to MOOCs from across Europe

- Opportunities to explore Europe's rich cultural diversity by reviewing similar topics from different course providers
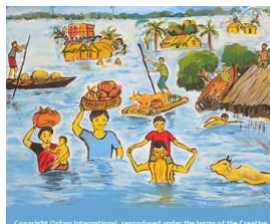
MOOCs available in October 2014

Business organization, social innovation and the cultural heritage

Università degli Studi di Napoli Federico II, Italy

Italian & English

General and Social Pedagogy. Pedagogy research and practice from post-war to the present day

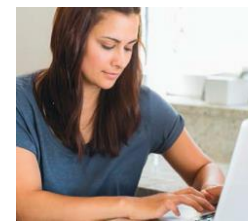Università degli Studi di Napoli Federico II, Italy

Italian & English

Climate Changes: The Context Of Life Experiences

Universidade Aberta, Portugal

Portuguese & English

Portuguese history and culture

Universidade Aberta, Portugal

Portuguese & English

Business Management, Social Innovation and Cultural Heritage

University of Leicester, UK

English & Spanish

Learning Design

University of Leicester, UK

English & Spanish

E-Learning

Open Universiteit Nederland, Netherlands

Dutch & English

Blended Learning

Open Universiteit Nederland, Netherlands

Dutch & English

Excel 2010

Universitat Politècnica de València, Spain

Spanish, Catalan & English

Search on the Internet

Universitat Politècnica de València, Spain

Spanish, Catalan & English

http://europeanmoocs.eu

 facebook.com/EUmoocs

 @EUmoocs

Annex III   EMMA joint summer school leaflet

Joint European Summer School on Technology Enhanced Learning 2015

6 – 13 June 2015 in Ischia, Italy

We are pleased to announce the 11th Joint European Summer School on Technology Enhanced Learning, to take place from Saturday 6th to Saturday 13th of June 2015 in Ischia, Italy. The summer school aims to encourage participants to adopt a critical stance in thinking about the role of technologies in providing opportunities for learners and the potential of these opportunities in terms of learning. The summer school provides a stimulating learning environment where participants are given opportunities to: develop research skills; increase their knowledge base; collaborate with others in their own and complementary research areas; engage in debate; have access to experts in the field; and discuss their own work.

This year the summer school will include two strands of activity:

Programme 1 on Technology Enhanced Learning
(for doctoral students)

This programme will cover topics from a broad range of domains which contribute to advancing the field of Technology Enhanced Learning. TEL research projects are encouraged to provide doctoral candidates with a perspective of the state-of-the-art research under study in their working groups. The programme will also include practical and methodological workshops as well as opportunities for doctoral candidates to develop their personal research and discuss their doctoral work.

Programme 2 on MOOC design

This programme is aimed at researchers and academic management staff interested in creating and publishing MOOCs to be hosted on the newly launched EMMA platform. EMMA is a European initiative aimed at providing multilingual and open access to learning opportunities which facilitates learners to follow whole MOOCs or to construct their own personalised learning path with units from several MOOCs and from different countries, as their building blocks. Those taking part in this programme will learn about effective MOOC design and the process of engagement with the EMMA platform.

Practical Information

The Summer School will take place in Ischia, Italy where it will be hosted at the Ischia Hotel Hermitage. The Jtel local organizer is the University of Naples Federico II with its Federica Weblearning platform (Campus Virtuale FESR 2007-2013). The European Association for Technology Enhanced Learning will provide funding to pay summer school fees for a limited number of applicants. Submissions will be accepted from September 30th onwards and for information about this process and the Summer School generally, visit our website *http://jtelsummerschool.eu/* where more information will be available shortly.