

# BYOD

LEARNING LEARNING AT ANY TIME,  
“AT ANY PLACE VIA ANY DEVICE”

## Dissemination strategy plan



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## Project aims

The aim of the BYOD project is to support teachers and educators with the implementation and design of Learning Videos hosted in the BYOD Platform accessible to teachers and students at any time and any place and through any device, applying the BYOD methodology.

The ultimate objective of the project is to offer an option to students to study using their e-devices. The evolution of portable education will offer the students the ability to study at any place and any time. The idea behind the project is to provide an alternative flip-classroom learning environment through video lessons covering the curriculum in support of two-fold solutions: (1) digital learning solution and (2) support to mix ability classes outside the classroom. The BYOD project will focus on students learning mathematics in secondary education, especially 7 graders.

## Project results

The planned main results of the project are:

R1. European Platform of Video Lessons hosting videos accessible by \ teachers, and students at any time and any place and through any device applying an approach of BYOD.

R2. Methodology and specifications for the design of the video lessons and set of digital tools and guidance on the digitalization of the educational content to facilitate the learning process.

R3. Training course for supporting teachers and educators to digital transformation through development of digital readiness, resilience, and capacity in mathematical education.

The results will contribute to the creation a European platform which will contribute to the learning of young students with the use of 15/30/45-minute learning videos. The innovative approach of the project is the splitting of the curriculum topics into videos which does not exist at present.



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## Dissemination activities

- On project's **Facebook** : <https://byod-learning.eu/>
- On project's **website** : <https://www.facebook.com/BYODLearning>
- On **partners' Facebook accounts**
- On **partners' websites**

Each partner will be responsible for a month for the dissemination of project's activities results and news on its social media accounts. In this manner, all partners will contribute to raising awareness around BYOD project and reach out to a greater audience.

## Indicators

A set of indicators will be used to measure the impact such as:

1. Interest of the target groups (teachers, school decision makers, educational experts, etc.) to participate in the multiplier events. (>180, virtual events >180)
2. Interest generated by the multiplier events.
3. Number of visits to the project's website. (>2000)
4. Reaction to Social Media communication.
5. Interest and articles written by journalists about the project's results and course that will be developed.
6. Interest generated by educational policy makers and their comments on this project.
7. Number of interested members of the focus group (>1000)
8. Number of views and downloads of the project's results in the content-sharing site and content sharing platforms
9. Statistics from the project newsletters (link clicks, opened newsletter, etc.) sent out in the beginning, middle and end of the project



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10. Number of conferences/events where BYOD-Learning is disseminated/advertised through newsletters (>5)
11. Number of information sessions for school staff to learn about the project (at least 4)
12. Number of target group members that tried to contact the project partners through the main public communication channels (website's contact us form, social media, etc.)
13. Number of links (partemails website and other) - >8
14. Number of email where messages or newsletters are sent >800 Questionnaires for the managers of the participant institutions regarding news skills developed by staff: capacity to work at European level and international projects.
15. Online questionnaires regarding the impact of using our digital resources in terms of digital literacy regarding school education.
16. Online questionnaires for teachers / school directly involved in educational activities in school using our methodology regarding the impact on students.
17. Media coverage: number of specialist press articles, press, reports, press releases, interviews etc. Quality assurance mechanism established within the partnership will guarantee that the impact is continuously measured, especially during project milestones, as well as during the finalization of important project activities (such as the end of the development phase, the completion of the validation phase, participation at national events, presentation of the project to national and international events to which the partners will attend, etc.).

All data regarding measurements of impact will be included in the quality evaluation reports to be drafted at interim and final stage of the project.

### Partner rotation on social media

#### Responsible Partner for uploading in the media in each month

Partner organization	Month
<b>2022</b>	
Pedagogical University of Krakow (PUC)	January 2022
Doukas School	February 2022
AMETA – North Macedonia	March 2022
Cyprus Mathematical Society (CYMS)	April 2022



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5 OU Ivan Vazov	May 2022
Skybridge	June 2022
Plovdiv University	July 2022
I.E.S. ARCEBISPO XELMIREZ II	August 2022
Pedagogical University of Krakow (PUC)	September 2022
Doukas School	October 2022
AMETA	November 2022
Cyprus Mathematical Society (CYMS)	December 2022
<b>2023</b>	
5 OU Ivan Vazov	January 2023
Skybridge	February 2023
Plovdiv University	March 2023
I.E.S. ARCEBISPO XELMIREZ II	April 2023
Pedagogical University of Krakow (PUC)	May 2023
Doukas School- Greece	June 2023
AMETA	July 2023
Cyprus Mathematical Society (CYMS)	August 2023
5 OU Ivan Vazov	September 2023
Skybridge	October 2023
Plovdiv University	November 2023
I.E.S. ARCEBISPO XELMIREZ II	December 2023



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