

Boosting Armenian Universities Internationalization Strategy & Marketing

BOOST

DISSEMINATION Strategy

1. INTRODUCTION

Objective: To foster and promote further internationalization of Armenian Higher Education through development of national and institutional policy framework and tools.

Specific objectives:

- Develop national policy framework and tools for facilitating internationalization practices in Armenian HE;
- Create a National Platform and online tools for mapping and benchmarking internationalization processes in Higher Education;
- Build capacities of ICO staff of HEIs, MoES and social partners on strategic management, marketing and cultural challenges as well as implementation of credit mobility, ensuring holistic approach to internationalization management issues;
- Create and enhance ICO resources and service-oriented centers at the Armenian HEIs, including development of strategic & marketing plans and tools.

Outcomes:

- Creation and implementation of policy framework on internationalization;
- A National Platform for internationalization in Higher Education;
- ICO staff of HEIs trained;
- ICO resources and service-oriented centers at the Armenian HEIs in place.

Consortium partners: the project is carried out with joint efforts of HEIs in Armenia, the Ministry of Education and EU partners from Estonia, Portugal, Spain, Sweden.

Dissemination Strategy Goal

The goal of Dissemination Strategy is to organize activities to promote the exploitation of the results and knowledge gained within the project.

Being responsible for the planning and reporting of WP5 as a Leading partner, internal project working groups are established for the academic, financial and administrative management at AUA.

Within the Dissemination strategy it is envisaged that all Consortium partners share the news and articles on project related events they carry out internally on national or institutional levels. In this respect, the consortium partners shall provide their own annual planning of the events.

The RA Ministry of Education plays crucial role in ensuring the project sustainability. Thus, the MoE shall take the ownership of the project at the national level. In this regard, as a Consortium partner, MoE can ensure wide coverage of the project results. Particularly, it shall carry out the first international conference for 2018 by suggesting its topic and the agenda as per the project description.

NATIONAL CONFERENCES

Year 2017

Place	Date	Topic	Target
AUA	November 21	International practices and policy framework (<i>Tools for mapping and benchmarking the internationalisation processes</i>)	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

Year 2018

Vanadzor State University	June	Holistic approach to internationalization (<i>Strategic Management</i>)	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.
Yerevan State Conservatory	September	Marketing strategies of HEIs, Cultural challenges	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

Year 2019

Shirak State University after M. Nalbandyan	May	Operationalisation of ICOs and service oriented university centres	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.
Khachatur Abovian Armenian State Pedagogical University	November	National Platform for Internationalization with policy framework and strategy	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

INTERNATIONAL CONFERENCES

Year 2018

Place	Date	Topic	Target
Yerevan State Conservatory	October	Internationalisation of Higher Education: international experience	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

Year 2019

Ministry of Education and Science	May	National Strategy on Internationalisation of Higher Education	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.
ASPU	October	Final Conference	National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

Open Conference

On

International practices and policy framework

21 November, 2017

AUA, Yerevan

Draft agenda

Target audience: National HEIs, (management boards, quality units, ICOs, administrative and academic staff), research institutions.

Event Topic : International practices and policy framework (*Tools for mapping and benchmarking the internationalisation processes*)

I session

- Benchmarking analysis of internationalisation practices

II session

- Indicators to measure and compare the performance in HEIs for internationalisation

Methods of Dissemination of all Conferences

- **Project website**

A project website is one of the most versatile dissemination tools. It contains information for different audiences through a regular update and engagement of public at large.
www.boost.aspu.am
- **Flyers /leaflet**

Flyers in printed form can be handed out at conferences or to colleagues at the university. An electronic version (e.g. PDF file) will also be circulated electronically.
 Leaflet available at: boost.aspu.am
- **Team meetings/ working groups**

AUA will engage Team/Programme meetings as excellent opportunity for the project to present, discuss common issues, and get feedback on its work.
- **Newsletter**

Newsletters will be prepared with a subscription opportunity through BOOST and FB pages.
- **Conference posters/rollups**

A poster at a conference, as a means to provide visibility, will be presented in every conference.
- **Workshops/trainings**

Workshops, as small interactive events, to held to achieve a specific objective.
 AUA expects to get feedback from both participants and experts on particular issues by emphasising on discussions, not presentations.
- **Project Facebook page**

FB is useful for discussing new developments, problems, and issues. It is linked to BOOST websited to provide opportunity to be proactive and reactive, share our learning with the community, and develop a profile for our project.
- **Online Reports and other documents**

Reports on specific topics will be posted on project website so they are accessible to a wide audience (e.g. guidelines, masterplans, toolkits, questionnaires, etc.)
- **Printed publications**

AUA will maintain printed copies of selected informational (Guidelines and their translated versions) materials for both printed and online distribution.