

CLICK – Contemporary Literacy for Contemporary Kids

2015-2015

Learning and Teaching Activity - Digital and Technology Literacy

Lordelo, Portugal – 22nd to 26th February 2016

HOMEWORK TASKS

I would like you to consider your answers to the two following questions according to our project:

Question number 1:

What do we want to disseminate?

DISSEMINATION

Question number 2:

What are the most effective ways of disseminating?

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Slide 8

Question number 1:

How would you describe our project to an outsider:

DISSEMINATION

Question number 2:

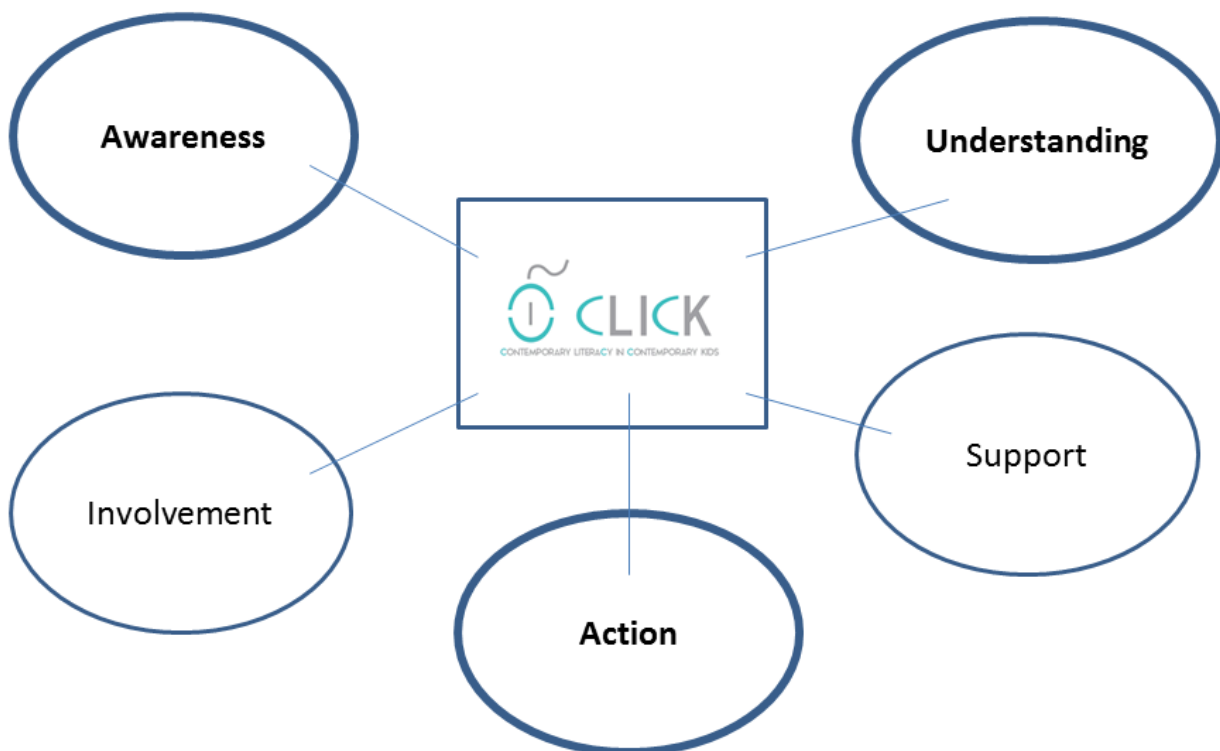
What do we have to disseminate?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.

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DISSEMINATION



Dissemination for **AWARENESS**

local communities (local authorities, parents associations, strategic partners such as universities, local employers and media, other schools)

Dissemination for **UNDERSTANDING**

teachers' organizations, educational magazines and newspapers; opinion leaders on education

Dissemination for **ACTION**

the people within our partnership (partner school senior management members, the teachers, the students and their parents)

Exercise: Try to describe the three categories of dissemination when it comes to your school - and try also to consider which kind of involvement and support you can expect.

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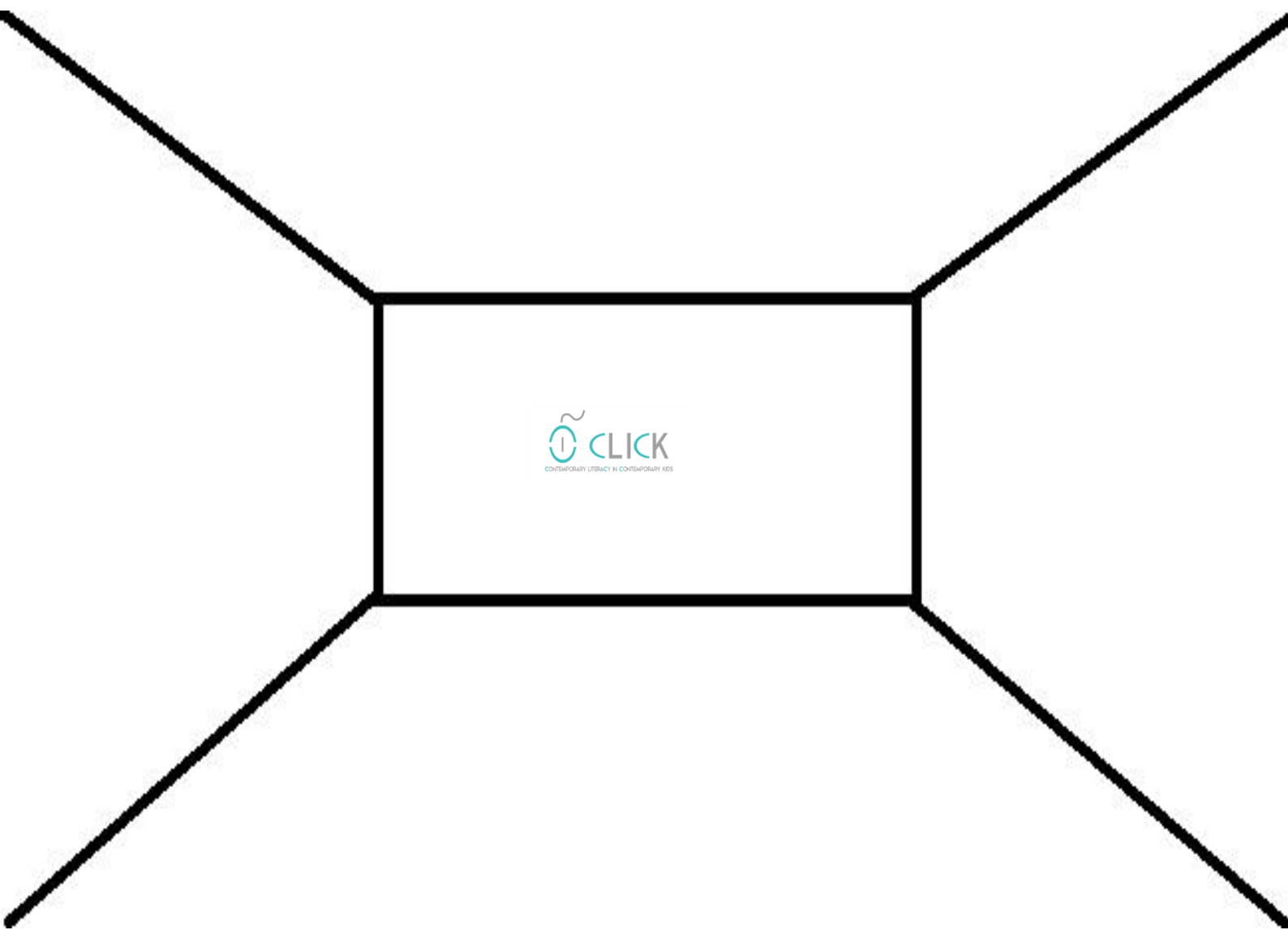
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DISSEMINATION

Purpose	Target group	Method	Timing	Responsibility of
Why is it important?	To whom is it for?	How will we do it?	When will we do it?	10iCampus is responsible
Awareness	Local	Project website	Year	The school team
Understanding	Regional	Logo	Month	The teachers
Action	International	E-book Slogan Video Media	Date	The students

The meeting in the middle



DISSEMINATION

 <p>What are your experiences when it comes to dissemination?</p>	 <p>Give a concrete example of one of the disseminations you have been in charge of/experienced?</p>	 <p>What is dissemination?</p>
 <p>What do we want to disseminate?</p>	 <p>Who are our stakeholders and what are we offering them?</p>	 <p>When do we disseminate?</p>
 <p>What are the most effective ways of disseminating?</p>	 <p>Who might help us disseminate?</p>	 <p>How do we prepare our strategy?</p>
 <p>How do we turn our strategy into an action plan?</p>	 <p>How do we cost our dissemination activities?</p>	 <p>How do we know we have been successful?</p>