

DISSEMINATION AND EXPLOITATION PLAN

Deliberable 7.1 status

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DEMUSIS

Enhancing the digital competencies and entrepreneurship skills of academic musicians in Serbia for culturally more engaged society



UNIVERSITY
OF ARTS
IN BELGRADE



Co-funded by the
Erasmus+ Programme
of the European Union

The development of the Dissemination and Exploitation plan

- 1st version in June 2019
- 2nd version in November 2019
- Regular updates after each 6- month period, according to new developments in the project

The main objective of dissemination is to build awareness about:

- The new and reformed study programmes
- The improved education goals
- The contemporary developments in the field of music
- The events organised in the framework of the DEMUSIS project
- The publications created in the framework of the DEMUSIS project

The core message:

The main overall objective of the project: *developing digital competencies of academic musicians in Serbia for raising HE capacities, better employability and socially more responsible music professionals* and the activities performed to achieve this objective.

In its simplest form, the key message will be: *the curricula of music studies are being modernized in order to provide more contemporary and more relevant knowledge that will improve the professional profiles of young musicians.*

Other important messages include information about the specific events and results of the project (newly accredited study programmes or LLL courses, reformed programmes, the new publications and on-line available materials, public debates and info days)

Target Groups

Dissemination and use of results for different target groups

	Students	Project staff	National HEI / music	Music professionals	Music teachers	Employers	General public
Aims	Raising awareness about updated curricula	Informing staff about project activities and results	Raising awareness about the importance of new competences Raising interest in LLL courses	Raising awareness about the importance of new competences Engaging music professionals in new LLL courses	Raising interest in LLL courses Raising awareness about the importance of new competences	Provoking feedback Raising interest in LLL courses	Raising awareness about the importance and potentials of music education Raising interest in LLL courses Raising interest in Music studies
Measures and channels:	Info-days Classes Consultations Promotional materials	Info-days Information given at council meetings Promotional materials	Info-days Brochures Promotional materials	LLL courses Brochures Promotional materials	Info days LLL courses Brochures Promotional materials	Info days LLL courses Brochures Promotional materials	Info days LLL courses Brochures Promotional materials
	For all: project website Social media: Facebook, Twitter, Instagram Traditional media Public debate						

Dissemination and communication activities

- *Phase 1 (M1 – M12) – Generating interest and awareness, in colleagues and students at partner universities*
- *Phase 2 (M13 – M24) – Enhancing interest and encouraging participation in the DEMUSIS project*
- *Phase 3 (M25 – M36) – Informing the general public and presenting results*

Dissemination time-line for phase 2

- January - March 2020 – Promotion of the distance learning platform (1 info day at each national HEI – P1, P2, P3)
- February 2020 – printing promotional materials, including brochures with information about the project, communication channels and updated curricula (responsible partner P2)
- February – June 2020 – consultations at all national HEI's (P1, P2, P3) about updates curricula, minimum 3 at each institution
- March 2020 – short project presentation at national and regional media (RTS, RTV), by PP1 and PP2
- September 2020 – info days at P1, P2, P3 promoting the new teaching materials and on-line courses
- October 2020 - short project presentation at national and regional media (RTS, RTV) by PP1 and PP3

Dissemination time-line for phase 3

- January 2021 – Promotion of the distance learning platform (1 info day at each national HEI – P1, P2, P3)
- February – June 2021 –consultations at all national HEI's (P1, P2, P3) about updated curricula, minimum 3 events at each institution
- March 2021 – short project presentation at national and regional media (RTS, RTV) promoting new curricula, the distance learning platform and new LLL courses, by PP1 and PP2
- September 2021 – 1 info day at P1, P2, P3 each, promoting the new teaching materials and on-line courses
- October 2021 - short project presentation at national and regional media (RTS, RTV), including the promotion of student projects and the public debate
- Promoting the public debate results, with short video clips from the debate posted on social media accounts and the project website (responsible partner P2)



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Thank you for your kind attention.