



# Communication plan

Guidelines for Communication

ERASMUS +: »Establishment of the Centers of competence and Employability Development (CCED)« (COMPLETE)



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## 1 Project summary

### PROJECT SUMMARY

Against the background depicted in the analysis of PC Kazakhstan and Russia the term “employability” is not listed in official documentation, such as legal regulations, reforms etc; not formulated as a strategic goal of the universities; not framed as a concept including a set of competences, skills and attitudes necessary to be employable and no practical instruction or recommendations on how to implement it is given. Universities in KZ and PF are obliged to include certain key competence modules into the study programs which are predefined by the Ministries of Education, but normally do not pursue a holistic competence model integrated into the educational program and “running as a common thread through the university. Additionally no internal document about understanding, what employability is and how it can be developed inside the HEI taking into account all the variety the disciplines and peculiarity of the university.

Following the finding of the problem analysis the aims of the project were compiled as follow:

- Development of an individual competence model and definition of employability in every PC HEI taking into account country specifics (economic, social/cultural and labour market) and institutional peculiarities identified in the analysis
- Conceptualization and establishment of Centres for Competence and Employment Development (CCED) at PC HEI with offerings to different internal and external target groups
- Provision of tested of trainings, modules, tools and instrument oriented to different target groups
- Promotion of the CCED as well as the competence and employability approach inside and outside the universities



## 2 Communication objectives and tasks

Communication plan has the purpose to ensure the effective information and experience exchange and to guarantee the involvement of all participating project members during the whole project life. It increases mutual trust and confidence and enhances the project ownership. Provision of relevant, accurate and consistent project information in regular intervals among the partners (groups) is the core task.

Good communication forestalls surprises, prevents duplication of effort, and can help to reveal errors and delays as well as the misallocation of resources and thus early enough to permit corrections. The partners will thereby benefit from the synergy effects of collaborative work and achieve better results.

This communication plan provides the framework to all partners how to manage and coordinate the communication process inside the project. Additionally the process of decision making and the approval of final documents will be sketched.

The plan covers the level of communication, instruments, what kind of information will be delivered and to whom, by which means and in which intervals.

## 3 General communication in the project

The communication in the project will be subdivided into 2 main levels:

**project management level and t**

**contentual level/work package level (Expert Circle).**

At the very beginning of the project two responsible persons from every partner institution will be determined and communicated to the coordinator:

At least one person who is in charge of the project management and

At least one person who is in charge of the contentual part (Expert Circle)

A **list of contacts** is separated into four main groups: the project managers, academic (Expert Circle). It will be created after the kick-off and updated by the partners during the whole project. The list will be uploaded in infonex.eu and be available to all partners.



Furthermore a **working group “Dissemination and Sustainability”** as well as one for **“Evaluation and Quality management”** will be established. Team members of this groups will be from every partner institution from Russia and Kazakhstan.

All partners are obliged to inform the coordinator about the changes of contact persons in any working group as well as to update the list of contacts immediately.

## 4 Channels of communication

How communication and information flow will be dealt with in this project?

Following instruments and methods of communication will be applied:

- **Personal or face-to-face meeting:** this meeting will take place twice a year there all partner discuss the achieved results and implemented/realized activities and plan the next steps. From every partner organisation 2 persons will attend the meeting: project managers and the expert (academic staff member). Thus, the participation of the both in the meeting will allow to cover and make different topics subject of discussion.
- **ICT-based communication**
  - Operational long-distance communication within the partnership **will mainly flow via email**. Partners are aware that they have to **participate actively** in this process and that one-way communication must be avoided under any circumstances. Two way communication is the preferred and requested model.
  - Regular online-meetings for in-depth discussions, update, clarification of questions and contentual discussions
    - via Skype inside the countries will be aligned by National Coordinators (NC): **in Russia DSTU, Rostov-on-Don and in Kazakhstan NARXOZ, Almaty.**
    - via Skype for Expert Circle: international exchange of information, experiences, discussion on the project topics, finding a consensus, making contentual decisions. **Main initiator and organizer : FHM**
  - A Skype discussion forum will be established and regularly held. Partners are recommended to participate in the online meetings.
  - Spontaneous online-meetings Skype. In case of an urgent issue or questions which have to be clarified immediately an unscheduled meeting will be arranged:



- As a chat version (so the protocol is saved also for partners who could not attend the session)
- As a call in groups or individually.

No hierarchical order must be respected and all partners are encouraged to communicate with each other. All kind of online meeting can be initiated or suggested by all partners.

### **Communication “inside” a Work package:**

For the most Work Package leaders from RU and KZ are nominated. The idea is to intensify the communication among the partners and to boost the contentual exchange and knowledge transfer between the countries. Since the partners are working at the same topic the communication will bring synergy effects, other viewings and assessments of the situations partners are working at.

According to their experience and skills, different partners will lead work-packages. Each of these partners will need to manage on their own the communication processes within the work package of their responsibility. By using this structure responsibilities will be shared and the ownership within the partnership increased.

Every Work Package Leader is responsible for

- Proactive communication inside the working groups
- Informing the partners about the running activities
- Leading and initiating the exchange of information regarding the content
- Involving all partners into the communication process.

### **Communication “inside” a country**

For both countries Russia and Kazakhstan National coordinators are determined: NARXOZ (KZ, Almaty) and Don State Technical University (RU, Rostov-on-Don). Both coordinators are responsible for the communication inside the country and the intensive exchange of information as well as the update of all partners in the country.

Regular online meetings, coordinated and organized by the national coordinators are one of the main communication pillars. The Project coordinator will also attend the meeting, if necessary.

- leading and initiating the exchange of information regarding the content,
- Discussion of the status quo, progress, existing problems and its solution,
- Involvement of all partners into the communication process.



## 5 Information flow - Data administration and storage

Infonex (www.infonex.eu) is an internal project web--portal, which can be effectively used as a tool for enhancing communication among all project members regardless of their roles and functions in the project.

In particular, Infonex can and should be used for:

- Mailings to all or selected project members registered on Infonex
- Informing about upcoming project events via integrated project calendar
- Joint discussions via Forum.
- Up- and downloading, viewing, and storing relevant projects documents, photos, and outputs in electronic form

Rules for up-loading new documents and naming of files: For avoiding chaos and non-transparency following rules have to be obeyed.

If changing a document from Infonex

- Download ALWAYS the last version of the document
- Fill in your changes
- Save the file adding the current date and your initials at the end of the file name
- Upload this document in infonex, best with a brief comment

Naming of files: Put a brief label in English, using the abbreviation of your institution or Initials as well as the current data.

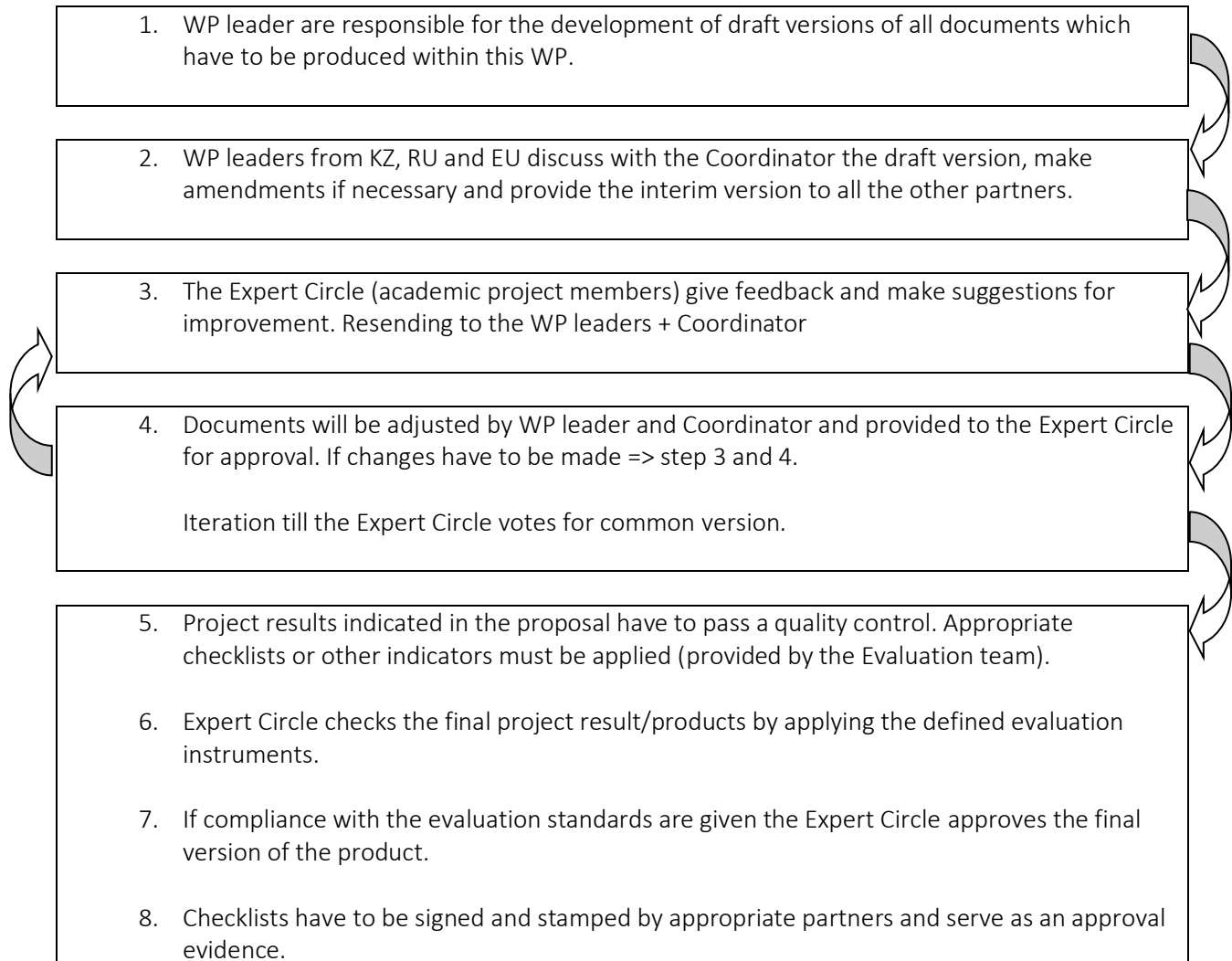
Guide on using Infonex was delivered to partners. Should a new participant be added to the project portal Infonex a contact person from concerning institution shall send a request to Marianna Gevorski with following information about the new participant:

- name, surname, gender, and title (if applicable)
- valid email address
- responsibility in the project.



## 6 Working process and approval of final documents

The illustrated process of development of project results and products, the general working and decision making is valid for all WPs.





## Communication plan

Audience	Aims	Communication channel / Report form	Frequency	Coordinator of the Communication
<b>Project Managers from RU partners+ Project Coordinator (if needed)</b>	<ul style="list-style-type: none"> <li>Update and progress reports in general (delays, problems and PM)</li> </ul>	<ul style="list-style-type: none"> <li>Online- skype meeting (chat/call)</li> <li>Report: chat protocol or minutes with core statements and decisions</li> </ul>	Every 3 <sup>rd</sup> Wednesday à month	National Coordinator from Russia, Don State Technical University
<b>Project Managers from KZ partners + Project Coordinator (if needed)</b>	<ul style="list-style-type: none"> <li>Update and progress reports in general (delays, problems and PM)</li> </ul>	<ul style="list-style-type: none"> <li>Online- skype meeting (chat/call)</li> <li>Report: chat protocol or minutes with core statements and decisions</li> </ul>	Every 2 <sup>nd</sup> Wednesday à month	National Coordinator from Kazakhstan, NARXOZ
<b>International WP leaders (and project coordinator)</b>	<ul style="list-style-type: none"> <li>Exchange of information, knowledge and experiences regarding the (scientific) work and content</li> <li>Discussion of existing problems, (information from the national WP group meetings)</li> </ul>	<ul style="list-style-type: none"> <li>Online- skype meeting (chat or call)</li> <li>Report: chat protocol or minutes with core statements</li> <li>Report: chat protocol or minutes with core statements and decisions</li> </ul>	As far as need	Working group leader



Agreement on draft versions, structures, next steps and the contents				
<b>International Expert Circle meeting with all partner institution</b>	<ul style="list-style-type: none"><li>• Update and progress reports of contentual work in all running work packages (delays, problems and changes etc.)</li><li>• Discussion of the contents, draft version of developed documents, concepts etc. existing problems and its solutions</li><li>• Agreement on draft versions, structures, next steps</li></ul>	<ul style="list-style-type: none"><li>• Online- skype meeting</li><li>• Report: chat protocol or minutes with core statements and decisions</li></ul>	Approx. once a month, if needed more often	Project coordinator

