

D6.2.2 Dissemination materials

Final version

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CO	Confidential, only for members of the consortium and the Commission Services	
PP	Restricted to other programme participants	

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REVISION HISTORY AND STATEMENT OF ORIGINALITY

Revision History

Revision	Date	Author	Organisation	Description
V01	6/1/2016	JVK,SR	ATiT	
V02	5/2/2016	JVK,SR	ATiT	Comments from UNINA included

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This deliverable contains original unpublished work except where clearly indicated otherwise.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.

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1 Introduction to this document

This deliverable relates to task **T6.2. Setting up a visual identity and creating dissemination materials**, and gives an overview of the work carried out from M13 to M22 related to this task. It follows directly on from reports D6.2 (M1-M5) and D6.2.1 (M6-M12) which gave an outline of the dissemination materials in the first year of the project.

The overall dissemination task involves establishing an appropriate **logo**, **tag-line** and other **visual elements** necessary for the effective branding of the EMMA project and more importantly for the MOOCs themselves.

The following dissemination materials and or channels have either been introduced or further adapted in the period from M13 to M22:

- The **EMMA platform**, where participants enroll and follow MOOCs has been re-styled by UNINA with a new homepage
- 4 **social media channels** continue to be elaborated (Facebook, Twitter, YouTube, SlideShare)
- The **Project Leaflet** has been updated
- **MOOC leaflets** have been created for each MOOC in the October 2015 launch
- **Magnetic postcards, bookmark**
- Different **promotion videos** have been made
- A **video competition** & social media campaign has been launched and people have submitted videos
- **Newsletters**
- **Student recruitment mailings**
- A **roll-up banner & poster**
- **Summer School** dissemination/ work material

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. Since D6.2.1 press releases have been sent out on 6/05/2015 and 7/10/2015. Furthermore a **newsletter** with the latest news about EMMA has been sent out 8 times since D6.2 was submitted (March 2015 – November 2015) aimed at stakeholders and potential MOOC providers.

In this document links can be found to all dissemination material publically available, in case materials are not publically available they can be found in the Annexes, to avoid duplication online publically available materials are not included in the Annexes.

2 Website

In the period from M13-M22, the EMMA platform (<http://europeanmoocs.eu/>) was used as the main web presence for the project with a link to the original project site (<http://project.europeanmoocs.eu/>) which served to support the project's communications.


Updates and adaptations to the original project website (<http://project.europeanmoocs.eu/>) continue to be made according as the project develops, with this site providing regular news updates, additional information including access to press releases and newsletters and a continuous flow of information related to project activities. In the last period M13-M22, the following updates took place:

The Get Involved TAB:

- Become an EMMA MOOC provider page: <http://project.europeanmoocs.eu/project/get-involved/become-an-emma-mooc-provider/>. This is an information and recruitment page for potential new MOOC providers. Through 3 simple questions the page explains why and how you can become a MOOC provider on the EMMA platform:

1. Why become an EMMA MOOC provider?
 2. What does it cost to become an EMMA MOOC provider?
 3. How to become an EMMA MOOC provider: this provides all practical information to submit a proposal, a [template MOOC proposal form](#) is available, and the steps after submission as well as the criteria the EMMA selection committee is taking into account is explained in detail.
- Space around the Summer School (4-11 July 2015) <http://project.europeanmoocs.eu/project/get-involved/summer-school/>. This was used to announce the Summer School and inform the participants about the programme. Now you can also find all presentations and photos from the summer school there.
 - Page for the Webinar Series: <http://project.europeanmoocs.eu/project/get-involved/webinar-series/>
 - Page for the Video competition: <http://project.europeanmoocs.eu/video-competition-i-like-emma-because/>

EMMA Summer School 2015 on MOOC design




4-11 JULY
Ischia ITALY

The Summer School took place from 4-11 July 2015 in Ischia, Italy where it was hosted at the **Continental Hotel**. The local organiser is the University of Naples Federico II with its Federica Weblearning platform (Campus Virtuale FESR 2007-2013). The EMMA Summer School was held alongside the annual summer school organised by The European Association for Technology Enhanced Learning (EATEL), more information about the EATEL Summer School available [here](#).

Ischia is one of the most famous seaside and touristic spa centres in the world, it is located in the Gulf of Naples and it is renowned for its mild climate, spectacular scenery, sprawling spa towns, and picturesque small towns. The Aragonese Castle, the "Chiesa del Soccorso" in Forio, the Sant'Angelo village, the green tufa architectures of Serrara Fontana are only some of the many beautiful places there are to visit.

4-11 July – Ischia, Italy



Search

Photos

Look the photos of the event on our [FaceBook channel](#) and let us know which ones you like best!

Cost

The cost of participation includes **7 nights** (full cost of accommodation) and the **meals**.

In a double room: **630 €**
In a single room: **770 €**

Programme

A number of **presentation** and **workshops** was given by well-known practitioners during the week of the school. Check out the [programme](#).

Recent Posts

- Partners meet in Valencia to talk about EMMA
- Wow! Europe embraces MOOCs
- EMMA at Online Educa Berlin 2015
- The November Newsletter of EMMA is out!
- eMundus & EMMA: Opening up education

The EMMA the platform (<http://europeanmoocs.eu/>) has undergone extensive updates in order to prepare for the new MOOC rounds. Before the Autumn 2015 round of EMMA MOOCs the platform has been totally re-styled and given a new more attractive modern homepage. At the top of the new homepage quick action buttons can be found:

- ABOUT:: leads you to the project website, where potential providers can find out how to get involved
- MOOCs: brings you to the overview page of MOOCs on EMMA
- #EUMOOCS: A slider where the latest tweets and Facebook posts are shown, the link leads you to all contact info and further links to social media channels

Further down the Homepage features:

- A short project description, with action buttons to find more info about the project, project news and how to get involved
- "How does EMMA work" highlight box, to introduce to new providers & learners the main features of EMMA MOOCs
- Overview of most recent MOOCs
- The #likeEMMA video competition, with links to submitted videos
- Latest News
- Overview of the Providers
- Contacts
- Overview of EMMA Partners



The modern design makes it easy to scroll through all different blocks and quickly find the part that interests you whether you are a potential provider, learner or other stakeholder, there is no need any more to click on different tabs. Also care has been taken to make the page dynamic with immediate updates from the latest social media and news posts.

3 Social Media Channels

EMMA has 4 social media channels in place: [Facebook](#), [Twitter](#), [YouTube](#) and [Slide share](#). Regular posts are made on all these channels and numbers are growing steadily.

At the moment the status is:

- Twitter: 2570 followers
- Facebook: 1715 likes
- Youtube: 3468 views
- SlideShare: 19375 views

In the last period Twitter and Facebook have been used to recruit new EMMA learners and new MOOC providers, post regularly about project news, and other interesting news in the MOOC world. Both channels have also been extensively used to connect with different relevant stakeholders, e.g. MOOC aggregators, conference channels, key people in the MOOC world.

YouTube has been used to upload MOOC intro videos (to promote the MOOCS) short interviews with MOOC experts, EMMA platform tutorial, #IlikeEMMA EMMA video competition videos and the first EMMA webinar.

Slide share has been used to upload all Summer School presentations, which have been very popular to rewatch. Presentations from conferences are also regularly uploaded here.

We also take care that the different social media channels cross-communicate as well as possible, so for example when a new slide share is uploaded we post about it on Twitter and Facebook, the same counts for a new video that is uploaded on YouTube.

4 Leaflets

Since the submission of D6.2.1, the general EMMA leaflet has been updated and specific MOOC leaflets have been produced.

Updated general leaflet

As the University of Leicester has withdrawn from the project, it was decided that the general English project leaflet needed to get an update. The partner name was removed and the text has been changed to include into "A team of 11 partners across 7 countries". The updated leaflet can be found [here](#).

MOOC leaflets

For the Autumn 2015 round special MOOC leaflets in the MOOC languages have been produced to be used as an online leaflet or for print out by partners. The leaflets had a template design but partners could ask for specific customisation in case they felt that was necessary. MOOC specific leaflets have been produced for the following MOOCs:

- [Assessment for learning in practice](#)
- [Climate change: the context of life experiences](#)
- [Copyright DIY](#)
- [Cultural heritage, social innovation and new citizenship](#)
- [General and social pedagogy: theory and research](#)
- [Lisbon and the sea: a story of arrivals and departures](#)
- [The organisation of cultural enterprises](#)



EMMA
European Multiple MOOC Aggregator

Enrol in an EMMA MOOC today

Toetsen voor Leren in de praktijk

De MOOC Toetsen voor Leren in de praktijk leidt u in in de theorie en praktijk van toetsen voor leren en illustreert dit met praktijkervaringen voor het ontwerpen van instrumenten voor toetsen voor leren. De cursus combineert state-of-the-art inzichten met een praktische insteek en biedt voldoende flexibiliteit. Ieder van de drie lessen is een betekenisvolle leertaak die ook afzonderlijk gedaan kan worden.

26 Okt/Oct 2015

7 weken/weeks

Gratis/Free

Nederlands/English

Assessment for Learning in practice

The MOOC Assessment for Learning in practice introduces you to the concept of formative assessment and provides hands-on experiences of designing instruments of assessment for learning. The course follows the state-of the art on the topic, yet is practice-oriented and offers flexibility for learners. Each of the three two-weekly lessons contains a self-contained learning task that can also be done independently.

European Union's Competitiveness and Innovation Framework Programme under grant agreement no 621035

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5 Newsletters and Journals

Since the submission of D6.2.1, newsletters have been sent out on a regular basis to the dedicated EMMA database which now includes 2030 subscribers.

Since the last report 8 newsletters have been sent out (click on the titles to go to the Newsletter, or find them at <http://project.europeanmoocs.eu/project/publications/>):

November 2015	EMMA's doors are open to new MOOC providers
October 2015	New MOOC round and the EMMA platform tops 7000 validated users
September 2015	EMMA preparing for new MOOC round in autumn
July 2015	EMMA wishes everyone a relaxed summer after a busy MOOC year
June 2015	EMMA MOOCs attract over 4000 learners
May 2015	EMMA team kept busy with lots of interest and new activities
April 2015	Diversity brings opportunity
March 2015	Spring offer of MOOCs launched

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.

6 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.

Two press releases have been distributed since D6.2.1, in May 2015 (third MOOC round) and in October 2015 (fourth MOOC round) similar press releases are planned for the future at key moments in the project.

Below you can find (links to) these press releases which are also available in different languages at

<http://project.europeanmoocs.eu/project/publications/>

6 May 2015	Latest EMMA offer includes first MOOCs translated in 3 languages Press Release announcing new EMMA MOOC round and inform about the EMMA Summer School
7 October 2015	New MOOCs on Learning Assessment and Copyright in multilingual EMMA offer for the new school year Press Release announcing the new MOOC round as well as the video competition and call for new MOOC providers

7 Student recruitment mailings

Mailings have been send out since February 2015 to learners in past MOOC rounds of EMMA to point them to the new MOOC offer available and to invite them to submit a video for the Video Competition. The MOOC mailings included an overview of the upcoming MOOCs, with short descriptions, and links to the MOOCs on the platform.

16/12/2015	Last call! Submit your video now! #ILikeEMMA
11/12/2015	Win a 200€ Amazon voucher in the EMMA video competition!
26/11/2015	Win a 200€ Amazon voucher in the EMMA video competition!
21/10/2015	EMMA - EUmoocs: new MOOCs for you!
28/05/2015	EMMA - EUmoocs: new MOOCs for you!
01/04/2015	Check out the upcoming MOOCs on EMMA!
26/02/2015	EMMA - EUmoocs: spring programme of new MOOCs

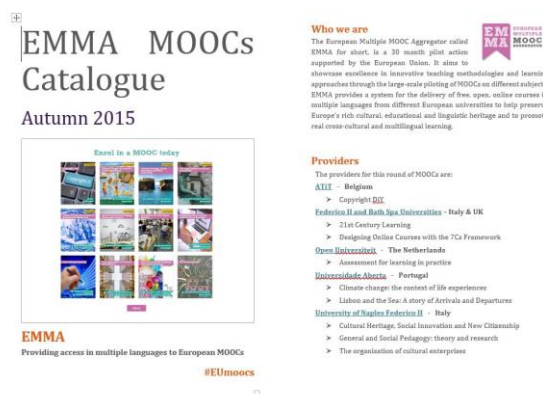
8 EMMA MOOC forms, guides and catalogue

In order to recruit as many students as possible for each MOOC, promotion of the MOOCs offline and online is crucial, preferably as early as possible (at least one month before the MOOC starts). After the first rounds of EMMA MOOCs, the dissemination team at ATiT, has put a process in place in order to gather the information from the different MOOC provider in a structured way. **Three forms** were introduced: Description Form A: description of the MOOC and basic information; Elaboration Form B send to the person responsible for intellectual content of the MOOC in order to get more in-depth information about the topic, format and lessons planned. The last form is Promotion form C: send to the person responsible for the promotion of the MOOC in order to get information on the channels that will be used for promotion, highlights that can be used in promotion and social media actions/ posts planned. The information gathering via these forms has been proved successful and it provides everyone in the team a standardized format to share information about the MOOCs, this workflow is now adopted for each new MOOC round. The forms can be found in Annex 3.

After the information gathering through the forms A, B and C an **EMMA MOOCs Catalogue** was created to provide partners and external multipliers with all the information about the upcoming MOOC round, to make it easier for them to promote the MOOCs. Two versions of the MOOC catalogue are available: One public catalogue, available for everyone [here](#) and another private version for the EMMA consortium that includes some extra internal links to the google shared drive.

In the public version you can find per MOOC:

- An overview of the MOOC “At a glance” with the start date, duration, hours of study, license. Recognition option, teachers
- Bio & photo of the teacher(s)
- Description of the MOOC: A short description summarising the aim and content of the MOOC
- MOOC structure: explains the structure and different proposed chapters/lessons from week to week
- Learning outcomes: explains what you will have learned after taking the MOOC
- Target audience: explains for whom the MOOC is most useful/ the level
- MOOC format: explains how the MOOC will be delivered: text-based, videos, literature reading etc.
- Overview of Promotional material: Links to The Promo video, Press release page, Cover image, Leaflet, Webpage, and the MOOC hashtag



To make the two pages easy to read and attractive this information has been mixed with a few quotes from the MOOC.

Last but not least the dissemination team at ATiT has written two guides for EMMA partners and future MOOC providers, in order to help them with the planning of the promotion of their MOOC and to help them using social media during their MOOC in order to engage students better:

- [Using Social Media to make your MOOC more effective and engaging](#)
- [Promote your MOOC and other EMMA MOOCs in the most effective way](#)

9 EMMA Video competition

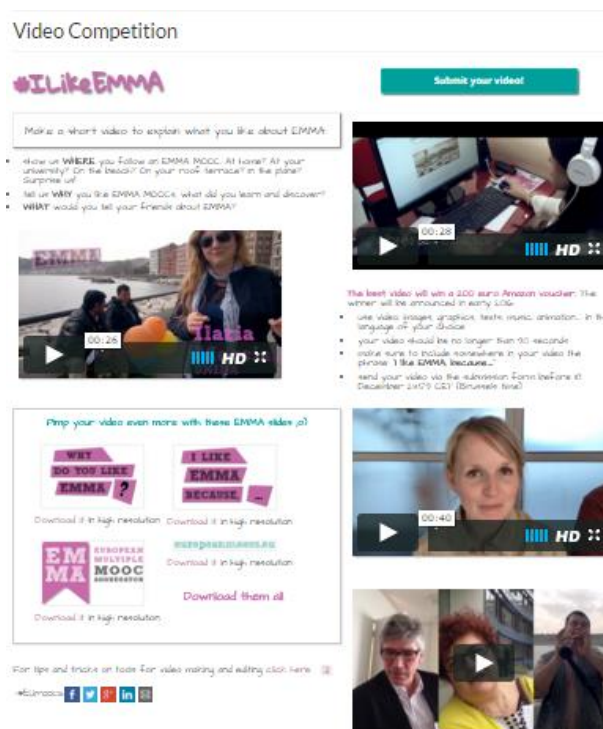
The EMMA video competition was launched in October 2015 as a promotional campaign to:

- generate more activity, likes and followers for the EMMA social media channels through a fun campaign
- to attract more learners by creating short testimonials from other learners

The competition was launched in October 2015 together with the fourth EMMA MOOC round, with a deadline of submission on 18 December.

A Video competition page was designed:

<http://project.europeanmoocs.eu/video-competition-i-like-emma-because/> where the competition is explained, example videos are shown and a form for submission is available. A social media campaign was launched and mailings were sent out to EMMA learners to announce the competition to them. All videos will be uploaded to the EMMA [YouTube](#) channel and a special [playlist](#). Partners will vote for the best video beginning of January 2016, the winner will be announced in the last 2 weeks of January 2016 and receive a 200 euro Amazon voucher.



10 EMMA Conference Pull-up and Poster



A **pull-up poster** was 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 focus rather on the key message in an attractive visual style. The design is in line with the EMMA housestyle and also contains links to the social media channels and a QR code to the EMMA promotional video.

The pull-up poster was used for the first time at the eMOOCS conference from 18-20 May 2015 in Mons, Belgium. A similar **poster** in A0 format (resizable to A4 or A3) was designed.

You can find the Roll-up poster in Annex 1 and the A0 poster [here](#).

11 Webinars



In order to help with the recruitment of new MOOC providers and as a further dissemination action a series of webinars is being organised by the team. The first of these webinars took place in November 2015 and can be watched [here](#), this series will continue in early Spring 2016. The idea for the series is to provide real-time support to potential providers on the different aspects they need to consider when preparing a MOOC for delivery on EMMA. This includes design and production issues as well as the use of the EMMA translation and transcription services and the opportunities for analytics and analysis offered by the EMMA platform.

12 Summer School



The highly successful EMMA Summer School which took place from 4-11 July 2015 brought together a number of potential new MOOC providers in the terrific working environment of Ischia, off the coast of Naples. The summer school was organised jointly with the annual ECTEL summer school, the local organiser was the University of Naples Federico II with its Federica Weblearning platform. The EMMA programme provided a framework for the design, production and delivery of MOOCs. It introduced participants to theoretical frameworks for pedagogy and learning in the massive environment. The importance of careful planning at each stage was explored through a MOOC work-flow before participants were introduced to the EMMA platform. Sessions on data tracking and translation introduced two of the major added value features on EMMA.

The event provided a good opportunity to streamline the EMMA approach to MOOC design and delivery and to prepare for new provider recruitment in 2015/2016.

To guide the Summer School participants in their journey to create their own MOOC and discover the EMMA platform a printed tutorial and cards were created as the one below. More examples can be found in Annex 2.

TEACHER GUIDE

Chapter 1. Creating a Course on EMMA



In order to recruit participants for the Summer School, a promo campaign was set-up, a leaflet was made, on which already reported in the prior deliverable (D6.2.1) and an extensive social media campaign was set up. A special closed Facebook group was set up, and the organisers engaged the participants to also discuss on the different topics online, the choice was made for a closed groups for Summer School participants and organiser only in order to give people a safe place to discuss their questions, doubts or ideas around MOOC development. Pictures of the Summer School were also shared in this social media channel. Further on a short [promo video](#) was made and an interview with one of the keynote speakers:

Interview with Larry Cooperman about the EMMA Summer School:

<https://www.youtube.com/watch?v=dt9g5kl7yYw>

An online badge was also created for the Summer School:



13 Other dissemination materials

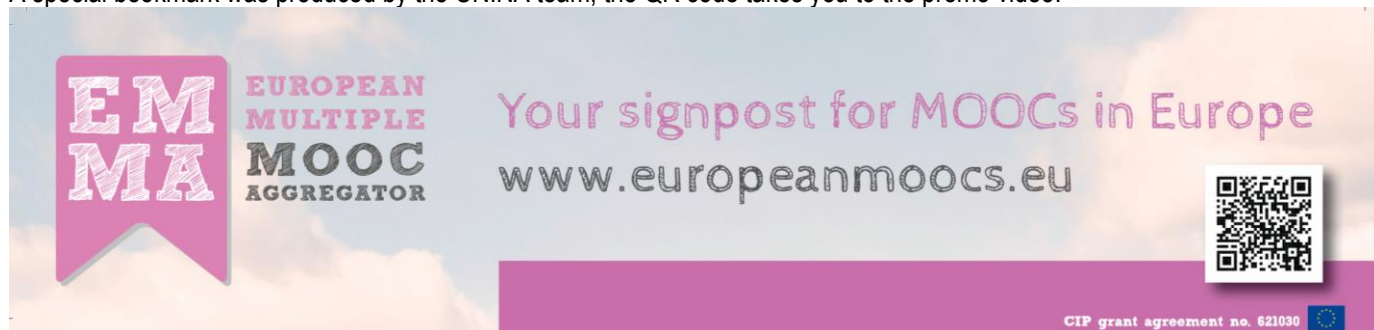
1. Magnetic postcards

Magnetic postcards were created with beautiful images and quotes. They were handed out at a stand on Online Educa Berlin and other conference and people could receive them when they had shared the post about it on Facebook.



2. Bookmark

A special bookmark was produced by the UNINA team, the QR code takes you to the promo video.



3. EMMA presentation – Prezi

A prezi presentation to explain the EMMA MOOC platform, features and aims:

https://prezi.com/nmjsegy_ksnn/oeb_emma_final/

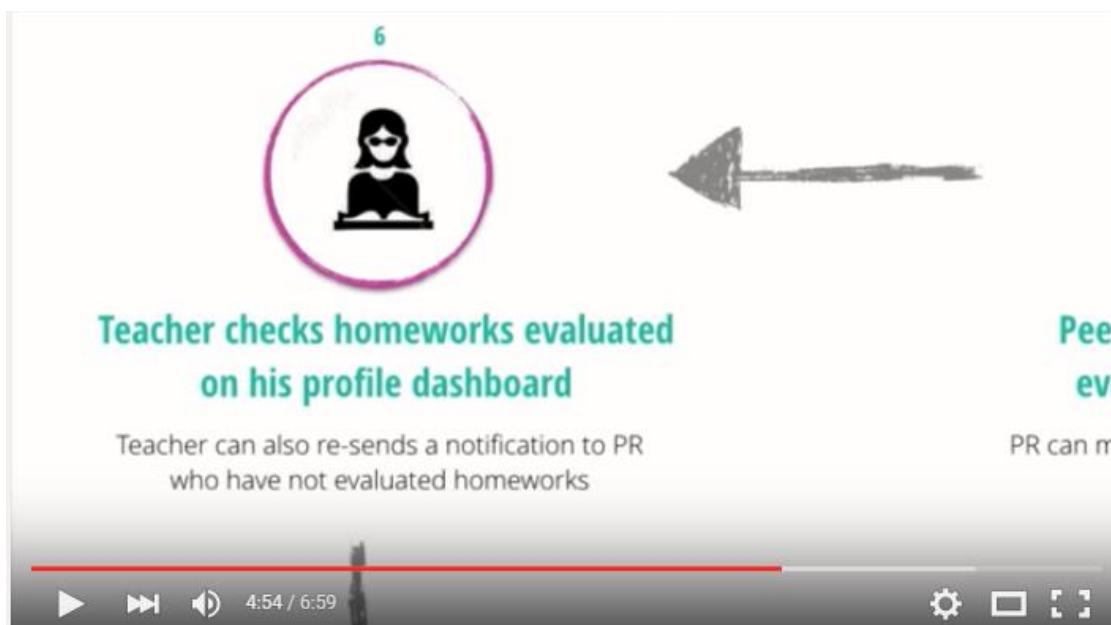
this presentation was for example used at the stand at Online Educa Berlin.



4. **EMMA video tutorial**

A video tutorial explaining how the EMMA platform works, for new MOOC providers and other stakeholders:

https://www.youtube.com/watch?v=oWU_x7BqH_Q



5. **Other video material**



EMMA promotion video for Federico II University MOOCs:

<https://www.youtube.com/watch?v=FVMT7HooSKM>

Short interviews with speakers at EMOOCS2015:

https://www.youtube.com/watch?v=GkpNDd-9v6w&list=PL83SXXKgZ3V6cl0uu6qu-IU29suRTZ2F_e

Re-examining MOOCs interview with Larry Cooperman

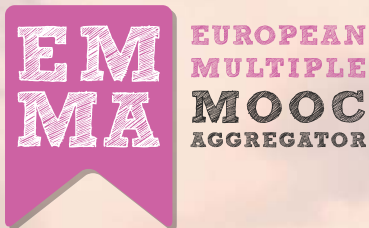
<https://www.youtube.com/watch?v=MIGZBFoNNk>

All videos can be found at the EMMA YouTube Channel:

<https://www.youtube.com/channel/UCrGXaJPa962ofQftbQi-vbA/videos>

14 Annexes

1. *Annex 1 Roll-up poster*



MOOCS WITH A EUROPEAN FLAVOUR

Open for organisations to:

- Host their MOOCs on EMMA
- Translate and transcribe their MOOCs in other languages
- Track and analyse learner engagement

Open for learners to:

- Access free, massive, open, online courses in different languages
- Create their own personalised learning paths
- Explore Europe's rich cultural diversity in MOOCs from different countries



**HAVE A LOOK
AT OUR VIDEO**



Become friends with EMMA:



facebook.com/EUmooocs



twitter.com/EUmooocs



europeanmoocs.eu



info@europeanmoocs.eu

#EUmooocs

EMMA partners:



This project has received funding from the European Union's Competitiveness and Innovation framework Programme under grant agreement no 621030

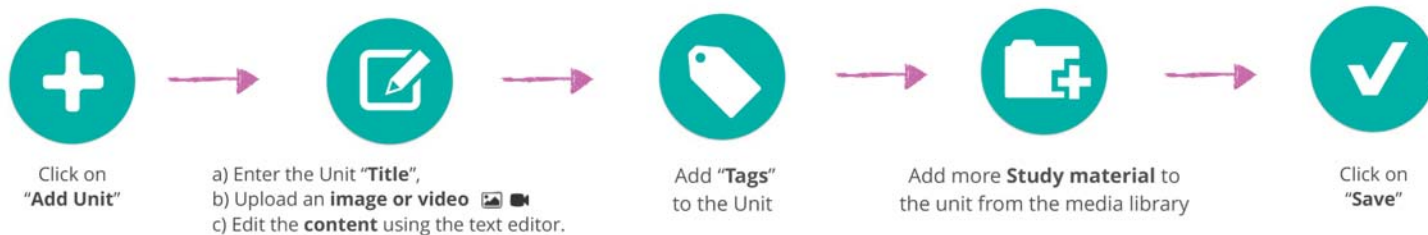


2. *Annex 2 Summer school material samples*

TEACHER GUIDE



Chapter 3. Adding a new Unit on EMMA



EMMA tips

Tags link to **Europeana API**, a resource repository that can link your tags to specific media, so **try to use specific words**.



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www.europeanmoocs.eu

#euMOOCs

TEACHER GUIDE



Chapter 5. Adding a Quiz on EMMA



Click on the purple box
"Add assignment"



Click on "Quiz Library" and then
on "Add New Quiz". Click on "Add new quiz"
and insert a title and a short description



Click on the button
"Save"



Now start adding questions by clicking
on "Add Question"
(You can now write your first item in the box Question Text.)



Choose the type of answer:
text answer (if you have only 1
correct answer) or true/false
answer



In "Text Answer", **type your first
response option** and indicate in the
next column whether response
is right or wrong.
To add a new response simply click on the green plus sign



Once you have inserted your three
or four alternative responses and
ensured that only one has the true
tick, **save using the green button.**



To add further questions to your
quiz click on "Add Question".
Once you have saved, you can find
your completed quiz in the "Quiz
Library" on the assignment page



TEACHER GUIDE

EM
MA

Chapter 9. Content Translation on EMMA



Once you have 2 or 3 lessons ready on EMMA, you can **inform UPV** via mail to **initiate the translation process**

Automatic Translation will be generated.

Edit the translations: **black** is for unedited, **orange** for in progress and **green** for completed.

When your translation is edited and ready **inform UNINA** who will re-export to EMMA

All Done!



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www.europeanmoocs.eu

#euMOOCs

COURSE TITLE



To be publish: ____/____/____

Closing date: ____/____/____



Coauthors: _____



Overview



Learning Objectives



Outcomes

LESSON 1 TITLE



____/____/____



Learning Objectives

UNIT 1 TITLE



Content

Tags:

Assignment n.

Quiz n.

Peer assessment

UNIT 2 TITLE



Content

Tags:

Assignment n.

Quiz n.

Peer assessment

UNIT 3 TITLE



Content

Tags:

Assignment n.

Quiz n.

Peer assessment

PEDAGOGICAL TOOLS



Study materials



Blog post

Dissemination/Communication

Virtual classroom



Conversation tool

LESSON 2 TITLE



___/___/___



Learning
Objectives

UNIT 1 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

UNIT 2 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

UNIT 3 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

PEDAGOGICAL TOOLS



Study materials



Blog post

Dissemination/Communication

Virtual classroom



Conversation tool

Add Notes

LESSON 3 TITLE



___/___/___



Learning
Objectives

UNIT 1 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

UNIT 2 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

UNIT 3 TITLE



Content

Tags:

Assignment

n.

Quiz

n.

Peer assessment

PEDAGOGICAL TOOLS



Study materials



Blog post

Dissemination/Communication

Virtual classroom



Conversation tool

Add Notes

Peer assessment

Lesson: _____ | Unit: _____



Starting Date: ____/____/____

Closing date: ____/____/____



Users enrolled _____



Homework submitted _____



Max number of users per group: _____



How many reviewers for each assignment? _____



Note for Reviewers

ASSESSMENT CRITERIA

QUESTION 1

Narrative Criteria

Open question

QUESTION 2

Grade

Min.

Max.

QUESTION 3

Enter answers here (separated by semicolon)

Checklist

Multiple Choice?

Add Notes

3. *Annex 3 Forms A, B and C for MOOC information gathering*

a. **MOOC Description form** – to be completed and returned to Eleonora Panto, CSP **by 29 January 2016**

Double language: English and your own language

Item	to complete (English)	to complete (own language)	Guidance
<u>Title of MOOC</u>			Please use 10 words or less and try to make the title as attractive and inviting as possible in your own language
<u>MOOC teaser text</u>			Please use a max of 60 words , focus on: - what is unique about your MOOC, - what is most attractive about it and - why it is relevant for your target audience

English

Item	to complete (English)	Guidance
<u>Name of person completing this form</u>		This should be the person who is the first point of contact for this MOOC, please include name, email address and mobile phone
<u>Institution providing this MOOC</u>		Official name of your institution/organisation/company
<u>Available languages</u>		Please use the relevant language code: EN/ES/ET/IT/NL/PT/FR/CA
<u>MOOC image</u>		Send us an image without text in good resolution (preferably in aspect ratio width : height = 13 : 16 and resolution at least 480 pixels width) to be used on project website & platform.
<u>Availability of intro video</u>		All MOOCs have to have available a short introduction video, welcoming potential participants which should then be subtitled in all relevant languages. Please indicate when you have this ready and send us the video.
<u>Enrolment start date</u>		Please indicate the date when the enrolment will be opened on the platform.
<u>Start date MOOC</u>		Please indicate the date when this MOOC will start.
<u>Duration</u>		Please state the duration in weeks of this MOOC .
<u>Certification</u>		Choose one or more options for certification that you would like to provide for your MOOC: 1. Course without certification 2. EMMA certificate of completion available (paid) 3. EMMA certificate of completion available (free) 4. Provider certificate of completion available (paid) 5. Provider certificate of completion available (free)

		6. Verified certification available (paid) 7. Verified certification with ECTS credit points available (paid) 8. Verified certification available (free)
<u>Promotional contact</u>		Please provide the name and contact details of the person in your institution responsible for promoting this MOOC, please include name, email address and mobile phone .
<u>Delivery contact</u>		Please provide the name and contact details of the person in your institution responsible for the academic contents and delivery of this MOOC, please include name, email address and mobile phone .

b. **MOOC Elaboration form** – to be completed in English and returned to ATiT asap before the start date of the MOOC

Item	Please complete	Guidance
<u>Name of person completing this form</u>		This should be the person who is the responsible for the academic contents and delivery of this MOOC , please include name, email address and mobile phone.
<u>Title of the MOOC</u>		Please complete the agreed title of this MOOC.
<u>Short description of the target audience for the MOOC</u>		Please focus on who this MOOC is aimed at and suggest the type of people who would be interested in the MOOC , e.g. what faculty/university department might be interested, what interest groups should be targeted.
<u>Hours of study</u>		Please indicate how many hours of study per week are associated with this MOOC.
<u>Recognition options</u>		Please indicate what, if any type of certification options are available.
<u>MOOC format</u>		Please indicate the type of learning activities that are provided in this MOOC, e.g. are their collaborative activities? Do you have regular quizzes? Are there assignments to be completed? Are there assessment opportunities, what type of learning materials are provided? Etc.
<u>MOOC structure</u>		Please include the structure of the MOOC, this should include the titles of the lessons of the MOOC to provide a list of topics to be covered in the MOOC.
<u>Academic staff</u>		Please indicate the names and contact details of other academic staff involved in the delivery of this MOOC.
<u>Licensing options</u>		Please indicate the type of license in operation for the contents provided in this MOOC.
<u>Learning outcomes</u>		Please provide a short description (60 words max) of what it is that people can expect to learn in the MOOC .
<u>Online channels</u>		Please indicate the different online channels and tools that you are planning to use to engage with your participants, this includes social media channels like Twitter and Facebook, blogs, email lists, websites, fora , etc. (provide the specific urls of these channels). If you are planning to use a specific hashtag for this MOOC please provide it here.
<u>Useful champions</u>		Please provide the names of at least 8 relevant individuals who are either giving and/or quoted or mentioned in the MOOC who use social media who can be involved in promoting the MOOC by having them post, endorse/retweet etc.

c. **MOOC promotion form** – to be completed in English and returned to ATiT asap before the start date of the MOOC

Item	Please complete	Guidance
<u>Name of person completing this form</u>		This should be the person who is the first point of contact for the promotion of this MOOC , please include name, email address and mobile phone
<u>Title of MOOC</u>		Please complete the agreed title of this MOOC
<u>Offline promotional channels</u>		Please indicate the offline channels that you will be using to promote this MOOC, e.g. university info services e.g. internal mailings etc, newspapers, TV, Radio etc...
<u>Online promotional channels</u>		Please indicate the online channels that you will be using to promote this MOOC, this includes Twitter, Facebook, specialist in blogs, mailing lists etc
<u>Hashtags</u>		Please indicate at least 5 hashtags that can be used to promote this MOOC related to the content of the MOOC or the institution that is providing it
<u>Social media activation</u>	<input type="checkbox"/> I will post myself <input type="checkbox"/> I will provide the necessary content to ATiT <input type="checkbox"/> Internal social media campaigner will lead	Please indicate your commitment to either tweet or post on Facebook at least 3 times a week information about this MOOC from the time that enrolment starts to the end of the MOOC OR to send ATiT suitable content that we can use on your behalf OR to appoint a colleague as your official “social media campaigner” with responsibility for leading on promotion of your MOOC via social media.
<u>Social media campaigner</u>	Name: E-mail: Twitter name: Facebook name: Facebook e-mail address:	Please indicate the name, contact details and social media channels of the person who will actively engage with social media during the lifetime of this MOOC. (The Facebook e-mail address is needed, so we can add the person to the admin panel of the EUmoocs Facebook page) You can leave this open in case you do not have such a person and plan to provide content to ATiT instead.